2023 SPONSORSHIP OPPORTUNITIES

THE LEADING CYBER COMMUNITY

CYBER PROFESSIONALS

◆

LINKEDIN COMMUNITY

◆

15,000+ STRONG

13TH ANNUAL LEADERSHIP EVENT
CYBER SECURITY SUMMIT
Security solutions through collaboration.™

By and for Cyber Leaders

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. Developed by and for cyber security leaders representing all 16 critical infrastructure with a lense on global cyber issues.

2023 TITLE SPONSOR

Island

2023 FEATURED SUPPORTERS

3M   **OPTUM**

CORPORATE PARTNERS

GitHub   **NATIONAL SECURITY THIS WEEK**

TECH SPONSOR   MEDIA PARTNER

At the Summit we are focused on…

◆ The synergy of industry and government working 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 tools available for combating cyber threats is including information sharing.

◆ Preparing for a breach investigation will proceed by establishing relationships with the appropriate resources.

◆ The constantly changing threat environment.

◆ Good cybersecurity is now a business imperative.

2022 FEATURED SPONSORS

Island   NETSPI   TRUVANTIS   zscaler   CISCO SECURE

COFENSE   AXONIUS   CHECK POINT   noname   virsec

wipro   ordr take control   BlackBerry CYLANCE   bugcrowd   veza

BREMER BANK   ECS   OPTIV   CORTEX BY PALO ALTO NETWORKS   red canary

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2023 Sponsorship Opportunities

Sponsorship Perks	3 DAYS EXPOSURE & PREMIUM PLACEMENT				2 + DAY EXPOSURE				
	Title	**Presenting**	**Seminar Host**	**Panel**	**Specialty Event**	**Tech Session**	**Branding**	**Podcast Track**	**Seminar Supporter**
	SOLD	4 LEFT	4 LEFT	3 LEFT	9	11 LEFT	20	4	3 PER TRACK
	$60,000	$27,500	$20,000	$15,000	$12,500	$10,000	$9,500 *	$9,000	$8,500
Speaking Opportunities	Keynote + Company Info	Speaker/ Panelist	3-min Company Overview & Welcome	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			
Visionary Leadership Awards Table of 8	2 Tables	1 Table	4 tickets	4 tickets	2 tickets				
VIP All-Access Passes	12	8	6	5	4	3	2	2	2
EXPO Staff	4	4	3	3	2	2	2	2	2
Exhibitor Venue Space	Premium Lounge	Premium	Premium + Display Table in Seminar room	Premium	Standard	Standard	Standard	Table in room	Table in room
Lead Retrieval	✓	✓	✓	✓	$249	$249	$249	$249	$249
Private EXPO Suite	✓								
Webinar Host	✓	✓							
Security Solutions 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 foresome)	✓	✓							
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	$\frac{1}{2}$ Page	$\frac{1}{2}$ Page			
Blog / LinkedIn Article	1x	1x							
Press Release	✓	✓	✓	✓					
Social Media Postings + Pre/Post Event Eblasts	12x	6x	4x	2x	2x	1x	1x	1x	1x
Job Postings	10	8	6	6	5	4	2	2	2
Logo + Description in Summit Guide + Web	✓	✓	✓	✓	✓	✓	✓	✓	✓
Logo on Signage & Promotional Materials	All	All	All	Select	Select	Select	Select	Select	Select

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⟨⟩ Custom Sponsorships

- ☐ **Registration Sponsor - $15,000**
- ☐ **Printing Sponsor - $15,000**
- ☐ **Private EXPO Suite - $7,500**
- ☐ **Choose 1 Custom Wrap: Elevator, Escalator**

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

➕ 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
- ☐ Podcast Stage Host
- ☐ Think Tank Event Host
- ☐ VIP Reception Host
- ☐ Visionary Leadership Awards Host
- ☑ Women in Cyber Luncheon Host

PODCAST TRACK
- ☐ General Session
- ☐ Healthcare & Med Device Podcast Host
- ☐ Cyber Women Podcast Host
- ☐ Public Sector Podcast Host
- ☐ Industrial Controls Podcast Host

☑ = SOLD

Branding Sponsorship

- [ ] 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

SPRING GALA

- [ ] Red Carpet
- [ ] Appetizer
- [ ] Band
- [ ] Dessert
- [ ] Drink(s)
- [ ] Game

VISIONARY LEADERSHIP AWARDS

- [ ] Band
- [ ] Drink(s)
- [ ] Dessert

Cyber Leader Community

ANNUAL REACH + ENGAGEMENT

Connect with our Global Community

All year long our Professional Cyber Community connects with each other on our Cyber Security Summit Channels.

15K+ Cyber Professionals
27 Countries
5 Continents

How our Community Engages

Channels

COMMUNITY | PODCAST *

13K+ | TOP-RANKED

Form Factor

MOBILE | DESKTOP

* Spotify includes Podcast and Webinar Content

➕ Add-Ons

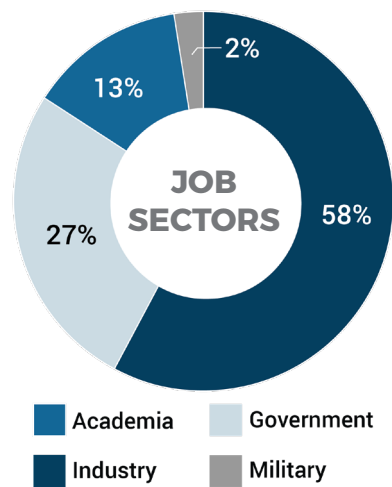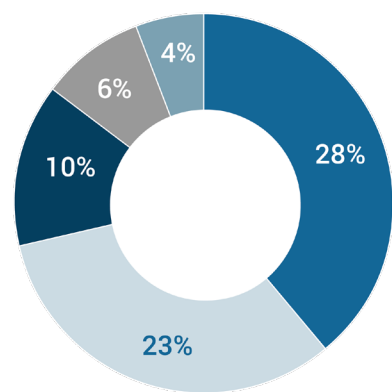|	
Security Solutions Podcast *	$2,500
EXPO Meeting Suite	$2,500
Visionary Leadership Award Table	$1,500
Job Posting	$50/ea or $40/ea for 10+
Summit Guidebook Advertising	
2-Page Ad Spread	$2,000
1-Page Ad	$1,250
1/2-Page Ad	$750
Webinar Host	$3,000

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@eventshows.com.

Sample Attendee Demographics

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

JOB SECTORS
- 58%
- 27%
- 13%
- 2%

- ■ Academia
- ■ Industry
- ■ Government
- ■ Military

Representation from

34 States
& 27 Countries

- 28%
- 23%
- 10%
- 6%
- 4%

TOP 5 CRITICAL INFRASTRUCTURES

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

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 Title Sampling

Academic Dean
Assistant Special Agent in Charge
Attorney
Automation Manager
BISO
Business Analyst
Business Information Security Officer
CEO
Chief Strategy Officer
CIO
CISO
CMO
Commander
COO
CSO
CTO
Cyber Security Analyst
Data Governance Manager
Deputy CIO
Deputy CISO
Deputy Director
DevOps Support Engineer
Engineer
Enterprise Director
Enterprise Endpoint Manager
Enterprise Systems Manager
Executive Cyber Security Strategic Advisor
GM
Governance, Risk & Compliance Manager
Graduate Student
Information Security Analyst
Information Security Architect
Information Security Director
Information Security Engineer

Information Security Officer
Information Security Risk Analyst
Information Security Testing Analyst
Information System Security Manager
ISSO
IT Administrator
IT Analyst
IT Auditor
IT Compliance Director
IT Director
IT Project Leader
IT Risk Manager
Managing Director
Managing Principal
Marketing Manager
Professor
Project Manager
Risk Manager
Security & Compliance Analyst
Security Operations Manager
Senior Auditor
Senior Director
Senior Engineer
Senior Manager
Software QA Engineer
Solutions Engineer
Special Agent
Sr Cloud and DevOps Architect
Sr Director - Security Engineering
Sr. Information Security Architect
State Representative
Strategic Security Architect
Technology Risk Analyst
Technology Strategist
Vice President

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