



12TH ANNUAL LEADERSHIP EVENT

CYBER SECURITY SUMMIT

Security solutions through collaboration.™

2022 Sponsorship Opportunities



Cyber Security is an everybody issue.

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.

Previous Sponsors

Founding Partner



Presenting Plus



Presenting Sponsors



Featured Sponsors



October 24-26, 2022

R 11-17-21

2022 Sponsorship Opportunities

Sponsorship Perks	Title	Presenting	Platinum	Diamond	Ruby	Gold	Silver	Webinar Host
	\$50,000	\$27,500	\$15,000	\$12,500	\$10,000	\$7,500	\$5,000	\$3,000
Speaking Opportunities	Keynote Welcome + Company Info	Speaker/ Panelist	Panelist	Speaker Intro Welcome + Company Info	50-minute Tech Session			
Specialty Item	Think Tank Position			Exclusive Event Host (see below)	4 Tech Session Passes	Custom Benefits (see below)	Opening Expo Reception	
Post-event Attendee List	✓	✓		for sponsored event	for sponsored event			for sponsored event
Visionary Leadership Awards Table of 8	2 Tables	1 Table	4 tickets	2 tickets				
VIP All-Access Passes	4	2	1	6				
Full Summit Passes	15	12	8	6	4	2	3	
VIP Reception Passes	15	12	8	6	4	2	1	
Exhibitor / Virtual Templates / Venue Space	Tier 1 / 10 Double	Tier 1 / 9 Standard	Tier 2 / 7 Standard	Tier 2 / 5 Standard	Tier 3 / 4 Standard	Tier 3 / 3 Standard	Tier 4 / 1 Standard	
Exhibit Staff Passes			2	2	2	2	2	
Lead Retrieval	✓	✓	✓	✓	for sponsored event	✓	✓	
Webinar Host	✓	✓						✓
5-minute Security Solutions Podcast	✓	✓	✓	Available as Add-on *	Available as Add-on *	Available as Add-on *	✓	
WiCyS Golf Tournament (one player in foresome)	✓	✓						
Advertising in Summit Guide	2-Page Spread + Article + Logo on Cover	2-Page Spread + Article + Logo on Cover	1 Page	1/2 Page	1/2 Page			
Newsletter / Blog	✓	✓						
Press Release	✓	✓	✓					
Social Media Posting + Pre-/Post-event E-blasts	✓	✓	✓					✓
Display Ad on Blog	4 Month Duration	2 Month Duration	1 Month Duration					
Job Postings	10	8	6	5	4	2		
Logo + Description in Summit Guide / Website	✓	✓	✓	✓	✓	✓	✓	
Logo on Signage & Promotional Materials	All	All	Select	Select	Select	Select	Select	



Custom Sponsorships

- Printing Sponsor
- Think Tank Special Event
- Virtual Platform Host
- Venue Sponsor

See Sponsorship Commitment Form for full details and disclosure.

Interested in Getting Involved?

Above are ways you can help support this important conversation about how to best protect our security, defense and infrastructure. To learn more about how you can get involved, contact: **Jennifer Churchill at 763.548.1306 or jennifer.churchill@cybersecuritysummit.org**



Your choice of one of the following Sponsorships:

Diamond Sponsor

- Spring VIP Reception Host
- CISO Forum Host
- Women in Cyber Luncheon Host
- Legislative Security Briefing Forum Host
- In-House Counsel Forum Host
- Security Solutions Podcast Host
- VIP Forum Host
- Visionary Leadership Awards Host
- Job Board Host

Ruby Sponsor

- 1/2-day Seminar Host
- see Seminar Opportunities next page for benefits →

Gold Sponsor

- Spring VIP Reception Supporter
- Customized promotional item see next page →

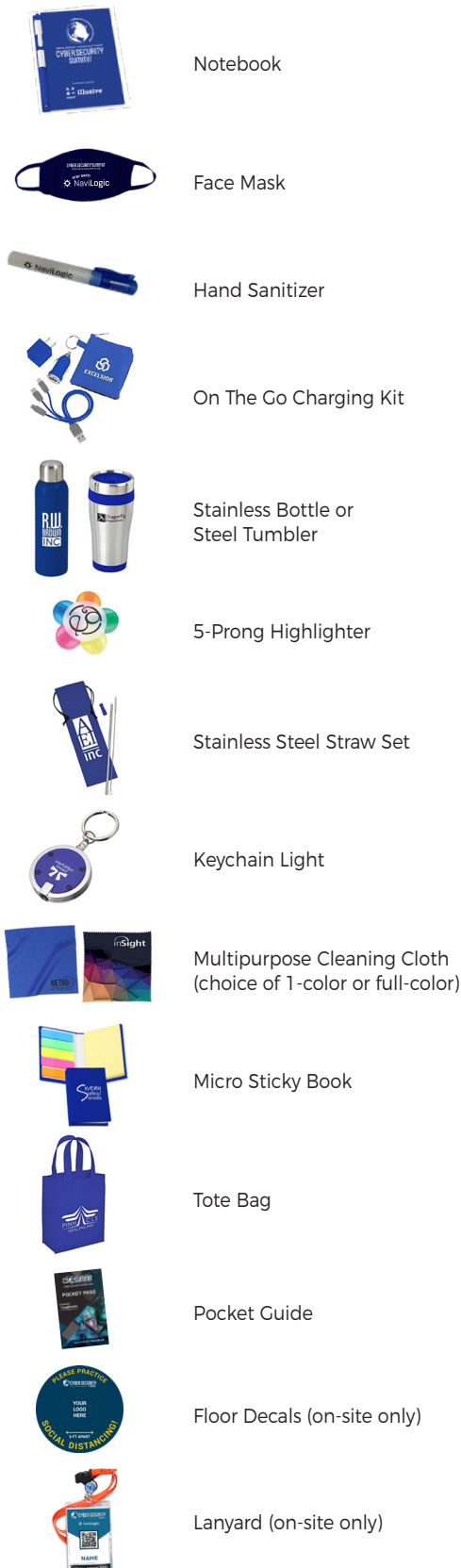
Silver Sponsor

- Coffee Break

Stay in front of attendees all year-round through inclusion in the pre-event Summit mailer.
Available as customized Gold sponsorship

Seminar Opportunities

Public Sector (full day) Healthcare & Med Device (full day) IT/OT/IoT Convergence
Women in Cyber In-house Legal Counsel Small Business



Sponsorship Perks	Full Day		Half Day	
	Host	Supporter	Host	Supporter
	\$20,000	\$8,500	\$9,500	\$3,500
Full Summit Presenter	✓			
Speaking Opportunity	✓	✓	✓	✓
Attendee List for Specific Sponsored Event	✓		✓	
Designated Company Representative on Event Planning Committee	✓	✓	✓	✓
Exhibit Space Placement / Virtual Custom Designs	Tier 2 / 8	Tier 3 / 4	Tier 3 / 4	
Lead Retrieval	✓	✓		
Display Table in seminar room	✓		✓	
3-Minute Company Overview and Welcome	✓		✓	
5-minute Security Solutions Podcast	✓			
Complimentary Passes for Sponsored Specific Event	10	4	10	2
Summit Passes	6	2	2	
VIP Reception Passes	2		2	1
Newsletter Article	✓			
Advertising in Summit Guide	1 Page			
Logo + 50-word Description in Summit Guide and Website	✓	✓	✓	✓
Logo Included on Signage & Promotional Materials	✓	✓	✓	✓

+ Marketing Add-Ons

Security Solutions Podcast*\$2,500

Visionary Leadership Award Table\$1,500

Job Posting\$50/ea or \$40/ea for 10+

Summit Guidebook Advertising

2-Page Ad Spread.....\$2,000

1-Page Ad\$1,250

1/2-Page Ad\$750

Color Logo Next to Listing\$150

Online Marketing

Web Ad on Blog (per month).....\$350

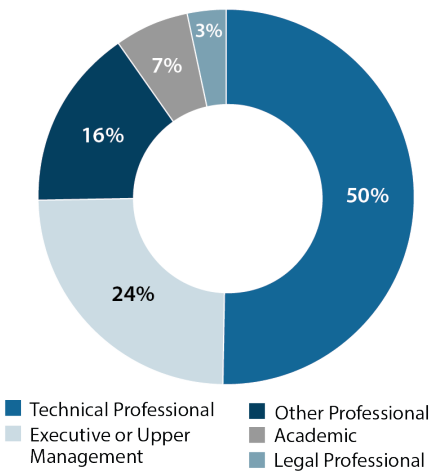
Post-Summit Email Mailing\$550

(Sponsor is responsible for providing html content for email distribution)

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

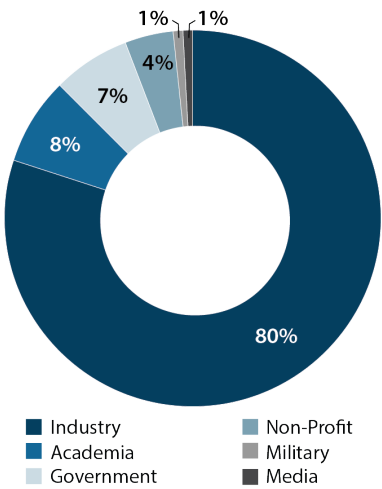
Sample Attendee Demographics

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



92%

Somewhat or very likely to attend in the future



Representation from
43 States
& **21** 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.
- Strong retail presence with Best Buy, Target and a new Amazon technology development office.
- Headquarters of 17 Fortune 500 companies.
- 7th ranked state for Science and Technology.
- Location of the largest privately held company in the U.S. (Cargill).
- Home to the University of Minnesota's Technological Leadership Institute.
- Major health care corridor, with UnitedHealth Group, Medtronic and more than 700 health care/medical device companies.
- 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	Network Specialist
Business Information Security Manager	Operational Risk Manager
CEO	President
Chief Information Officer	Principal Security Architect
Chief Innovation Officer	Principal Security Engineer
Chief Security and Information Officer	Privacy & Cyber Security Counsel
Chief Technology Officer	Secure System Engineering Manager
Cloud Solution Architect	Security Analyst
Compliance Analyst	Security Compliance Officer
Computer Science Instructor	Security Research
Cyber Intelligence Analyst	Sr. Application Specialist
Cyber Operations Chief	Sr. Cybersecurity Analyst
Cyber Security Engineer	Sr. Director of Global Risk Management
Cyber Security Researcher	Sr. Director - Global Security Office
Data Center Analyst	Sr. Risk and Compliance Analyst
Defensive Cyber Operations Technician	Sr. Technical Writer
Deputy CISO	Software Developer
Deputy Legislative Auditor	Software Engineer
DevOps Engineer	Solutions Architect
Director Enterprise Security Architecture	Supervisory Special Agent
Director - IT Security Program Mgmt	SVP of Information Security & Risk
Director- GRC & Endpoint Security	Systems Architect/ Application Security
Director, Threat & Vulnerability Mgmt	Technology Risk Senior Manager
Faculty	Territory Development Manager
Global IT Internal Audit Leader	Third Party Risk Consultant
Global Product Security Officer	Threat Intelligence Manager
Healthcare Solutions General Manager	Vice President, Global Compliance
Incident Responder	Vice President, Product Management & Marketing
Information Security Engineer	Vice President, Security Architecture & Engineering
IT Director	
J6 Tactical Plans Officer	
Lieutenant Colonel	
MN State Representative	
MN State Senator	

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