



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.

Title Sponsor



Featured Sponsors



October 24-26, 2022

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 Venue Space	Double	Standard	Standard	Standard	Standard	Standard	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



Notebook



Face Mask



Hand Sanitizer



On The Go Charging Kit



Stainless Bottle or Steel Tumbler



5-Prong Highlighter



Stainless Steel Straw Set



Keychain Light



Multipurpose Cleaning Cloth (choice of 1-color or full-color)



Micro Sticky Book



Tote Bag



Pocket Guide



Floor Decals (on-site only)



Lanyard (on-site only)

Seminar Opportunities

Public Sector (full day)
Women in Cyber

Healthcare & Med Device (full day)
In-house Legal Counsel

IT/OT/IoT Convergence
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

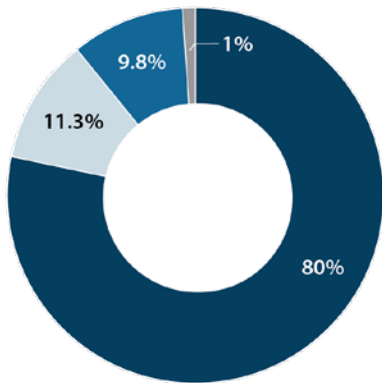
Post-Summit Email Mailing\$550

(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.



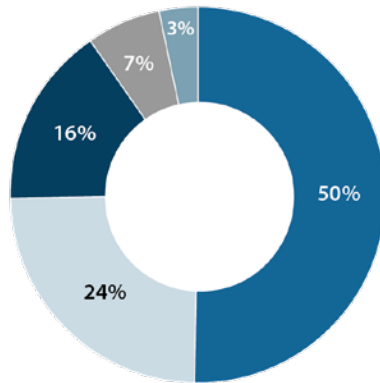
■ Academia ■ Government
■ Industry ■ Military

98%

Somewhat or very likely to attend in the future

Representation from

43 States
& **21** Countries



■ Technical Professional ■ Other Professional
■ Executive or Upper Management ■ Academic
■ Legal Professional

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.

Attendee Titles

Acting United States Attorney	IT Security and Compliance Specialist
AppSec Engineer	IT Security Manager
Associate Systems Engineer	IT Senior Auditor
Chief Data Scientist	Manager of IT Infrastructure
Chief Security & Trust Officer	Manager of IT Infrastructure
CISO	Operations Manager
Cloud Security Engineer	President & COO
Compliance Specialist	Principal Innovation Architect
Computer Scientist	Principal Security Analyst
Corporate Nuclear Security, CS Manager	Principal Security Architect
Cyber Security Advisor	Principle IT Auditor
Cyber Security Analyst	Regional Director
Defensive Cyber Operations Technician	Security and Compliance Analyst
Defensive Cyber Operations Technician	Senior AI Architect for Cybersecurity
Deputy CISO	Solutions Architect
Deputy J6 / Deputy CIO	Sr Compliance Analyst
Dev(Sec)Ops Transformation	Sr Intelligence Analyst
Director IT Risk Mgmt	Sr Manager Information Security
Director of Cyber Command	Sr Principal Cyber Info Assurance Analyst
Director, Cyber Security and DevOps	Sr. Applications Manager
Director, Cybersecurity Strategy	Sr. Info Security Analyst
Director, Threat Management	Sr. Manager, Threat Intelligence
Executive Director	Staff Product Analyst
Global Deputy CIO	State Program Tech Admin
GRC Program Lead	Strategic Product Marketing Director
IAM Controls & Data Lead	SVP, Chief Security Officer
IAM Engineer	SVP, Information Risk Management
Information Security Analyst	Tactical Branch NCOIC
Information Security Engineer	Threat Intelligence Engineer
Information Security Student Analyst	VP of Business Development
IT Director	
IT Security Analyst	

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

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