

Sponsoring Packages 2018

Swiss Cyber Storms goal and mission is to setup and run a **high-profile IT security conference** in Switzerland and to bring together **young cyber security talents** with IT security professionals, decision makers and the representatives of governments, police, and law enforcement.



We offer several **conference sponsorship packages** that enable companies and academia to achieve high profile brand and product exposure (all packages). The audience of the conference is very broad and consists of CISOs (ca. 20%), security officers and management (ca. 30%), techies and young talents. We expect 300 paying participants in 2018. 80% of them will be Swiss.

Furthermore, we offer a number of **Swiss White Hatter Academy (SWA) sponsoring packages** that enable companies and organizations to have their apprentices, students or young professionals trained by the SWA (all packages) and to get in touch with prospect cyber talents, to make their company known as an attractive future workplace (CONTRIBUTOR or PATRON packages)

Conference Sponsoring

We offer two different sponsoring packages, **SILVER** and **GOLD**, for companies and organizations and one package (**ACADEMY**) for academic institutions. The table on the next pages summarizes the benefits of the packages offered. Some of the key features of the Sponsoring packages are:

GOLD

- **Talk slot(s) of 20'** in the main conference program to present whatever you want. You get one slot, if you prefer to give a talk in the plenum. You get two, if you prefer to give one talk in the management track and the other talk in the tech track after the splitting in two tracks.
- **Conference booth** – You get the most prominent place in our stylish networking and lounge area where all the breaks and the after-conference networking event takes place. With at least 4.5mx2m of space for your booth there's plenty of room to present your company to the participants.
- Your **logo is present on all marketing material** and is visible on all of our webpages.
- **Special discount** on conference tickets for your customers.
- **Raffle** – To bring more participants to your booth, we organize a raffle ("tombola") where participants must visit the booths of the SILVER and GOLD sponsors to fill their raffle ticket. During the networking dinner, we then draw the winners of the prizes donated by the sponsors and SCS.

SILVER

- **Conference booth** – You get a prominent place of at least 3.5mx2m in the stylish networking and lounge area where all the breaks and the after conference networking event takes place. This is the right place to discuss the conference talks and to show the participants how YOU can help them solve the current and future challenges they face.
- **Talk slot in the Speaker's Corner track** – After the keynotes, the conference splits up in the management track, a tech track and the Speaker's Corner track where SILVER sponsors can get a slot to give a presentation or demo. A slot has a minimum length of 30 minutes. In 2018, the Speaker's Corner track features its own full-fledged conference room and technical staff and moderator. The track is listed and announced as part of the conference program. Reserve your slot now!
- **Raffle** – To bring more participants to your booth, we organize a raffle ("tombola") where participants must visit the booths of the SILVER and GOLD sponsors to fill their raffle ticket. During the networking dinner, we then draw the winners of the prizes donated by the sponsors and SCS.

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ACADEMY

- **Talk slot ("Research Session")** – ACADEMY sponsors can get a slot of 15 minutes to give a presentation or demo.
- **Conference booth** – You get space (2mx1.5m) in the networking and lounge area where you might for example display a poster about your institution and R&D activities.
- **Logo presence** at the conference AND the cyber security challenge / Swiss white hatters academy. Make the young cyber security talents and the public know that you care about cyber security and that you support them on their path to becoming cyber security experts.

Type [max. number of sponsors] * for academic insitutions only	ACADEMY* [4]	SILVER [10]	GOLD [1]
Logo presence and conference bag			
Website presence Your logo is listed on the <i>sponsors</i> page of the conference. The logo of the GOLD sponsor is always visible (on each of the subpages).	✓	✓	✓ Always visible
Logo on advertising material The logo will be published on flyers produced by Swiss Cyber Storm for the respective event. In 2018, we'll have our flyer added to at least two issues of the C't and iX magazines (circulation >20'000)	challenge & conference	conference	challenge & conference
Logo on the conference bag The organizer makes a proposal for the placement of the logo.			✓
Company Profile in the conference booklet The same basic layout and font is applied to all profiles. The basic layout and a profile using it is provided in the appendix of this document. Sponsors provide text and images and how they should be arranged	1 Page	1 Page	2 Pages
Conference bag addition You can provide one or two flyers and a giveaway for the conference bag. Food and beverages need approval from the organizer. The venue might require the organizer to pay a fee for each food or beverage item.	✓	✓	✓
Talk slot in the main track			
20min slot in the main track or in both the tech and management track			✓
Talk Slot in the Speaker's Corner Talk about current R&D, hacking-demos, products, ...	15min	30min	
Conference booth Booth in the networking lounge where all the breaks and the flying dinner & bar takes place. This includes power, chairs and tables (normal or posser tables). Booth setup and tear-down is on the conference day and must be possible in less than 1.5 hours.	(✓) min. 1,5m x 1.5m	✓ min. 3.5m x 2m	✓ min. 4.5m x 2m
Tickets and Vouchers			
Free conference and networking event tickets This includes the tickets for the staff for the booth.	2	3	8
Voucher code with the company name in it Grants a discount X% on the prize of a normal conference ticket.	15%	15%	20%
Package of 10 conference tickets	CHF 3'900	CHF 3'900	CHF 3'200
Conference participant list With first- and lastname and company. Participants can opt-out.		✓	✓
Package price	CHF 6'000	CHF 9'000	CHF 28'000 (or nearest offer)

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Swiss White Hatters Academy Sponsoring

While the conference sponsoring packages focus on brand exposure, the **Swiss White Hatter Academy (SWA) sponsoring packages** focus on education and recruiting.

The SWA is the umbrella for the activities of Swiss Cyber Storm focusing on fostering the interest of young talents in cyber security topics and in promoting the topic and the talents. This currently involves the following activities:

- **Organizing and running training- and community events**
In 2018, we organize four SWA events. See the Swiss White Hatters document for more information about what these events are all about.
- **Organization of the Swiss qualifier for the European Cyber Security Challenge**
Details about the Swiss qualifier for the European Cyber Security Challenge can be found online: <https://swisscyberstorm.com/challenges/>
- **Organization of events for teachers and/or scholars at schools and universities**
The school- and university events are done in collaboration with the Swiss Academy of Engineering Sciences (SATW). Members of the SWA maintain teaching material and give guest talks at schools.

The table below provides an overview of the benefits offered by the SWA sponsoring packages:

	Type [max. number of sponsors]	SUPPORTER	CONTRIBUTOR [3]	PATRON
Logo presence	SWA Website (yet to be published)	✓	✓	Benefits are subject to negotiation
	Sponsor Website	✓	✓	
	Challenge advertising material [Challenge Flyer in C't, circulation >15'000]		✓	
	Clothing of the Swiss team (polo shirt)		✓	
Education & training				
	Number of employees working for the sponsor/patron that get access to the training and community SWA events.	2	5	
	Presentation slot of 10 minutes at one of the SWA Events Show the talents what you have to offer and why they should consider working for you (now or in the future).		✓	
	Access to the members of the SWA via the SWA The SWA makes one mailing with information from its sponsors to its members.		✓	
	Access to SWA security challenges in the Hacking-Lab The Hacking-Lab is a platform for security training and for running security challenges.	✓	✓	
	Free tickets for the Swiss Cyber Storm Conference	1	2	2
	Voucher code with the company name in it Grants a discount X% on the prize of a normal conference ticket. Can for example be used in mailings to customers.:		15%	20%
Package price		CHF 5'000	8'000	20'000 ONO

Sponsoring contact:

Bernhard Tellenbach, President | +41 76 442 20 42 | president@swisscyberstorm.com

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Appendix

Basic conference booklet design (left) and a sample entry (right):

17

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Logo (centered)

Text (max. 1800 chars)

Optional:
- Image(s) => less number of chars

21

SILVER SPONSOR



Oneconsult AG was founded in 2003 and is a privately owned, product and vendor independent Swiss IT security consulting company with offices in Switzerland and Germany. With a customer base of 300+ organizations (worldwide) and a total of **1000+ security projects** Oneconsult is your reliable and trustworthy partner with cutting-edge hacking techniques.

We offer a **holistic security consulting approach** to help you protect against external and internal cyber threats like malware infection, digital fraud, data theft and complex attacks like APT.

Our core services are



Penetration Tests



Standard-Based Security Audits (ISO 27001)



IT Forensics

Oneconsult's penetration tests of web and mobile applications, office IT infrastructures and ICS (SCADA/DCS) environments are scenario-based snapshots beyond automation. Each year our research team detects 40+ zero-day vulnerabilities.

The standard-based security audits (e.g. ISO 27001 and 27002) help you determine your organization's information and IT security strengths and weaknesses to define prioritized measures and efficiently allocate your IT security budget.

Using our professional IT forensics lab and applying court-proof processes, we investigate devices to find evidence for attacks not only for corporations but also for law enforcement authorities.

Oneconsult has one of the largest teams of salaried and certified penetration testers (OPST, OSCP) in Switzerland, highly qualified and certified digital forensics experts (GCFE, GREM), as well as an experienced ISO 27001 Lead Auditor team.

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