



TENTH ANNUAL LEADERSHIP EVENT

CYBER SECURITY SUMMIT

Security solutions through collaboration.™



Cyber Security is an everybody issue.



2020
SPONSORSHIP
OPPORTUNITIES

What is the Cyber Security Summit?

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.

Founding Partner
TECHNOLOGICAL LEADERSHIP INSTITUTE

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TANIUM

2020 Featured Sponsors



CWT **Insight** **MINNESOTA IT SERVICES**

UNISYS Securing Your Tomorrow™ **cisco** **Secure** **KUDELSKI SECURITY**

ordr take control **exabeam** **NETSPI™** **SAVIYNT**

Taft/ **BLUERIDGE** **MASLON** **illusive**

Cyber Security Summit 2020 Virtual Sponsorship Opportunities

Sponsorship Perks	Title	Presenting	Platinum	Diamond	Ruby	Gold	Silver	Webinar Host
	\$50,000	\$27,500	\$15,000	\$12,500	\$10,000	\$7,500	\$5,000	\$3,000
Attendee List*	✓	✓		✓ for sponsored event	✓ for sponsored event			✓ for sponsored event
5-minute Video Podcast Interview	✓	✓	✓			✓ with Podcast Sponsorship		
VIP All-Access Passes	4	2	1					
Social Media Post & Event E-blast	✓	✓	✓					✓
Newsletter / Blog Contributor	✓	✓						
Webinar Host	✓	✓						✓
Display Ad on Blog	4 Month Duration	2 Month Duration	1 Month Duration					
Speaking Opportunities	Keynote Welcome + Company Info	Speaker/ Panelist	Panelist	Speaker Intro Welcome + Company Info	50-minute Tech Session			
Advertising in Summit Guide	2 Page Spread + Article + Logo on Cover	2 Page Spread + Article	1 Page	1/2 Page	1/2 Page			
Summit Passes	15 of each	12 of each	8 of each	6 of each	4 of each	4 of each	3 of each	
Specialty Item	Think Tank Position				4 Tech Session passes			
Company Profile on Website	✓	✓	✓	✓	✓	✓	✓	✓
Logo + Description in Summit Guide	✓	✓	✓	✓	✓	✓	Description Only	Description Only
Logo on Virtual Signage	All Signage	All Signage	Select Signage	Select Signage	Select Signage	Select Signage	Select Signage	
Virtual Exhibit Space	Double Premium Booth	Standard Premium Booth	Standard Booth	Standard Booth	Standard Booth	Standard Booth	Standard Booth	
Exclusive to Diamond, Ruby, Gold and Silver Sponsors – Your choice of one additional opportunity with unique benefits:				Podcast Post	Technical Session Presenter	Face Mask with Logo Notebooks	Podcast Participant	

* See Sponsorship Commitment Form for full details and disclosure.

Corporate Patron Benefits

	\$11,000	\$13,500	\$17,000	\$20,000	\$22,000	\$23,500	\$25,000
VIP All-Access Passes (value \$300 each)	10	15	20	25	30	35	40
Industry Think Tank Position (starts January 17th)		✓	✓	✓	✓	✓	✓
Healthcare or to IT / OT / IoT Seminar (value \$83)	✓	✓	✓	✓	✓	✓	✓
Logo Exposure in Summit Guide + Virtual Signage	✓	✓	✓	✓	✓	✓	✓
Podcast Post (Per Person)	\$1,100	\$900	\$850	\$800	\$733	\$671	\$625

Half-Day Virtual Seminar Opportunities

Healthcare & Med Device – October 26

In-house Legal Counsel – October 26

IT/OT/IoT Convergence – October 26

Small Business – October 27



Sponsorship Perks	Seminar Host	Seminar Supporter
	\$9,500	\$3,500
Attendee List for Specific Sponsored Event*	✓	
Exclusivity in Category	✓	
3-Minute Company Overview and Welcome	✓	
Speaking Opportunity	✓	✓
Designated Company Representative on Event Planning Committee	✓	✓
Virtual Display Space	✓	
Complimentary Passes for Sponsored Specific Event	10	2
Discount (10%) Provided to Distribute to Network to Attend Specific Sponsored Event	✓	✓
Name + Logo Included on Select Promotional Materials	✓	✓
Logo on Select Virtual Signage	✓	✓
2 Complimentary Cyber Security Summit Passes (October 27-28)	✓	
Logo + 50-word Description in Summit Guide	✓	✓
Logo + 50-word Description on Website	✓	✓

+ Add-Ons

Summit Guidebook/VLA Tribute Advertising:

2-Page Ad Spread.....	\$2,000
Full Page Ad	\$1,250
1/2 Page Ad	\$750
Color Logo Next to Listing	\$150

Online Marketing:

Web Ad on Blog (per month).....	\$350
Email Mailing (Post-Summit)*	\$550

*Sponsor is responsible for providing html content for email distribution



Everything in Cybersecurity is interconnected. There are no isolated incidents. Like dropping a pebble into a pond, every action creates a series of follow-on effects. This is the “Ripple Effect” we must constantly manage to stay ahead of threats.”

Tim Crothers, Co-Chair,
2020 Cyber Security Summit

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.

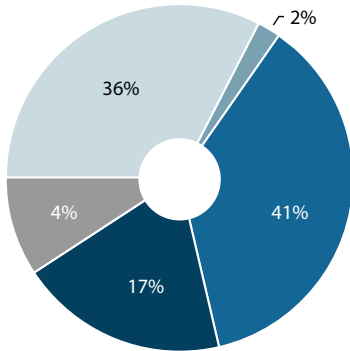
Jennifer Churchill
763-548-1306
jennifer.churchill@eventshows.com

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

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

Sample Attendee Demographics

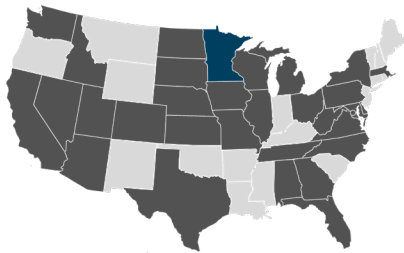
The Summit attracts a diverse group of participants, but our primary audience is industry thought leaders.



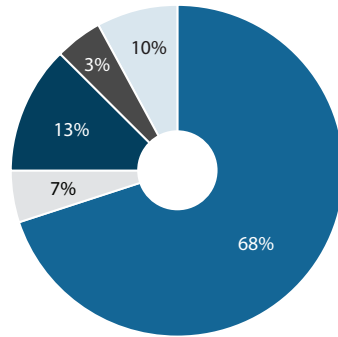
Executive or Upper Management
 Legal Professional
 Technical Professional
 Academic
 Other

92%

Somewhat or very likely to attend in the future



Representation from 28 States + 7 Countries



Government
 Non-Profit
 Academia
 Industry
 Military

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 a new Amazon technology development office.
- Headquarters of 17 Fortune 500 companies.
- 7th ranked state for Science and Technology.
- Location of the largest privately held company in the U.S. (Cargill).
- Home to the University of Minnesota's Technological Leadership Institute.
- Major health care corridor, with UnitedHealth Group, Medtronic and more than 700 health care/medical device companies.
- Leaders aren't just talking about cyber security, they are doing it.

Attendee Titles

- Account Executive
- Business Information Security Manager
- CEO
- Chief Information Officer
- Chief Innovation Officer
- Chief Security and Information Officer
- Chief Technology Officer
- Cloud Solution Architect
- Compliance Analyst
- Computer Science Instructor
- Cyber Intelligence Analyst
- Cyber Operations Chief
- Cyber Security Engineer
- Cyber Security Researcher
- Data Center Analyst
- Defensive Cyber Operations Technician
- Deputy CISO
- Deputy Legislative Auditor
- DevOps Engineer
- Director Enterprise Security Architecture
- Director - IT Security Program Mgmt
- Director- GRC & Endpoint Security
- Director, Threat & Vulnerability Mgmt
- Faculty
- Global IT Internal Audit Leader
- Global Product Security Officer
- Healthcare Solutions General Manager
- Incident Responder
- Information Security Engineer
- IT Director
- J6 Tactical Plans Officer
- Lieutenant Colonel
- MN State Representative
- MN State Senator
- Network Specialist
- Operational Risk Manager
- President
- Principal Security Architect
- Principal Security Engineer
- Privacy & Cyber Security Counsel
- Secure System Engineering Manager
- Security Analyst
- Security Compliance Officer
- Security Research
- Sr. Application Specialist
- Sr. Cybersecurity Analyst
- Sr. Director of Global Risk Management
- Sr. Director - Global Security Office
- Sr. Risk and Compliance Analyst
- Sr. Technical Writer
- Software Developer
- Software Engineer
- Solutions Architect
- Supervisory Special Agent
- SVP of Information Security & Risk
- Systems Architect/ Application Security
- Technology Risk Senior Manager
- Territory Development Manager
- Third Party Risk Consultant
- Threat Intelligence Manager
- Vice President, Global Compliance
- Vice President, Product Management & Marketing
- Vice President, Security Architecture & Engineering

1,000+ Thought Leaders will come together over three days.

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