

CYBER SECURITY IS AN EVERYBODY ISSUE.

2022
Sponsorship
Opportunities



12TH ANNUAL LEADERSHIP EVENT

CYBER SECURITY SUMMIT

Security solutions through collaboration.™

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



Island

FEATURED SPONSORS



CORPORATE PARTNERS



FOUNDING PARTNER



EVENT PRODUCER



r 9-20-22

OCTOBER 24-26, 2022 | MINNEAPOLIS, MN | CYBERSECURITYSUMMIT.ORG

2022 Sponsorship Opportunities = SOLD

Sponsorship Perks	SOLD	1 LEFT	3 LEFT	5 LEFT	6 LEFT		SOLD	Webinar Host
	Title	Presenting	Platinum	Diamond <input checked="" type="checkbox"/>	Ruby	Gold <input checked="" type="checkbox"/>	Silver <input checked="" type="checkbox"/>	
	\$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	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		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	Premium Lounge	Premium	Premium	Premium	Standard	Standard	Standard	
Exhibit Staff Passes			2	2	2	2	2	
Lead Retrieval	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	for sponsored event	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Webinar Host	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>						<input checked="" type="checkbox"/>
5-minute Security Solutions Podcast	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Available as Add-on *	Available as Add-on *	Available as Add-on *	<input checked="" type="checkbox"/>	
WiCyS Golf Tournament (one player in foresome)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>						
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	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>						
Press Release	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>					
Social Media Posting + Pre-/Post-event E-blasts	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>					<input checked="" type="checkbox"/>
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	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Logo on Signage & Promotional Materials	All	All	Select	Select	Select	Select	Select	

EXCLUSIVE TO DIAMOND, GOLD, AND SILVER LEVELS: Your choice of one additional opportunity with unique benefits.

CUSTOM SPONSORSHIPS

- Venue Sponsor
- Virtual Platform Host
- Printing Sponsor
- Think Tank Special Event
- Choose one Custom Wrap: Door, Elevator, Escalator, Pillar, Wall, or Window
- Floor Decals

DIAMOND SPONSOR

- CISO Luncheon Host
- Diamond Lounge
- Legislative Briefing Luncheon Host
- Job Board Host
- Security Solutions Podcast Host
- VIP Reception Host
- Visionary Leadership Awards Host
- Women in Cyber Luncheon Host

GOLD SPONSOR

Choice of one **Customized Promotional item** → see next page

SILVER SPONSOR













- Coffee Break
- Expo Reception Sponsor

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.

Customized Gold Sponsorship Add-ons

Stay in front of attendees all year-round through inclusion in the **Pre-event Summit Mailer**.

-  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
-  Custom promo item of your choice

Get noticed with these **Onsite Add-ons**.

-  Pocket Guide
-  Lanyard

Seminar Opportunities

Full Day Host: Healthcare & Med Device Industrial Cyber Security
 Public Sector Women in Cyber

Half Day Host: Small Business

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

+ 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

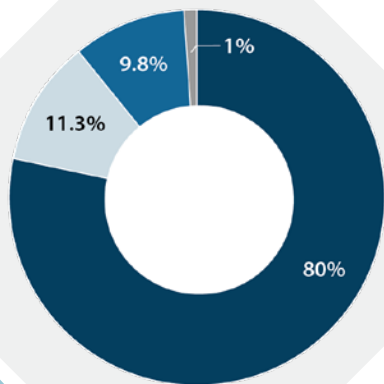
Post-Summit Email Mailing\$550

(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.

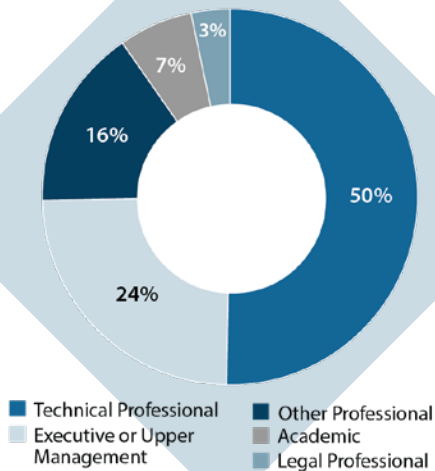


98%

Somewhat or very likely to attend in the future

Representation from

43 States
& **22** 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

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	

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