Seize the opportunity! Contact a sales executive today.

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<table>
<thead>
<tr>
<th>Sponsorship Package</th>
<th>Limited To</th>
<th>Cost</th>
<th>30 x 60 Exhibit Space</th>
<th>30 x 30 Exhibit Space</th>
<th>20 x 30 Exhibit Space</th>
<th>20 x 20 Exhibit Space</th>
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<tr>
<td>DIAMOND WITH KEYNOTE</td>
<td>4 sponsors</td>
<td>$395,000</td>
<td>North Expo Aisle Signage</td>
<td>North Expo Aisle Signage</td>
<td>North Expo Carpet Logo</td>
<td>North Expo Carpet Logo</td>
<td>South Expo Logo Opportunity</td>
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<td>PLATINUM WITH KEYNOTE</td>
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<td>South Expo Logo Opportunity</td>
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<tr>
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<td>GOLD</td>
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<td>Meeting Room in Moscone Center</td>
<td>Meeting Space</td>
<td>Meeting Space</td>
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<tr>
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<td>BRONZE</td>
<td>30 sponsors</td>
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<td>Meeting Room in Moscone Center</td>
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**KEY OPPORTUNITIES**

- Official Conference Bag Sponsor
- Official Conference Wearable Sponsor
- Official Conference Water Bottle Sponsor
- Official Conference Welcome Reception Sponsor

**CONFERENCE OPPORTUNITIES**

- Tuesday Keynote Speaking Slot
- Keynote Broadcast — Live and On Demand 3.75 Keynote Score Required
- Keynote Exposure — Slide with Logo
- 30-Second Keynote Video Loop
- Conference Speaking Opportunity
- 10 Full Conference + 75 Exhibit Staff Registrations
- Venue Signage
- Conference Signage
- Inclusion in RSA® C PERKS PACK

**EXHIBIT HALL OPPORTUNITIES**

- 30 x 60 Exhibit Space (may include partner pavilion)
- 30 x 30 Exhibit Space
- 20 x 30 Exhibit Space
- 20 x 20 Exhibit Space
- 10 x 20 Exhibit Space

**ADVERTISING OPPORTUNITIES**

- Logo in Conference Program Guide
- Full-Page Ad in Program Guide
- Logo on Website & Mobile App
- Press Announcement
- Logo in Conference Program Guide
- Half-Page Ad in Program Guide
- Logo on Website & Mobile App
- Press Announcement
- Logo in Conference Program Guide
- Half-Page Ad in Program Guide
- Logo on Website & Mobile App
- Press Announcement
- Logo in Conference Program Guide
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- Logo on Website & Mobile App
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- Press Announcement
Diamond Sponsorship Package

Diamond Sponsorships are reserved for three industry leading organizations. They comprise the most prestigious promotional elements of RSA® Conference and will receive the highest level of service and support from the RSA Conference management team. The elements which comprise these sponsorships are only available as part of these packages, thus ensuring their exclusivity.

Key Opportunity
As a Diamond Sponsor you will share the distinction of showcasing your logo on the Official Conference Bag which is distributed to all Full Conference attendees. Receive unsurpassed recognition as a Diamond sponsor of the event with continuous brand exposure during the week of the Conference and beyond.

Conference Opportunities
The following Conference opportunities are available to Diamond Level Sponsors. These opportunities will provide the highest level of exposure to all Conference attendees.

- **Keynote Speaking Slot** – Guaranteed Tuesday keynote speaking opportunity which is live streamed on rsaconference.com. CEO level is strongly recommended and approval of speaker is required.*

- **Keynote Broadcast – Live and On Demand** – Your Keynote presentation will be broadcast live on the RSA Conference website and made available on-demand within 24 hours, maximizing your ability to promote your session to a broader, non-attendee audience. A custom URL with an embedded player, for both live streaming and on-demand replay, displaying your company logo will be made available for you to promote keynote. 3.75 Keynote Score required.

- **Keynote Exposure** – A slide with your company logo looped before the keynote presentations.

- **Keynote Video Loop** – Capture the audience with a 30-second commercial. Sponsor provides .mov file.

- **Conference Speaking Opportunity** – An industry/technology related presentation delivered by your company at a scheduled session within the Conference agenda. (RSA Conference approval of speaker and topic required)

- **Full Conference and Staff Registrations** – Ten (10) Full Conference and 75 Exhibit Staff Registrations.

- **Venue Signage** – Differentiated as a Diamond sponsor, your company logo will be highlighted and visible at the entrance of the Moscone Center.

- **Conference Signage** – Your company logo designated as a Diamond sponsor on signage throughout the conference.

- **RSA®C PERKS PACK** – Your company is invited to participate in the coupon book provided to all Full Conference attendees at the materials pickup area in registration.

Expo Opportunities
The following Expo Opportunities are available to Diamond Level Sponsors. These opportunities will provide exposure to both Full Conference attendees as well as an estimated 30,000 Expo attendees.

- **30’ x 60’ Exhibit Space** – 1800 square feet of exhibit space in a guaranteed front premium location.

- **Partner Pavilion*** – Can be incorporated into exhibit space. Maximum number of partners allowed is 12.

- **North Expo Aisle Signage** – Your company logo displayed on one of the aisle signs in North Expo.

- **Meeting Space** – Meeting space within the Moscone Center. Size based on availability.

- **Meeting Space** – A 10’x10’ private meeting suite.

Advertising Opportunities
The following advertising opportunities are available to Diamond Level Sponsors (deadlines apply).

- **Conference Program Guide**** – Highlighted Diamond level logo placement in the official Conference Program Guide (content format and delivery platform TBD) with a 100-word company description.

- **Conference Program Guide Advertisement**** – One full-page, four-color advertisement in the RSA Conference Program Guide.

- **Conference Web Site and Mobile App** – Acknowledgment of your company’s sponsorship with your logo on the RSA Conference 2020 sponsor page.

- **Press Announcement** – Your company name will be included in the RSA Conference opening press release scheduled on the Monday of conference week introducing the Diamond Level Sponsors.

* Diamond level companies must submit their proposed keynote speaker (CEO strongly recommended) by January 29th, 2019 for approval before sending in the signed contract.

** This deliverable is subject to change or be exchanged at the discretion of show management.

*** Diamond level sponsor may incorporate a Partner Pavilion Space within their 30’x60’ exhibit space.

**** Elements of this package are subject to change.

Diamond Sponsorship package is limited to 3 Companies

Your Investment is $395,000
Platinum Sponsorship package is limited to 5 Companies

Your Investment is $265,000
Platinum Sponsorship package is limited to 4 Companies

Your Investment is $215,000

Platinum Sponsorships are reserved for industry leading organizations. They comprise the most desirable and effective promotional elements of RSA® Conference and will receive the highest level of support from the RSA Conference management team. Some elements which comprise this sponsorship are only available as part of these packages, thus ensuring their exclusivity and unique value.

Key Opportunity

Official Conference Water Bottle Sponsor – Receive unsurpassed recognition as your company joins others at this level of sponsorship by having their logo featured on the official Conference water bottle distributed to all Full Conference attendees.

Conference Opportunities

The following Conference Opportunities are available to Platinum with Keynote Level Sponsors. These opportunities will provide the highest level of exposure to all Conference attendees.

- **Keynote Exposure** – A slide with your company logo looped before the keynote presentations.
- **Keynote Video Loop** – Capture the audience with a 30-second commercial. Sponsor provides .mov file.
- **Conference Speaking Opportunity** – An industry/technology related presentation delivered by your company at a scheduled session within the Conference agenda. (RSA Conference approval of speaker and topic required)
- **Full Conference and Staff Registrations** – Eight (8) Full Conference and 75 Exhibit Staff Registrations.
- **Conference Signage** – Your company logo on signage throughout the Conference.
- **Venue Signage** – Your Company logo will be visible at the entrance of the Moscone Center.
- **RSA®C PERKS PACK** – Your company is invited to participate in the coupon book provided to all Full Conference attendees at the materials pickup area in registration.

Expo Opportunities

The following Expo Opportunities are available to Platinum Level Sponsors. These opportunities will provide exposure to both Full Conference attendees as well as an estimated 30,000 Expo attendees.

- **30’ x 30’ Exhibit Space** – 900 square feet of exhibit space in a premium location.
- **North Expo Aisle Signage** – Your company logo displayed on one of the aisle signs in North Expo.
- **Meeting Space** – A 10’ x 10’ private meeting suite.

Advertising Opportunities

The following advertising opportunities are available to Platinum Level Sponsors. These opportunities will provide exposure prior to the event and last throughout the entire week of the Conference (deadlines apply).

- **Conference Program Guide** – Highlighted Platinum level logo placement in the official Conference Program Guide (content format and delivery platform TBD) with a 75-word company description.
- **Conference Program Guide Advertisement** – One half-page, four-color advertisement in the RSA Conference Program Guide.
- **Conference Web Site and Mobile App** – Acknowledgment of your company’s sponsorship with your logo on the RSA Conference 2020 sponsor page.
- **Press Announcements** – Your company name will be included in the RSA Conference opening press release scheduled on the Monday of conference week introducing the Platinum Level Sponsors.

* This deliverable is subject to change or be exchanged at the discretion of show management.

** Elements of this package are subject to change.
Participation as a Gold Sponsor offers an excellent way to raise your profile at the event with a combination of promotional, onsite visibility and content-related benefits combined into a value-priced package.

**Key Benefit**

Official Welcome Reception Sponsor – RSA® Conference and fifteen Gold Level Sponsors will sponsor the Monday evening Welcome Reception as we kick off the week! Sponsorship includes company logo on signage and additional branding at the reception.

**Expo Opportunities**

The following Expo Opportunities are available to Gold Level Sponsors. These opportunities will provide exposure to both Full Conference attendees as well as an estimated 30,000 Expo attendees.

- **20’ x 30’ Exhibit Space** – 600 square feet of exhibit space in a premium location.
- **Carpet Logo** – Your company logo is tastefully placed in the carpet at the head of an aisle and is visible to all attendees that walk the North Expo. One company per aisle.
- **Meeting Space** – A 10’ x 10’ private meeting suite.

**Conference Opportunities**

The following Conference Opportunities are available to Gold Level Sponsors. These opportunities will provide the highest level of exposure to all Conference attendees.

- **Conference Speaking Opportunity** – An industry/technology related presentation delivered by your company at a scheduled session within the Conference agenda. (RSA Conference approval of speaker and topic required)
- **Digital Messaging** – Your company will be offered a 15-second multi-screen digital advertising slot during the week of the Conference (sponsor provides.mov file without audio).
- **Full Conference and Staff Registrations** – Six (6) Full Conference and 60 Exhibit Staff Registrations.
- **Conference Signage** – Your company logo on signage throughout the Conference.
- **Keynote Exposure** – A slide with your company logo looped before the keynote presentations.
- **RSA’C PERKS PACK** – Your company is invited to participate in the coupon book provided to all Full Conference attendees at the materials pickup area in registration.

**Advertising Opportunities**

The following advertising opportunities are available to Gold Level Sponsors. These opportunities will provide exposure prior to the event and last throughout the entire week of the Conference (deadlines apply).

- **Conference Program Guide** – Highlighted Gold level logo placement in the official Conference Program Guide (content format and delivery platform TBD) with a 75-word company description.
- **Conference Program Guide Advertisement** – One half-page, four-color advertisement in the RSA Conference Program Guide.
- **Conference Web Site and Mobile App** – Acknowledgment of your company’s sponsorship with your logo on the RSA Conference 2020 sponsor page.
- **Press Announcements** – Your company name will be included in the RSA Conference opening press release scheduled on the Monday of conference week introducing the Gold Level Sponsors.

*Elements of this package are subject to change.*

Gold Sponsorship package is limited to 15 Companies

Your Investment is $160,000
Conference Opportunities

The following Conference Opportunities are available to Silver Level Sponsors. These opportunities will provide the highest level of exposure to all Conference attendees.

• **Briefing Center Speaking Slot** – A 30-minute speaking slot in the Briefing Center located directly on the North Expo Floor. (RSA Conference approval of speaker and topic required)

• **Digital Messaging** – Your company will be offered a 5-second multi-screen logo digital advertising slot during the week of the Conference.

• **Keynote Exposure** – A slide with your company logo looped before the keynote presentations.

• **Conference Signage** – Your company logo on signage throughout the Conference.

• **Full Conference and Staff Registrations** – Four (4) Full Conference and 40 Exhibit Staff Registrations.

Expo Opportunities

The following Expo Opportunities are available to Silver Level Sponsors. These opportunities will provide exposure to both Full Conference attendees as well as an estimated 30,000 Expo attendees.

• **20’ x 20’ Exhibit Space** – 400 square feet of exhibit space in a premium location.

• **Carpet Logo** – All Silver Sponsor company logos will be featured at the entrance of North Expo. This is a great way to additionally brand your company to RSA Conference attendees!

Advertising Opportunities

The following advertising opportunities are available to Silver Level Sponsors. These opportunities will provide exposure prior to the event and last throughout the entire week of the Conference (deadlines apply).

• **Conference Program Guide*** – Highlighted Silver level logo placement in the official Conference Program Guide (content format and delivery platform TBD) with a 75-word company description.

• **Conference Program Guide Advertisement*** – One half-page, four-color advertisement in the RSA Conference Program Guide.

• **Conference Web Site and Mobile App** – Acknowledgment of your company’s sponsorship with your logo on the RSA Conference 2020 sponsor page.

*Elements of this package are subject to change.

The Silver Sponsorship package offers 24 companies high visibility with additional branding, marketing, and advertising opportunities throughout RSA® Conference 2020.

Elevate your company brand with this comprehensive sponsorship package.

Silver Sponsorship package is limited to 24 Companies

Your Investment is $80,000
Conference Opportunities

The following Conference Opportunities are available to Bronze Level Sponsors. These opportunities will provide the highest level of exposure to all Conference attendees.

- **Briefing Center Speaking Slot** – A 20-minute speaking slot in the Briefing Center located in South Expo. (RSA Conference approval of speaker and topic required)

- **Digital Messaging** – Your company will be included with all of the other Bronze Sponsors in a 5-second multi-screen logo digital advertising slot during the week of the Conference.

- **Keynote Exposure** – A slide with all Bronze level sponsor logos looped before the keynote presentations.

- **Conference Signage** – Your company logo on signage throughout the Conference.

- **Full Conference and Staff Registrations** – Two (2) Full Conference and 20 Exhibit Staff Registrations.

 Expo Opportunities

The following Expo Opportunities are available to Bronze Level Sponsors. These opportunities will provide exposure to both Full Conference attendees as well as an estimated 30,000 Expo attendees.

- **10’ x 20’ Exhibit Space** – 200 square feet of exhibit space in North Expo.

- **South Expo Logo Opportunity** – Your company logo will be placed in South Expo (example: carpet logo/aisle banner etc.) providing an additional branding opportunity visible to attendees as they walk the floor.

 Advertising Opportunities

The following advertising opportunities are available to Bronze Level Sponsors. These opportunities will provide exposure prior to the event and last throughout the entire week of the Conference (deadlines apply).

- **Conference Program Guide** – Highlighted Bronze level logo placement in the official Conference Program Guide (content format and delivery platform TBD) with a 50-word company description.

- **Conference Web Site and Mobile App** – Acknowledgment of your company’s sponsorship with your logo on the RSA Conference 2020 sponsor page.

* Elements of this package are subject to change.

The Bronze Sponsorship package offers 30 companies high visibility with additional branding, marketing, and advertising opportunities throughout RSA® Conference 2020.

Get your company in the spotlight with this popular sponsorship package which guarantees you a spot in the Sponsor Hall located in Moscone North!
What Is Included

The booth fee includes booth space, company identification sign, standard pipe-and-drape, perimeter security and general illumination. Exhibitors also receive a set quantity of exhibitor staff badges included with their exhibit space that will allow access to the expo floor during set-up and breakdown of your booth as well as access 1 hour prior to the opening of the expo floor daily. Full Conference badges are not included with booth space. Exhibitors that need Full Conference passes must purchase these at the currently published rates on the RSA Conference website www.rsaconference.com.

Additional items/services such as carpet (required), furniture, booth cleaning, electrical and internet etc. may be purchased from the conference service providers.

Sizes, Prices & Staff Badge Allotments

- **10’ x 10’** – $14,000 – Includes 10 Expo Staff Badges
- **10’ x 20’** – $28,000 – Includes 20 Expo Staff Badges
- **10’ x 30’** – $42,000 – Includes 30 Expo Staff Badges
- **20’ x 20’** – $56,000 – Includes 40 Expo Staff Badges
- **20’ x 30’** – $84,000 – Includes 60 Expo Staff Badges
- **30’ x 30’** – $126,000 – Includes 75 Expo Staff Badges

Additional exhibitor badges (in excess of your allotment) may be purchased for a fee.

Contact Information

If you are interested in exhibiting at RSA Conference please connect with your sales manager who will be happy to assist!

- **Companies that begin with the letters A-E:**
  Kelli White
  +1 617-399-6602
  kwhite@nthdegree.com

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