



# SECUREWORLD<sup>TM</sup>

# 2022

## Sponsorship Opportunities

SecureWorld events, programming, and media provide multiple avenues to deliver brand visibility, thought leadership, and strong demand generation. Let's build a plan together that fits your marketing goals!

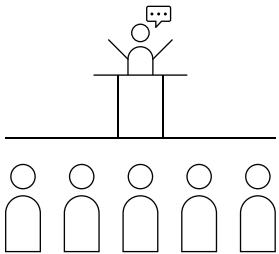
2022 Conference Theme

## SECURITY IN THE WILD

Threat Response In The Animal Kingdom

- 2 In-Person Conferences**
- 4 Executive Dinner Series**
- 5 One of a Kind Offerings**
- 6 Virtual Conferences**
- 8 Digital Media & Programming**
- 11 Audience Demographics**

# IN-PERSON CONFERENCES



For the past 20 years, SecureWorld conferences have delivered on our mission of “connecting, informing, and developing leaders in cybersecurity.” Having pivoted to virtual events in 2020, we are thrilled to return to the in-person experience in 2022!

We will host 12 of our longstanding conferences, with our familiar one-day and two-day event format with new wrinkles and connection opportunities mixed in. Events will adhere to health and safety regulations, in accordance with the policies of each jurisdiction and venue. \* *Dates are subject to change.* \*

## Event Schedule

Boston	Mar 9-10
Philadelphia	Mar 23-24
Kansas City	Apr 6
Charlotte	Apr 20
Atlanta	May 25
Chicago	Jun 15
St. Louis	Sep 15
Detroit	Sep 28-29
Denver	Oct 6
New York	Oct 13
Dallas	Oct 20
Seattle	Nov 9-10

## Pricing

	2-Day	1-Day
<b>Platinum</b>	\$38,000	\$28,000
<b>Gold</b>	\$24,000	\$17,000
<b>Roundtable</b>	\$20,000	\$15,000
<b>Silver</b>	\$14,500	\$9,500
<b>Exhibitor</b>	\$9,500	\$7,500



# Packages

All sponsorships include our Exhibitor Package base entitlements.

## PLATINUM

- Speaking: Opportunity to present a 45-minute keynote (speaker must be approved by SecureWorld)
- Speaking: One seat on an industry expert panel
- Seat drop in Keynote Theater or bag/lanyard sponsor (materials provided by sponsor)
- Prominent placement of 10x20 booth on Exhibitor Hall floorplan
- 10 complimentary Conference Passes (for clients and prospects)
- Reserved table in Keynote Theater
- Registration desk sponsor (signage)
- Logo in promotional emails to market list
- 4 complimentary Conference Passes
- 4 staff lunch tickets per day
- Dash For Prizes promotion

## GOLD

- Speaking: One 45-minute session on the agenda (35- to 40-minute presentation plus Q&A)
- Collateral and/or branded items in presentation room
- Prominent booth placement on Exhibitor Hall floorplan
- Logo in promotional emails to market list
- Collateral and/or branded items in presentation room
- 4 staff lunch tickets per day
- 4 complimentary Conference Passes (for clients and prospects)
- Dash for Prizes promotion

## ROUNDTABLE

- Host an Executive Roundtable with C-Level and Advisory Council leaders (*15–20, invite-only*)
- Your CISO or senior leader moderates a discussion on a relevant topic of your choice

## SILVER

- Speaking: One seat on an industry expert panel
- 2 complimentary Conference Passes (for clients and prospects)
- 3 staff lunch tickets per day
- Dash For Prizes promotion
- All Gold entitlements except agenda session

## EXHIBITOR

- 10x10 Booth: Carpet, draped 6' table, two chairs, Wi-Fi, and power drop
- Lead scanner using the SecureWorld conference app
- Company logo on website, conference microsite, and on-site signage
- Unlimited open sessions passes (for clients & prospects)
- 2 staff lunch tickets per day

## PRESENTING

- Exclusive, top-level recognition and branding (*inquire for details*)

## Additional Deliverables

### Professional Headshots

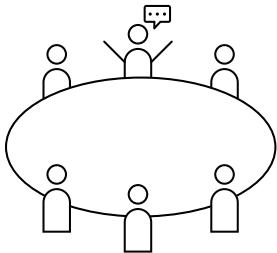
Provide a valuable service to SecureWorld attendees and position your brand as invested in their career success!

- A professional photographer is arranged by SecureWorld to be onsite, with all necessary equipment needed for headshot
- Photographer is available for 2-4 hours in vendor pavilion (typically a booth adjacent to the sponsor)
- All headshot digital files are provided post-event to the sponsor, who then emails them to each individual
- Attendees will receive a color and black & white photo (high-quality PNG images)

### Customization

Customization to create your perfect package is also available!

# EXECUTIVE DINNER SERIES



SecureWorld Executive Dinners are in-person gatherings of high-level executives and our Advisory Council Members who are pivotal in helping us develop our regional conferences. This additional touchpoint on the calendar is an opportunity to collaborate, share ideas, and grow their professional networks in a relaxed dining setting.

As a sponsor, your executive or thought leader (and +1 guest) is invited to attend and co-moderate a table discussion on a relevant cybersecurity topic. Receive the attendee list to connect afterward.

## Topic & Agenda

**Discussion Topic** Adaptability in 2022: How CISOs Are Tackling New Threat Landscapes

<b>Agenda</b>	Arrival & Reception	4:30pm - 5:15pm
	Roundtable Discussion	5:15pm - 6:15pm
	Dinner & Networking	6:30pm - 8:00pm

## Event Schedule

New York	Apr 14
Dallas	Apr 28
Detroit	May 5
Denver	May 12
St. Louis	May 19
Seattle	Jun 23
Twin Cities	Oct 6
Charlotte	Oct 13
Philadelphia	Oct 27
Houston	Nov 3
Bay Area	Nov 15
Atlanta	Nov 16
Boston	Nov 17
Kansas City	Dec 8
Chicago	Dec 15

Dinners are also available in our other event markets.  
Inquire about planning one today!

## Pricing

<b>Participating Sponsorship</b> <i>(5 Sponsors Max)</i>	\$11,000
<b>Exclusive Sponsorship</b>	\$50,000

## Entitlements

### All packages include:

- Recognized as a collaborative partner
- 2 All Event access passes
- Host a private collaborative discussion and table
- Pre-registration list sent prior to the live event
- Full contact information of live attendees post-event
- E-ticket for client invites

# ONE OF A KIND OFFERINGS

## THE BIG FISH PACKAGE

Looking for something out of the ordinary to connect your team and new prospects? There's no better way to build relationships than spending time on the water catching fish and soaking in the sights.

Book your corporate fly-fishing trip with SecureWorld, and we'll connect you and your clients/prospects for a fun-filled day of adventure and camaraderie. Ideally suited for you and up to 15 clients/prospects, this exclusive sponsorship includes all the logistics of a guided trip with a seasoned fly-fishing instructor and river guide (*our own Erik Skoog*).

Have questions about how this can work for you?  
Contact us to create the perfect experience building  
new business!



# VIRTUAL CONFERENCES



SecureWorld will offer six virtual conferences in 2022 to serve those who are unable to attend in person. These six-hour interactive platforms maintain the regional focus that SecureWorld conferences are known for while allowing you to engage with even more of the InfoSec community.

## Event Schedule & Regions

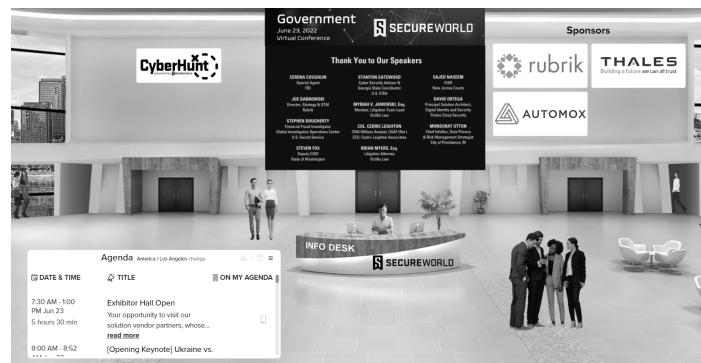
<b>Northeast</b> Boston, New York, Philadelphia	Mar 30
<b>Government</b> United States	Jun 23
<b>Southeast</b> Atlanta, Charlotte	Aug 3
<b>Midwest</b> Chicago, Cincinnati, Denver, Detroit, Kansas City, Twin Cities, St. Louis	Nov 3
<b>Texas</b> Dallas, Houston	Nov 17
<b>West Coast</b> Bay Area, Portland, Seattle	Dec 8

## Pricing

<b>Platinum</b>	\$17,000
<b>Roundtable</b>	\$14,000
<b>Gold</b>	\$12,500
<b>Silver</b>	\$8,000
<b>Exhibitor</b>	\$5,000

## POWERED BY engagez

Our virtual conferences are hosted on Engagez, a best-in-class event platform for ease of use, functionality, and user engagement. Our sponsors consistently rate it a cut above other options.



## ENGAGEMENT IS KEY

Average attendee engagement by sponsorship level, based on 2021-2022 data:

- Silver sponsors garner 20% more traffic/leads than Bronze
- Gold receives 33% more than Silver
- Platinum receives 39% more than Gold

# Entitlements

## All packages include:

- Virtual booth space in the Exhibitor Hall
- Sponsor's pre-recorded demo or pitch video featured in booth (integrates with Demos on Demand)
- Full analytics report post-event showing all attendee engagement
- Branding on SecureWorld website and in the event platform indicating sponsor level
- Admin access to make real-time changes to your booth, with concierge assistance for customizations

## PLATINUM

### Limit 2 per event

- 45-minute keynote\*
- 30-minute panel spot
- Complete registrant list, including all live attendees and on-demand viewers (for 60 days following)
- Premium booth placement in Exhibitor Hall
- Signage in Event Lobby (clickable)
- Rotating display ad on SecureWorld website
- Company logo included in event marketing emails
- Participation in Dash For Prizes promo
- 5 Access Passes (for staff)

## GOLD

- 30-minute speaking session (needs approval)
- Contacts list of all live attendees
- Preferred booth placement in Exhibitor Hall
- Signage in event lobby (clickable) on a relevant topic of your choice
- Rotating display ad on SecureWorld website
- Company logo in event marketing emails
- Participation in Dash For Prizes promo
- 5 Access Passes

## SILVER

- 30-minute panel spot
- Contacts list of booth visitors and resource downloads
- Participation in Dash For Prizes promo
- 4 Access Passes

## EXHIBITOR

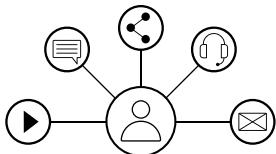
- Contacts list of booth visitors and resource downloads
- Dash For Prizes participation can be added
- 3 Access Passes

## Customization

Customization to create your perfect package is also available!

- Ask about Roundtable and Pavilion Sponsorships

# DIGITAL MEDIA & PROGRAMMING



Building on our conference audience developed over 20 years, SecureWorld Digital Media provides engaging ways to connect with cybersecurity professionals across North America year-round. Our varied channels deliver strong brand visibility, thought leadership, and demand generation. Performance metrics show engagement above industry averages.

## Performance Metrics

*Based on averages*



### Website Traffic

SecureWorld.io increased by 23% in 2020 year-over-year. This broadening reach is evidenced by new visitors comprising 89.5% of traffic.

Total Page Views	2,260,000
Total Sessions	1,632,000
News Blog Total Views	863,400
Time on Page	4 minutes



### Webcasts

Also known as Remote Sessions, Webcasts are hosted frequently, providing continuing education and CPE credits on relevant infoSec topics.

Registrants	315 people
View Time	84 minutes



### Email Newsletter

Our Email Newsletter is sent every Friday to more than **85,000 subscribers**, with a selection of top original news articles and resources.

Open Rate	8.4% opened
CTR	17% clicks
Clicks for Sponsored Content	185 clicks



### eSummits

eSummits are hosted periodically for a deep dive on a security topic and solution. Half-day format with tracks and breakout sessions.

Registrants	562 people
View Time Session	46 minutes
Downloads/Resource	32 downloads



### Resource Emails

Resource emails are sent to our full database of practitioners (non-vendors), approximately **75,000 contacts**. Limited to two per month.

Opened	4,850 opened
Clicks	394 clicks



### Featured Blogs

Featured Blogs appear in the SecureWorld News feed, with educational content from trusted solution providers.

Opened	4,850 opened
Clicks	394 clicks



### Display Ads

Display Ads are run-of-site or targeted to specific event pages. Performance varies by size and content offering.

Avg. Opened	4,850 opened
Avg. Clicks	394 clicks

# Remote Sessions Webcasts

Our webcast program delivers insights and best practices from industry leaders to an audience hungry to learn. Educational programming covers relevant topics and issues that security practitioners face today. Broadcasts are available on the live date and recorded for on-demand viewing. Attendees may be eligible to submit attendance for Continuing Professional Education (CPE) credits to fulfill certification requirements.

## Pricing

**Remote Sessions Webcast    \$15,000**

## Entitlements

### All Sponsorships Includes:

- 60 minute Webcast on topic of choice moderated by our Director of Content
- Present your chosen thought leader(s) to the SecureWorld audience with a speaking spot during the webcast
- Various promotions by SecureWorld to our database of 85,000+ security professionals
- Opportunity to post supporting information on the webcast resource tab, including whitepapers, research, case studies, blogs, etc
- Sponsors may add audience polling question(s) only during live broadcasts
- Sponsor report – receive detailed contact information from the audience, poll questions, and resource downloads immediately following live date
- Unique tracking URL to invite your prospects, with a report on who used the link
- Video file (MP4 file) of the broadcast to use after the live program
- On-demand recordings hosted on the SecureWorld website for at least one year, with a registration report for on-demand views you can access anytime

## REMOTE SESSIONS WEBCAST

<b>Duration</b>	60 minutes
<b>Attendees Earn</b>	1 CPE credits
<b>Number of Speakers</b>	1-3
<b>Average Registrants</b>	305

- Promoted via a weekly email announcement of upcoming briefings, as well as social media posts



## eSummits

SecureWorld will co-host and promote an educational, interactive online event with your chosen thought leaders—and a few of ours. This is not a virtual conference and there are no booths to staff. This is live or pre-recorded educational content with live audience Q&A and more. These half-day events qualify for CPE credits, so the audience wants to be there!

Our content team collaborates on the topics and agenda, and we handle all the production and speaker prep calls for you. As part of the turnkey production, we even help recruit some of the SME presenters. One event per quarter; inquire for more details.

- Event runs from 3 to five hours
- Utilizes SecureWorld's webcast platform
- Keynote and Breakout Sessions offered (with optional tracks)
- Robust promotion through our multi channels to 100K+ monthly audience
- Custom registration page with joint branding
- Sponsor receives the full registrant contacts list

## Resource Emails

Promote your organization's research findings, benchmark studies, or white papers to our audience with a dedicated email promotion. Your content will be placed into our format or written as a news story or press release and promoted to our readers. You can choose from any of the 18 regional markets we have conferences in, certain industry verticals, specific job titles, or our full database of non-vendor contacts.

## Content Syndication

An impactful, turnkey solution with content developed by our in-house journalists and marketers. Arm your sales teams with SecureWorld coverage of your new initiative, success of your own events, or other "proof of performance" angles. Our readers are InfoSec leaders that spend their days detecting threats and looking to discover solutions that work. These stories are written with that mindset front and center.

### EMAIL NEWSLETTER

The SecureWorld News email newsletter sends every Friday to approximately 85,000 contacts, featuring original news content from our journalists. Your advertorial content runs in the second article position for high visibility, in article format with 60-70 words, thumbnail image, and URL. Includes run of site display ads on SecureWorldExpo.com the week prior and after newsletter insertion for greater visibility. Exclusive to one sponsor per issue.

### SECUREWORLD FEATURED AUTHOR

We collaborate with trusted industry voices to publish featured author blogs. Showcase your thought leader in the SecureWorld News feed on our homepage. Your subject matter expert posts under their byline/bio. Articles remain on the site in perpetuity. Content is subject to approval and editorial input.



Morey Haber

Morey Haber is Chief Security Officer of BeyondTrust. He has more than 20 years of IT industry experience and authored the book "Privileged Attack Vectors and Asset Attack Vectors." He joined BeyondTrust in 2012 as a part of the eEye Digital Security acquisition. He currently oversees the vision for BeyondTrust technology encompassing privileged access management, remote access, and vulnerability management solutions, and BeyondTrust's own internal information security strategies.

<https://www.beyondtrust.com/>



A COE for Zero Trust

Thu | Jan 13, 2022 | 3:47 AM PST



Is It a Virus or Nagware?

Tue | Aug 10, 2021 | 4:40 AM PDT



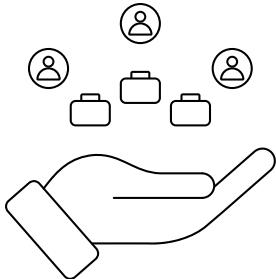
A CISO's Guide to a Good Night's Sleep

Wed | Sep 30, 2020 | 5:05 AM PDT

### Customization

Customization to create your perfect package is also available!

# AUDIENCE DEMOGRAPHICS



Building on our conference audience developed over 20 years, SecureWorld Digital Media provides engaging ways to connect with cybersecurity professionals across North America year-round. Our varied channels deliver strong brand visibility, thought leadership, and demand generation. Performance metrics show engagement above industry averages.

Membership of our 18 Advisory Councils is comprised of security leaders in over 600 companies—from SMB to Fortune 500 / Attendees surveyed cite continuing education and new technology as their primary tools to stay ahead of cyber threats.

## Cybersecurity topics our audience is most interested in include:

<b>Cloud Security</b>	63%
<b>Security Awareness</b>	53%
<b>Network Security</b>	51%
<b>Application Security</b>	47%
<b>Incident Response / SIEM</b>	46%
<b>Threat Intelligence</b>	45%
<b>Identity &amp; Access Management</b>	43%
<b>Ransomware / Malware</b>	41%
<b>Encryption / DLP</b>	37%
<b>Endpoint / Mobile / IoT Security</b>	37%
<b>GRC / Compliance</b>	30%
<b>Artifical Intelligence</b>	30%

## Job Titles/Roles:

<b>Cybersecurity Professionals</b>	44%
<b>C-Level &amp; Senior Leader</b>	32%
<b>Manager</b>	14%
<b>Compliance, Risk, Audit, GRC</b>	10%

Attendees comprise the full range of security job titles—including CISOs, Directors, Managers, and front-line team members.

Three-quarters of attendees are either the direct decision maker or an influencer of the budget and vendor decisions.

## Let's Get In Touch

Contact us for further details.

[events@secureworld.io](mailto:events@secureworld.io)

971.727.8857