



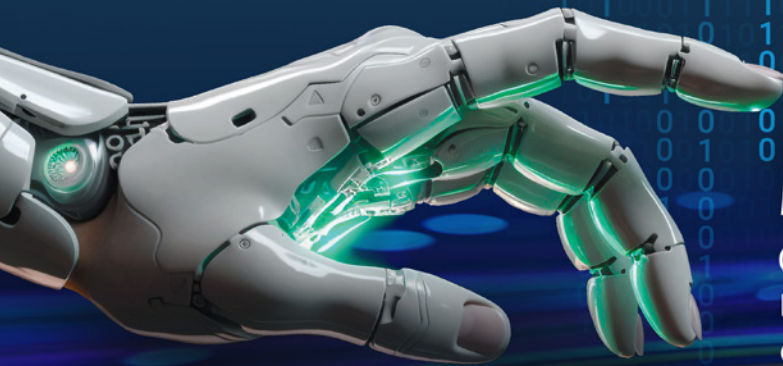
14TH ANNUAL LEADERSHIP EVENT

# CYBER SECURITY SUMMIT

Security solutions through collaboration.™

2024 SPONSORSHIP OPPORTUNITIES

20,000+ CONNECTIONS



## ALL IN FOR NEXT

October 28-30, 2024

Minneapolis Marriott Northwest

[cybersecuritysummit.org](https://cybersecuritysummit.org)

Today's technology and the related threat landscape are changing at warp speed, making it hard to anticipate tomorrow. Quantum computing and generative AI promise both good and bad outcomes: even as lives are saved and cold cases solved, these tools generate deepfake deception and bolster bad bias. The cybersecurity community protects people, processes, and property, and to combat outdated measures and tools, we must do it faster. We know we are strongest when we work together to leverage our collective strengths. For the 14th annual Cyber Security Summit, we come to the table ready to tackle emerging challenges and those beyond the horizon. We are going **All In For Next**.

### 2024 SPONSORS

proofpoint.



### 2023 SPONSORS

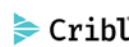
#### TITLE SPONSOR



#### CORPORATE SPONSORS



#### FEATURED SPONSORS




#### INDUSTRY PARTNERS



2024 Sponsorship Opportunities

Sponsorship Perks	Title	Presenting	Seminar Host	Panel	Specialty Event	Tech Session	Branding	Seminar Supporter	Booth Sponsor
	1	3	*SEE BELOW	6	6	10	8	*SEE BELOW	
	\$60,000	\$27,500	\$20,000	\$15,000	\$12,500	\$10,000	\$9,500 *	\$8,500	\$7,500
Speaker/Panelist	Keynote + Company Info	Speaker/Panelist	3-min Company Overview & Welcome	Speaker/Panelist	Speaker Intro Welcome + Company Info	50-minute Tech Session		✓	
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 Pass	12	8	6	5	4	3	2	2	1
Booth Staff Passes	4	4	3	3	2	2	2	2	2
Sponsor Booth Space	Premium Lounge	Premium	Premium plus Seminar Table	Standard	Standard	Standard	Standard	Table in room	
Lead Retrieval	✓	✓	✓	✓	License available for purchase				
Cyber Pro Podcast	✓	✓	✓	Available as Add-on *	Available as Add-on *	Available as Add-on *	Available as Add-on *	Available as Add-on *	
Specialty Event	2	1							
June 3 <sup>rd</sup> Golf Tournament One player in foursome	✓	*Availability based on contract date							
Summit Guide Advertising	Inside Cover + 2-Pg Spread + Logo on Cover	2-Pg Spread + Logo on Cover	1 Page + Logo on Cover	1 Page + Logo on Cover	1/2 Page	1/2 Page			
Blog / LinkedIn Article	1x	1x							
Social Media Postings + Pre/Post Event Eblasts	12x	6x	4x	2x	2x	1x	1x	1x	
Logo + Description in Summit Guide + Web	✓	✓	✓	✓	✓	✓	✓	✓	✓
Logo on Signage & Promotional Materials	All	All	All	Select	Select	Select	Select	Select	Select

 Custom Sponsorships


☐ Registration Sponsor — \$15,000


☐ Printing Sponsor — \$15,000

☐ 1 Available - International Breakfast — \$5,000

☐ 1 Available - Women in Cyber Breakfast — \$5,000

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

 \* Exclusive to Specialty Events and Branding Sponsorships

Your choice of one additional opportunity with unique benefits:  = **SOLD**

**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

INVENTORY AVAILABILITY	HOST	SUPPORTER	PODCAST
Healthcare & Medical Track	1/1	3/3	1/1
Industrial Security	1/1	3/3	1/1
Public Sector	1/1	3/3	1/1
Emergency Management	1/1	3/3	1/1

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



☐ Conference Bag



☐ Notebook



☐ Socks  
+\$1,500



☐ Stainless Bottle  
or Steel Tumbler  
\$2,500



☐ Micro Sticky  
Book



☐ Ice Scraper



☐ Floor Decals



☐ Lanyard



☐ EXPO  
Passport



☐ Community Board

### Add-Ons

**Cyber Pro Podcast \*** ..... \$2,500

**EXPO Meeting Suite** ..... \$2,500

**Visionary Leadership Award Dinner Table** ..... \$1,500

#### Summit Guide Advertising

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

1 Page Ad ..... \$1,250

1/2-Page Ad ..... \$750

#### Booth Boosters

Barista Station ..... \$4,000 per day

Comfort K9's ..... Call for details

Ice Cream Station ..... Call for details

Suds Station ..... Call for details

**EXPO Reception Drink Tickets** ..... \$100 per 10 tickets

## Visionary Leadership Awards



☐ Appetizers



☐ Drinks



☐ Dessert

## Spring Gala Sponsorships

☒ Host



☐ Appetizers

☐ Dessert

☐ Drinks

☐ Blackjack/Poker

## Connect with our Global Community

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

**20K+** Cyber Professionals

**27** Countries

**5** Continents

### How our Community Engages



\* Spotify includes Podcast and Webinar Content

\*\*LinkedIn has a 19k+ Cyber Security Summit community and is growing



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**CYBER SECURITY**  
Security solutions through collaboration.™ **SUMMIT**

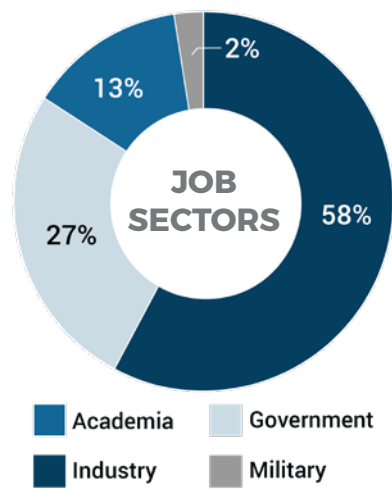


**Interested in  
getting involved?**

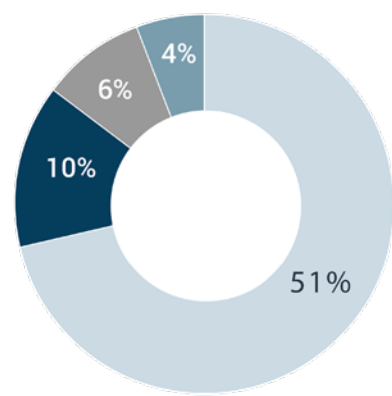
Support this important conversation about how to best protect our security, defense and infrastructure. To learn more, contact: **Jennifer Churchill** at 952.356.5386 or [Jennifer.Churchill@eventshows.com](mailto:Jennifer.Churchill@eventshows.com) or **Susan Eiden** at [Susan.Eiden@eventshows.com](mailto:Susan.Eiden@eventshows.com).

# Sample Attendee Demographics

The Summit attracts a diverse group of participants, but 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.
- 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, Mayo Clinic 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 for three days.

# Attendee Title Sampling

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

For a more complete list of attendees, including their titles and companies, please visit [cybersecuritysummit.org/sponsor-resources](https://cybersecuritysummit.org/sponsor-resources).