14TH ANNUAL LEADERSHIP EVENT
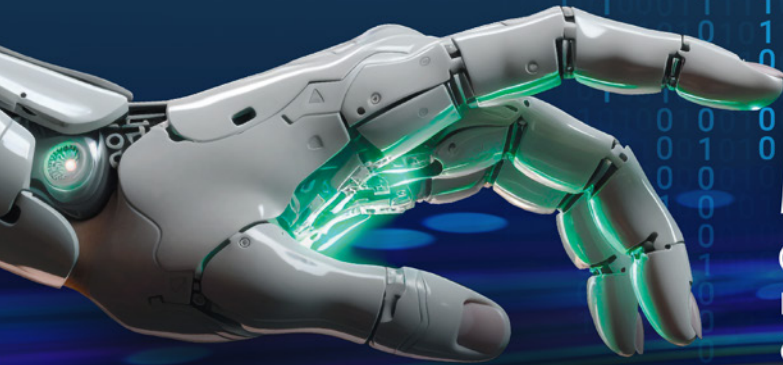# CYBER SECURITY SUMMIT
Security solutions through collaboration.™

2024 SPONSORSHIP OPPORTUNITIES

21,000+ CONNECTIONS

ALL IN FOR NEXT

October 28–30, 2024
Minneapolis Marriott Northwest
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The cybersecurity community protects people, processes, and property, and to combat outdated measures and tools, we must do it faster.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

TITLE SPONSOR

CYERA   proofpoint.   OPTIV   WIZ   FRSECURE

2023 SPONSORS

TITLE SPONSOR
Island

CORPORATE SPONSORS
3M Science. Applied to Life.™   MINNESOTA IT SERVICES   Optum

FEATURED SPONSORS

Ontinue   FORTINET   RED SIFT   WIZ   FRSECURE   CHECK POINT   Recorded Future

SentinelOne   NETSPI   COMMVAULT   FORESCOUT   HOXHUNT   OPTIV   red canary

edgile   Secureworks   Akamai   CHIPS   corelight   Cribl   Forcepoint   GitHub   orca security

infoblox   OneTrust   proofpoint.   VARONIS   VIRTUAL GUARDIAN   WATERFALL Stronger Than Firewalls   WHITE OAK SECURITY   BlackBerry CYLANCE

BREMER BANK   Material   METRO STATE UNIVERSITY   SUMMIT ACADEMY OIC   mimecast   VERACODE   TECHNOLOGICAL LEADERSHIP INSTITUTE UNIVERSITY OF MINNESOTA

INDUSTRY PARTNERS

CSAMN Minnesota Chapter   Defense Alliance   ISACA Minnesota Chapter   ISC2 TWIN CITIES AREA   ISSA MINNESOTA CHAPTER   National Security Tech Week   PCs for People   Women in Cybersecurity WiCyS

2024 Sponsorship Opportunities

Sponsorship Perks	Title	Presenting	Seminar Host	Panel	Specialty Event	Tech Session	Branding	Seminar Supporter	Booth Sponsor
	SOLD	3	* see below	5	6	15	10	* see below	4
	$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 Device or License	1	1	1	License or device 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 3rd Golf Tournament One player in foursome	✓	*Availability based on contract date							
August 19th Networking Golf Event	✓	✓	✓	✓					
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

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CUSTOM SPONSORSHIPS 1X

- ☐ Registration Sponsor — $15,000
- ☐ Printing Sponsor — $15,000
- ☐ FBI Breakfast — $5,000
- ☐ International Breakfast — $5,000
- ☐ Student Breakfast — $5,000
- ☐ Women in Cyber Breakfast — $5,000

☑ = SOLD

* EXCLUSIVE TO SPECIALTY EVENT HOST

✚ **Your choice of ONE additional opportunity with unique benefits:**

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

* EXCLUSIVE TO SEMINAR HOST AND SUPPORTERS

Inventory Availiablity	Host	Supporter
Med Tech	1/1	3/3
Public Sector	1/1	3/3
Law Enforcement	1/1	3/3

For more details, visit
cybersecuritysummit.org

📢 Branding Sponsorship ($9,500+ includes booth)

☑ = SOLD

- ☐ Conference Bag
- ☐ Journal
- ☐ Pen
- ☐ Micro Sticky Book
- ☐ Ice Scraper
- ☐ Aluminum Water Bottle + $2,500
- ☐ Floor Decals
- ☐ Lanyard
- ☐ EXPO Passport
- ☐ Community Board

Visionary Leadership Awards

- ☐ Appetizers
- ☐ Drinks
- ☐ Dessert

Spring Soiree Sponsorships

☑ Host

WIZ

- ☐ DJ
- ☐ Appetizers
- ☐ Drinks
- ☐ Photo Experience
- ☐ Dessert
- ☑ Blackjack/Poker

➕ Add-Ons

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
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
EXPO Reception Drink Tickets	$100 per 10 tickets

14TH ANNUAL LEADERSHIP EVENT

CYBER SECURITY SUMMIT

Security solutions through collaboration.™

Connect with our Global Community

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

21K+ 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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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 or Susan.Eiden@eventshows.com.**
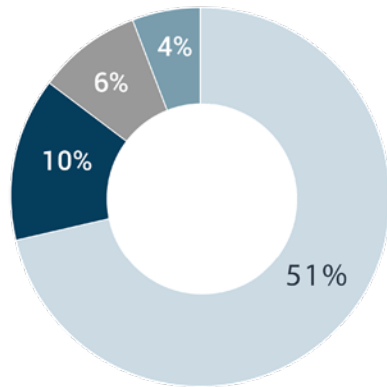
Sample Attendee Demographics

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

JOB SECTORS

- 2%
- 13%
- 27%
- 58%

Legend:
- Academia
- Government
- Industry
- Military
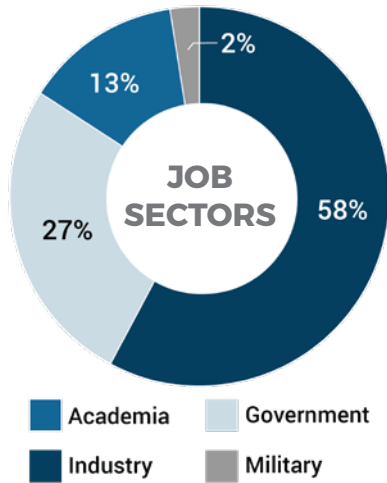
Representation from

34 States

& 27 Countries

51%
10%
6%
4%

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
- 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.

cybersecuritysummit.org