



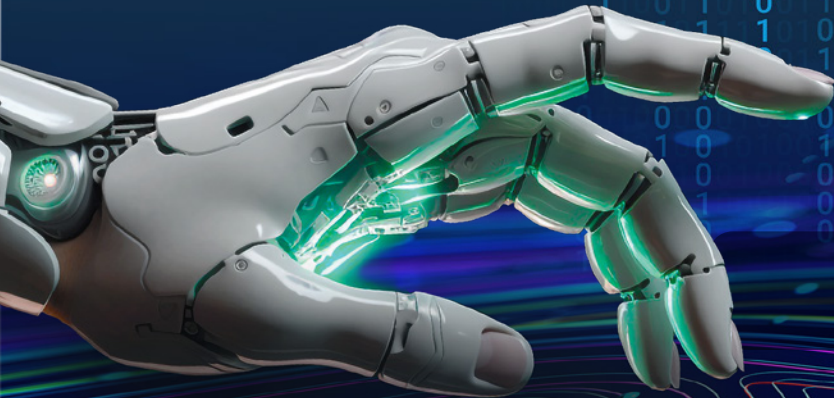
14TH ANNUAL LEADERSHIP EVENT

CYBER SECURITY SUMMIT

Security solutions through collaboration.™

2024 SPONSORSHIP OPPORTUNITIES

24,000+ CONNECTIONS



ALL IN FOR NEXT

October 28-30, 2024
Minneapolis Marriott Northwest

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The cybersecurity community protects people, processes, and property, and to combat outdated measures and tools, we must do it faster.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**.

Title Sponsor



Corporate Partner



Featured Sponsors



Industry Partners



Marketing Partner



Academic | Training Partners



Summit Producer



cybersecuritysummit.org

2024 Sponsorship Opportunities

| Sponsorship Perks | Title | Presenting | Seminar Host | Panel | Specialty Event | Tech Track | Branding | Seminar Supporter | Booth Sponsor |
|---|--|--------------------------------------|-----------------------------------|--|---|-----------------------|-----------------------|-----------------------------------|---------------|
| | SOLD | 3 | * see below | 3 | 7 | SOLD | 5 | * see below | SOLD |
| | \$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 Track | | | |
| Specialty Item | Think Tank Position | | Company Rep on Planning Committee | | Exclusive Event Host * see below | 4 Tech Track 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 Tickets | 2 Tables | 1 Table | 4 Tickets | 4 Tickets | 2 Tickets | | | | |
| VIP All-Access Pass | 12 | 8 | 6 | 5 | 4 | 3 | 2 | 2 | 1 |
| EXPO 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 3 rd Golf Tournament One player in foursome | | *Availability based on contract date | | | | | | | |
| August 19 th Networking Golf Event | | | | | | | | | |
| Summit Guide Advertisement | 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 1X

- Registration Sponsor – \$15,000
- Printing Sponsor – \$15,000
- International Breakfast – \$5,000
- Student Breakfast – \$5,000
- Women in Cyber Breakfast – \$5,000

EXCLUSIVE TO SPECIALTY EVENT HOST

+ Your choice of ONE additional opportunity with unique benefits:

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

*** EXCLUSIVE TO SEMINAR/SESSION HOST & SUPPORTERS**

| Seminar/Session | Inventory Availability | |
|--|------------------------|-----------|
| | Host | Supporter |
| Law Enforcement/ Public Safety (see rep for more details) | 1/1 | 3/3 |
| MedTech | 1/1 | 2/3 |
| Public Sector | | |
| Women in Cyber | 1/1 | 3/4 |

= SOLD

For more details, visit cybersecuritysummit.org



Exclusive to 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

New for 2024

Decompression Den

Comfort K9's



Add-Ons

Booth Boosters (ask rep for details)

| | |
|------------------------|---------|
| Barista Station..... | \$3,000 |
| Ice Cream Station..... | \$2,500 |
| Popcorn Station | \$2,500 |
| Pretzel Station | \$2,500 |
| Suds Station..... | \$4,000 |

For other fun booster opps, ask your rep for details

Cyber Pro Podcast * \$2,500

EXPO Meeting Suite \$2,500

Visionary Leadership Awards Ticket \$99

Summit Guide Advertising

| | |
|-----------------------|---------|
| 2 Page Ad Spread..... | \$2,000 |
| 1Page Ad | \$1,250 |
| 1/2-Page Ad | \$750 |

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

Visionary Leadership Awards

Host **CROWDSTRIKE**



Appetizers



Drinks



Dessert

Spring Soirée Sponsorships

Host



DJ

Appetizers

Drinks

Photo Experience

Dessert

Blackjack/Poker

Connect with our Global Community

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

24K+ Cyber Professionals

27 Countries

5 Continents

How our Community Engages



* Spotify includes Podcast and Webinar Content

**LinkedIn has a 24K+ Cyber Security Summit community and is growing



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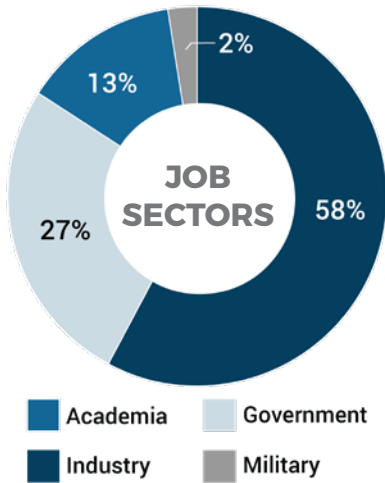


Interested in getting involved?

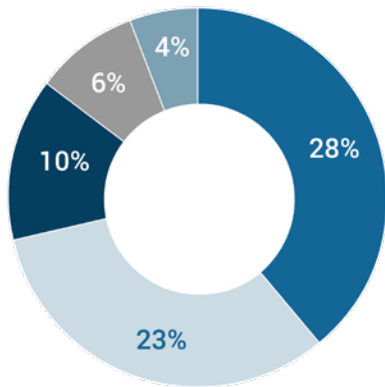
Support this important conversation about how to best protect our security, defense and infrastructure. To learn more, contact: **Jennifer Churchill at 952.356.5386 / Jennifer.Churchill@eventshows.com or Susan.Eiden@eventshows.com.**

Sample Attendee Demographics

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



Representation from
34 States
& **27** 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.
- Strong retail presence with Best Buy, Target and Amazon.
- Headquarters of 16 Fortune 500 companies.
- Home to the University of Minnesota Technological Leadership Institute.
- Location of the largest privately held company in the U.S. (Cargill).
- Leaders aren't just talking about cybersecurity, they are doing it.
- Major health care corridor, with UnitedHealth Group, Medtronic, Mayo Clinic and more than 700 health care/medical device companies.

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.

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