What is the Cyber Security Summit?

Cyber Security Summit was founded in 2011 to spark a conversation around the topic of security. Since that time, it has annually brought together leaders from industry, government and academic interests to improve the state of cyber security.

At the Summit, we believe:

- It is vital that industry and government work together on security issues.
- Threats to U.S. businesses are threats to the U.S. – the private sector is responsible for 85% of our critical infrastructure.
- The best tool available for combating cyber threats is information sharing.
- A breach investigation will proceed more quickly if you have established relationships with the appropriate resources.
- The threat environment is constantly changing, but there are resources available.
- Good security is good business.
## Cyber Security Summit 2020 Virtual Sponsorship Opportunities

<table>
<thead>
<tr>
<th>Sponsorship Perks</th>
<th>Title</th>
<th>Presenting</th>
<th>Platinum</th>
<th>Diamond</th>
<th>Ruby</th>
<th>Gold</th>
<th>Silver</th>
<th>Webinar Host</th>
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<tbody>
<tr>
<td>Attendee List*</td>
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<td>$3,000 for sponsored event</td>
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<tr>
<td>Social Media Post &amp; Event E-blast</td>
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<td>Newsletter / Blog Contributor</td>
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<td>Display Ad on Blog</td>
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<td>2 Month Duration</td>
<td>1 Month Duration</td>
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<td>Speaking Opportunities</td>
<td>Keynote Welcome + Company Info</td>
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<td>Summit Passes</td>
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<td>12 of each</td>
<td>8 of each</td>
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<td>Specialty Item</td>
<td>Think Tank Position</td>
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<td>Company Profile on Website</td>
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<tr>
<td>Logo + Description in Summit Guide</td>
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<tr>
<td><strong>Exclusive to Diamond, Ruby, Gold, and Silver Sponsors</strong></td>
<td>Podcast Post</td>
<td>Technical Session Presenter</td>
<td>Face Mask with Logo Notebooks</td>
<td>Podcast Participant</td>
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* See Sponsorship Commitment Form for full details and disclosure.

## Corporate Patron Benefits

<table>
<thead>
<tr>
<th>Sponsorship Perks</th>
<th>Platinum</th>
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<th>Ruby</th>
<th>Gold</th>
<th>Silver</th>
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<tbody>
<tr>
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<tr>
<td>Healthcare or to IT / OT / IoT Seminar (value $83)</td>
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<tr>
<td>Logo Exposure in Summit Guide + Virtual Signage</td>
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**PODCAST POST (Per Person)**

<table>
<thead>
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<th>$850</th>
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10th Annual Cyber Security Summit | Virtual Event | October 26–28, 2020
Half-Day Virtual Seminar Opportunities

Healthcare & Med Device — October 26
In-house Legal Counsel — October 26
IT/OT/IoT Convergence — October 26
Small Business — October 27

<table>
<thead>
<tr>
<th>Sponsorship Perks</th>
<th>Seminar Host</th>
<th>Seminar Supporter</th>
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<tbody>
<tr>
<td>Attendee List for Specific Sponsored Event*</td>
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<tr>
<td>Exclusivity in Category</td>
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<tr>
<td>3-Minute Company Overview and Welcome</td>
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<tr>
<td>Speaking Opportunity</td>
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<td>✓</td>
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<tr>
<td>Designated Company Representative on Event Planning Committee</td>
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<tr>
<td>Virtual Display Space</td>
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<tr>
<td>Complimentary Passes for Sponsored Specific Event</td>
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<tr>
<td>Discount (10%) Provided to Distribute to Network to Attend Specific Sponsored Event</td>
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<tr>
<td>Name + Logo Included on Select Promotional Materials</td>
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<td>Logo on Select Virtual Signage</td>
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<tr>
<td>2 Complimentary Cyber Security Summit Passes (October 27-28)</td>
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<tr>
<td>Logo + 50-word Description on Website</td>
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</tbody>
</table>

Add-Ons

**Summit Guidebook/VLA Tribute Advertising:**
- 2-Page Ad Spread .......................................................... $2,000
- Full Page Ad ........................................................................ $1,250
- 1/2 Page Ad .......................................................................... $750
- Color Logo Next to Listing ........................................... $150

**Online Marketing:**
- Web Ad on Blog (per month) ........................................... $350
- Email Mailing (Post-Summit)* ........................................ $550

*Sponsor is responsible for providing html content for email distribution

Interested in getting involved?

Above are ways you can help support this important conversation about how to best protect our security, defense and infrastructure. Contact us to learn more about how you can get involved.

Jennifer Churchill
763-548-1306
jennifer.churchill@eventshows.com

Eileen Manning
763-548-1301
eileen.manning@eventshows.com

“Everything in Cybersecurity is interconnected. There are no isolated incidents. Like dropping a pebble into a pond, every action creates a series of follow-on effects. This is the “Ripple Effect” we must constantly manage to stay ahead of threats.”

Tim Crothers, Co-Chair,
2020 Cyber Security Summit

Visit cybersecuritysummit.org for more details and the most current opportunities.
Sample Attendee Demographics

The Summit attracts a diverse group of participants, but our primary audience is industry thought leaders.

Representation from 28 States + 7 Countries

What makes this event unique?

Squarely centered geographically, and located alongside many Fortune 500 multinationals, the Summit bridges the divide between the technology sector on one coast and policymakers from the other. We host the Summit annually in Minnesota for the following reasons:

- Represents all 16 critical infrastructure sectors.
- Headquarters of 17 Fortune 500 companies.
- Location of the largest privately held company in the U.S. (Cargill).
- Major health care corridor, with UnitedHealth Group, Medtronic and more than 700 health care/medical device companies.
- Strong retail presence with Best Buy, Target and a new Amazon technology development office.
- 7th ranked state for Science and Technology.
- Home to the University of Minnesota’s Technological Leadership Institute.
- Leaders aren’t just talking about cyber security, they are doing it.

1,000+ Thought Leaders will come together over three days.

Attendee Titles

Account Executive
Business Information Security Manager
CEO
Chief Information Officer
Chief Innovation Officer
Chief Security and Information Officer
Chief Technology Officer
Cloud Solution Architect
Compliance Analyst
Computer Science Instructor
Cyber Intelligence Analyst
Cyber Operations Chief
Cyber Security Engineer
Cyber Security Researcher
Data Center Analyst
Defensive Cyber Operations Technician
Deputy CISO
Deputy Legislative Auditor
DevOps Engineer
Director Enterprise Security Architecture
Director - IT Security Program Mgmt
Director- GRC & Endpoint Security
Director, Threat & Vulnerability Mgmt
Faculty
Global IT Internal Audit Leader
Global Product Security Officer
Healthcare Solutions General Manager
Incident Responder
Information Security Engineer
IT Director
36 Tactical Plans Officer
Lieutenant Colonel

MN State Representative
MN State Senator
Network Specialist
President
Principal Security Architect
Principal Security Engineer
Privacy & Cyber Security Counsel
Secure System Engineering Manager
Security Analyst
Security Compliance Officer
Security Research
Sr. Application Specialist
Sr. Cybersecurity Analyst
Sr. Director of Global Risk Management
Sr. Director - Global Security Office
Sr. Risk and Compliance Analyst
Sr. Technical Writer
Software Developer
Software Engineer
Solutions Architect
Supervisory Special Agent
SVP of Information Security & Risk
Systems Architect/Application Security
Technology Risk Senior Manager
Territory Development Manager
Third Party Risk Consultant
Threat Intelligence Manager
Vice President, Global Compliance
Vice President, Product Management & Marketing
Vice President, Security Architecture & Engineering

For a more complete list of attendees, including their titles and companies, please visit cybersecuritysummit.org.