



13TH ANNUAL LEADERSHIP EVENT

# CYBER SECURITY SUMMIT

Security solutions through collaboration.™

20,000+  
CONNECTIONS



## RESILIENCE UNLOCKED

The original Cyber Security Summit was founded in 2011 to bring together the best people from industry, government, and academia to discuss the challenges found at the intersection of security and technology. Since that time, this annual event has matured to become a robust community where the smartest people, innovative companies, and promising ideas are engaged year-round to improve our collective resilience.

"If I am thinking hard about a work problem, many others are inevitably thinking about the same problem. The challenge is to find those people." Tony Sager, CSS Think Tank member and Center for Internet Security

Join Tony and hundreds more at the 13th Cyber Security Summit. Because this is where cyber professionals gather to share input, develop relationships, and influence outcomes.

## SPONSORSHIP OPPORTUNITIES

TITLE SPONSOR



Island

CORPORATE PARTNERS



FEATURED SPONSORS



INDUSTRY PARTNERS



10.04.23

OCTOBER 24-26, 2023

MINNEAPOLIS, MN

CYBERSECURITYSUMMIT.ORG

# 2023 Sponsorship Opportunities

## 3 DAYS EXPOSURE & PREMIUM PLACEMENT

## 2 + DAY EXPOSURE

Sponsorship Perks	Title	Presenting	Seminar Host	Breakout	Panel	Specialty Event	Tech Session	Branding	Podcast Track	Seminar Supporter
	SOLD	2 LEFT	*SEE BELOW	1 LEFT	SOLD	6 LEFT	SOLD	13 LEFT	4 LEFT	*SEE BELOW
	\$60,000	\$27,500	\$20,000	\$15,000	\$15,000	\$12,500	\$10,000	\$9,500 *	\$9,000	\$8,500
Speaker/Panelist	Keynote + Company Info	Speaker/Panelist	3-min Company Overview & Welcome	Speaker/Panelist	Panelist	Speaker Intro Welcome + Company Info	50-minute Tech Session		Intro + Facilitator of Podcast Interview	✓
Specialty Item	Think Tank Position		Company Rep on Planning Committee			Exclusive Event Host (see below)	4 Tech Session Passes	See next page		Company Rep on Planning Committee
Post-event Attendee List	✓	✓	For sponsored event	For sponsored event		For sponsored event	For sponsored event			
Visionary Leadership Awards Table of 8	2 Tables	1 Table	4 Tickets	4 Tickets	4 Tickets	2 Tickets				
VIP All-Access Passes	12	8	6	5	5	4	3	2	2	2
EXPO Staff	4	4	3	3	3	2	2	2	2	2
Exhibitor Venue Space	Premium Lounge	Premium	Premium plus Seminar Table	Standard	Standard	Standard	Standard	Standard	Table in room	Table in room
Lead Retrieval	✓	✓	✓	✓	✓	\$249	\$249	\$249	\$249	\$249
Private EXPO Suite	✓									
Webinar Host	✓	✓								
Cyber Pro Podcast	✓	✓	✓	✓	✓	Available as Add-on *	Available as Add-on *	Available as Add-on *	✓	Available as Add-on *
Specialty Event	2	1								
WiCyS Golf Tournament 1 player in foursome	✓	*Availability based on contract date								
Advertising in Summit Guide	Inside Cover + 2-Pg Spread + Logo on Cover	2-Pg Spread + Logo on Cover	1 Page + Logo on Cover	1 Page + Logo on cover	1 Page + Logo on Cover	1/2 Page	1/2 Page			
Blog / LinkedIn Article	1x	1x								
Press Release	✓	✓	✓	✓	✓					
Social Media Postings + Pre/Post Event Eblasts	12x	6x	4x	2x	2x	2x	1x	1x	1x	1x
Job Postings	10	8	6	6	6	5	4	2	2	2
Logo + Description in Summit Guide + Web	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

### Custom Sponsorships

- ☐ Registration Sponsor - \$15,000
- ☐ Printing Sponsor - \$15,000
- ☐ Private EXPO Suite - \$7,500
- ☐ Elevator Wraps - \$11,000
- ☐ 1 Available - International Breakfast - \$5,000
- ☒ Women in Cyber Breakfast - \$5,000

See [cybersecuritysummit.org](https://cybersecuritysummit.org) for more details.

### Exclusive to Specialty Events, Podcast Track, and Branding

Your choice of one additional opportunity with unique benefits:

#### SPECIALTY EVENTS

- ☒ CISO Luncheon Host
- ☐ Specialty Events Lounge
- ☐ Legislative Briefing Luncheon Host
- ☒ Spring Gala Host
- ☐ Cyber Pro Podcast Host
- ☐ Think Tank Event Host
- ☒ VIP Reception Host
- ☒ Visionary Leadership Awards Host
- ☒ Women in Cyber Luncheon Host
- ☐ International Dinner

☒ = SOLD

HOST SUPPORTER PODCAST

Healthcare & Medical Device	✓	2/3	1/1
Industrial Security	1/1	3/3	1/1
Public Sector	1/1	1/3	1/1
Women in Cyber	✓	1/3	1/1
Workforce Workshop	1/1	3/3	1/1
Legislative Luncheon	1/1	N/A	1/1

(inventory availability)

## Branding Sponsorship (\$9,500+ includes booth)



☒ Conference Bag



☐ Notebook



☐ Socks  
+\$1,500



☐ Hand Sanitizer



☐ Tech Kit or  
Charging Hub  
+\$1,500



☒ Ice Scraper



☐ Floor Decals



☐ Multipurpose  
Cleaning Cloth  
(full-color)



☐ Micro Sticky  
Book



☐ Stainless Bottle or  
Steel Tumbler  
\$2,500



☒ Lanyard



☐ Pocket Agenda



☒ EXPO Passport



☐ Vision Board

## Visionary Leadership Awards Dinner



☐ Band



☐ Drinks



☐ Dessert

## Spring Gala

☒ Red Carpet ☒ Band ☒ Drink(s)  
☒ Appetizer ☐ Dessert ☒ Game

## + Add-Ons

Cyber Pro Podcast .....	\$2,500
EXPO Meeting Suite .....	\$2,500
Visionary Leadership Awards Dinner Table .....	\$1,500
Job Posting .....	\$50/ea or \$40/ea for 10+
<b>Summit Guide Advertising</b>	
2 Page Ad Spread .....	\$2,000
1 Page Ad .....	\$1,250
1/2 Page Ad .....	\$750
Webinar Host .....	\$3,000
EXPO Reception Drink Tickets .....	\$100 / per 10 tickets



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**CYBER SECURITY**  
summit  
cybersecuritysummit.org

## Connect with our Global Community

The Cyber Security Summit connects  
you all year long. Join us!

**20K+** Cyber Professionals

**27** Countries

**5** Continents

## How our Community Engages



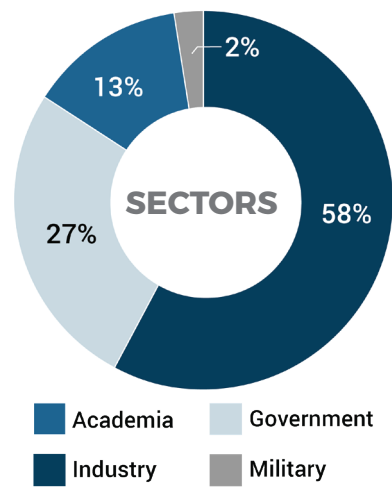
Interested in  
getting involved?

Support this important conversation about how to best protect our security,  
defense and infrastructure. To learn more, contact: **Jennifer Churchill** at 952.356.5386 or  
Jennifer.Churchill@eventshows.com.

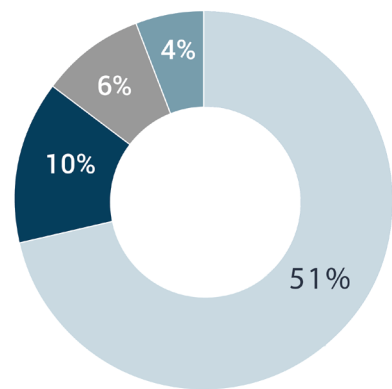


# Sample Attendee Demographics

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



Representation from  
**34** States  
& **27** Countries



**TOP 4 CRITICAL INFRASTRUCTURES**

- Communications
- Financial Services
- Healthcare and Public Health
- Information Technology

## 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 an Amazon technology development office.
- ◆ Headquarters to 17 Fortune 500 companies.
- ◆ Home to the University of Minnesota Technological Leadership Institute.
- ◆ Location of the largest privately held company in the U.S. (Cargill).
- ◆ Leaders aren't just talking about cyber security, they are doing it.
- ◆ Major health care corridor, with UnitedHealth Group, Medtronic, Mayo Clinic and more than 700 health care/medical device companies.

**1,000+** Thought leaders come together for three days.

## Attendee Titles

Academic Dean	Information Security Engineer
Assistant Director	Information Security Officer
Assistant Special Agent in Charge	Information Security Risk Analyst
Attorney	Information Security Testing Analyst
Auditor	Information System Security Manager
Automation Manager	ISSO
BISO	IT Administrator
Board Member	IT Analyst
Business Analyst	IT Auditor
Business Information Security Officer	IT Compliance Director
CEO	IT Director
Chief Strategy Officer	IT Project Leader
CIO	IT Risk Manager
CISO	Managing Director
CMO	Managing Principal
Commander	Marketing Manager
COO	President
CSO	Professor
CTO	Project Manager
Cyber Security Analyst	Risk Manager
Data Governance Manager	Security & Compliance Analyst
Deputy CIO	Security Operations Manager
Deputy CISO	Senior Auditor
Deputy Director	Senior Director
DevOps Support Engineer	Senior Engineer
Engineer	Senior Manager
Enterprise Director	Software QA Engineer
Enterprise Endpoint Manager	Solutions Engineer
Enterprise Systems Manager	Special Agent
Executive Cyber Security Strategic Advisor	Sr Cloud and DevOps Architect
Founding Partner	Sr Director - Security Engineering
GM	Sr. Information Security Architect
Governance, Risk & Compliance Manager	State Representative
Graduate Student	Strategic Security Architect
Information Security Analyst	Technology Risk Analyst
Information Security Architect	Technology Strategist
Information Security Director	Vice President

For a more complete list of attendees, including their titles and companies, visit:

[cybersecuritysummit.org/sponsor-resources](https://cybersecuritysummit.org/sponsor-resources)