

EIGHTH ANNUAL LEADERSHIP EVENT

CS SUMMIT

Security solutions through collaboration.

Co-chair
Dave Notch,
Medtronic

Co-chair
Col. Stefanie
Horvath, MN Army
National Guard

“I have attended other security conferences over the years, and honestly this was the best one I have attended so far.”

- Attendee Survey Response

What is the Cyber Security Summit?

Featured Sponsors



IBM Resilient



Securing You Tomorrow™



mimecast®



Train, Test, Detect, Protect.



October 22-24, 2018 | Minneapolis

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.

as of 9.12.2018

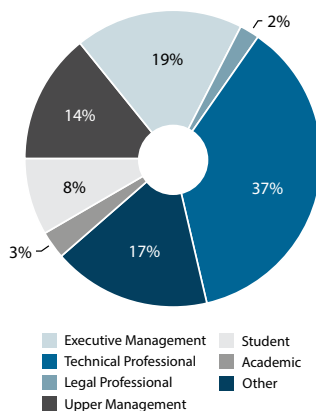
Sample 2017 Titles

CEO	IT Auditor
Chief Business Technology Officer	IT Manager
Chief Information Officer	IT Security Consultant
Chief Information Security Officer	IT Security Risk Manager
Chief Operating Officer	Manager, Cyber Security Operations & Monitoring
Chief Technology Officer	Manager, Data Security
Chief Vigilance Officer	Manager, Risk Advisory Services
Communications Director	Network Administrator
Critical Infrastructure Coordinator	Network Security Engineer
Cyber Defense Engineer	President & CEO
Cyber Security Director	Security Director
Cybersecurity Engineer	Senior Penetration Tester
Data Security Analyst	Senior Regional Sales Engineer
Director IT Security	Senior Security Analyst
Director of IT	Senior Security Engineer
Director of Privacy	Senior Security Solution Architect
Director of Sales and Business Development	Senior Systems Engineer
Director of Security	Senior Vice President / Associate General Counsel
Director, Enterprise Resiliency & Response	Server Administrator
Director, Forensics & eDiscovery	Server Support Specialist
Director, Global IT	Software Development Supervisor
Director of Business Development	Software Engineer
Economic Development Specialist	Solutions Architect
Enterprise Security Analyst	Solutions Consultant
Enterprise Security Architect	Solutions Engineer
Executive Director of Technology	Special Agent
General Counsel	Specialist
Governance Risk Compliance	Sr. Cyber Security Analyst
Incident Response Analyst	Sr. Information Security Analyst
Information Security Analyst	Sr. Security Analyst
Information System Security Officer	Sr. Information Security Risk Analyst
	Sr. Application Security Specialist

For a more complete list of attendees, including their titles and companies, please visit: cybersecuritysummit.org

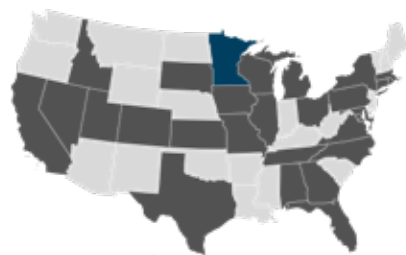
2017 Attendee Demographics

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

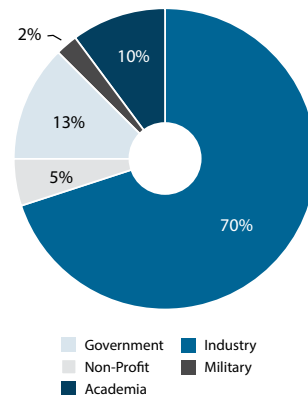


25%

2016-2017
Registration Growth



Representation from
30 States + 9 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.



Cyber Security Summit 2018 Sponsorship Opportunities

October 22-24 | Minneapolis Convention Center

Sponsorship Perks	TITLE	PRESENTING	VIP LOUNGE HOST	TRACK	PLATINUM	DIAMOND	GOLD	SILVER	BRONZE
	\$50,000	\$27,500	\$20,000	\$17,500	\$15,000	\$12,500	\$7,500	\$5,000	\$3,000
Table of 8 for Award Dinner	✓								
Attendee List*	✓	✓							
Press Release & Event E-blast	✓	✓	✓	✓	✓				
5-minute Podcast Interview	✓	✓	✓	✓	✓				
VIP All Access Passes	4	2	2	1	1				
Display Ad on Blog	2 Month Duration	2 Month Duration	2 Month Duration	1 Month Duration	1 Month Duration				
Advertising in Summit Guide	2 Page +Article	2 Page +Article	1 Page +Article	1 Page	1 Page	1/2 Page			
Speaking Opportunities	✓ Keynote Welcome + Company Info	✓ Speaker/ Panelist	✓ Speaker/ Panelist	✓ Panelist Welcome + Company Info	✓ Panelist	✓ Speaker Intro Welcome + Company Info			
Summit Passes	15	12	10	8	8	6	4	3	2
VIP Reception Passes	15	12	10	8	8	6	4	3	2
Logo & Description in Summit Guide	✓	✓	✓	✓	✓	✓	✓	Description Only	Description Only
Logo on Signage	All Signage	All Signage	Select Signage	Select Signage	Select Signage	Select Signage	Select Signage	Select Signage	Select Signage
Exhibit Table	Double Premium	Standard Premium	Standard Premium	Standard	Standard	Standard	Standard	Standard	Standard
Lead Retrieval	✓	✓	✓	✓	✓	✓	✓	✓	
Company Profile on Website	✓	✓	✓	✓	✓	✓	✓	✓	✓

+ PLUS your choice of one additional opportunity with unique benefits:
(exclusive to Diamond, Gold, and Silver levels; visit cybersecuritysummit.org for details)

*See Sponsorship Commitment Form for Full Details and Disclosure.

- Leg. Luncheon
- CISO Luncheon
- Solutions Strategies Stage Host
- Tech Talks Host
- VIP Reception
- Visionary Leadership Award Dinner Host
- General Counsel Luncheon
- Int'l Dinner Host
- Small Biz Forum
- Charging Station
- Summit Guide
- Award Dinner Dessert
- Notebooks
- App
- Expo Stage Participant
- Expo Reception
- Refreshment Break

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

Interested in getting involved?

Above are ways you can help support this important conversation about how to best protect our security, defense and infrastructure. Contact us to learn more about how you can get involved.

Companies (A-M) – Jennifer Churchill 763-548-1306 jennifer.churchill@eventshows.com
 Companies (N-Z) – Charlie Barker 763-548-1316 charlie.barker@eventshows.com

Additional Opportunities

Visionary Leadership Award Dinner

Corporate Table \$1,500

- Reserved table for 8 at Leadership Award Dinner
- Access to Networking Reception prior to Dinner
- Logo included on select Leadership Award Dinner Promotional Materials
- Logo included in Leadership Award Dinner program
- Logo included in Summit Guide section directly related to Leadership Award Dinner
- Logo on Website page directly related to Leadership Award Dinner
- Logo included on signage directly related to Leadership Award Dinner

International Dinner Corporate Table \$750

- Reserved table for 8 at International Dinner
- Access to VIP Reception prior to Dinner
- Logo included on select International Dinner Promotional Materials
- Logo included in Summit Guide section directly related to International Dinner
- Logo on Website page directly related to International Dinner
- Logo included on signage directly related to International Dinner

Additional exhibit staff pass 1-day \$125

Beverage tickets for distribution at Expo Reception

10 tickets \$85
 25 tickets \$200
 50 tickets \$350
 75 tickets \$450
 100 tickets: - Best Value! \$500

Summit Guidebook Advertising

2-Page Spread \$2,000
 1 Page Ad \$1,250
 1/2 Page Ad \$750
 Color Logo Next to Listing \$150
 Web ad on Blog \$350/mt

Email Marketing

Post-Summit Mailing..... \$550
(Sponsor/Exhibitor is responsible for providing html content for distribution)



2018 Sponsorship Opportunities

This new series was created to bring healthcare providers and medical device manufacturers together with security experts and others to advance medical device safety and security. Participants include healthcare delivery organizations, device-makers, regulatory agencies, risk managers, insurers, security experts and more.

Each of the three sessions in the series has a different focus, with content that spans the needs of startups to large corporations, culminating in a final event co-located with Cyber Security Summit 2018.

The series is hosted in Minnesota, home to more than 500 healthcare and medical device companies.

Sponsorship Perks	SESSION HOST	SESSION SUPPORTER
	\$9,500	\$3,500
Attendee List*	✓	
Exclusivity	✓	
3-minute Company Overview at Event	✓	
Display Table	✓	
Speaking Opportunities	Provide for 1 of 3 Events	Provide for 1 of 3 Events
Name + Logo on Promo Materials	✓	✓
Complimentary Event Passes	10 for 1 Event	2 for 1 Event
Company Profile on Website	✓	✓
Logo on Select Signage	✓	✓
15% off Discount Code to Distribute	✓	✓

+ PLUS Additional Exposure at the Cyber Security Summit

*See Sponsorship Commitment Form for Full Details and Disclosure.

Supported by:



Interested in getting involved?

Above are ways you can help support this important conversation about how to improve medical device security. Contact us to learn more about how you can get involved.

Eileen Manning 763-548-1301 eileen.manning@eventshows.com