



## RSA® Conference Europe Event Marketing Opportunities

Thank you for supporting RSA® Conference Europe 2013. To help maximize your presence at the Conference, please consider one of the proven marketing opportunities offered only to participating companies. Choose from sponsoring educational training, branding, direct marketing including advertising opportunities and other networking opportunities. These options are available to all organisations and can be purchased a-la-carte (**deadlines apply**). \*\*\*

### Educational Opportunities:

#### Half Day Training Seminar - €17,500

Here's a chance for your company to offer a half day (4 hour) training seminar in conjunction with RSA Conference Europe 2013. Take advantage of the certification needs of the Conference delegates and offer a training class on your product or solution. If your Training Seminar is open to all Conference Delegates, we will include a preference indicator in the online registration form. Seminars will be held on the Monday of Conference week. Content & audience acquisition will be the responsibility of the sponsor.

#### Closing Keynote Sponsor - €17,500

RSA Conference Europe has historically closed the Conference with a well-known speaker, the likes of Nick Leeson, Alexis Conran, Sir Tim Berners-Lee, and Jimmy Wales. This year's RSA Conference Europe 2013 closing speaker will be Lord Sebastian Coe, Olympic champion, politician and Chairman of the London Organising Committee for the 2012 Summer Olympic Games. A European executive from your company can join him in the green room and on stage for a 3 minute introduction. Speaker approval by RSA Conference required.

#### eFraud Global Forum Sponsorship - €3,500- **SOLD OUT!**

Sponsor this industry leading, invitation-only forum created specifically to help facilitate information sharing within the global anti-fraud ecosystem. This programme which takes place on Monday 28<sup>th</sup> October will draw a diverse audience of over 80 participants consisting of senior executives from business, security and technical functions from some of the world's largest organisations. For more details on this sponsorship opportunity please contact your Sales Manager. Sponsorship is limited to 2 companies.

#### Sponsor Briefing Track Session - €7,500

Located in the theater adjacent to Crypto Commons, this is a chance for your company's technical expert(s) to educate the audience about your company product and service offerings in a 50-minute speaking opportunity. RSA® Conference will schedule all speaking slots and content guidelines apply. Speaker title, bio, abstract and session topic are subject to RSA Conference Management approval. Deadlines apply.

### Branding Opportunities:

#### Wireless Sponsor - €12,000

All Conference Delegates have access to the wireless network provided in Crypto Commons. This exclusive sponsorship includes your logo on signage throughout the Conference venue, within the Programme Guide as the sponsor of the wireless network, and sponsor company name on instructions provided to Conference delegates.

#### Baggage Check Sponsor - €9,000

As delegates squeeze out every last available minute at RSA Conference Europe, they often check their bags on Thursday at the baggage check area in the Conference venue. Sponsorship of this delegate benefit includes branding on the bag tag given to each delegate, promotion on the website, in the Programme Guide, and in onsite signage.



**Lanyard Sponsorship - €5,000 SOLD OUT!**

Co-sponsor the Conference lanyard with your logo along with the RSA Conference logo which will be worn by all attendees. This sponsorship offers unlimited impressions during and after the conference.

**Coffee/Tea Break Sponsorship - €3,750 SOLD OUT!**

Sponsor a daily coffee/tea break which will take place in Crypto Commons throughout Conference week. Sponsorship includes signage, table tent cards with your logo and message, and logo'd napkins.

**FLASH TALKS powered by PK - €3,500**

Sponsor this fun event in Crypto Commons! Nominate your best company presenter to kick off our FLASH TALKS event with a Pecha Kucha style (20 slides/20 sec each) introduction. Sponsor this series of quick fire presentations on Tuesday evening from 16.30 hrs – 17.00 hrs to kick off the reception. Sponsor can provide a branded giveaway (produced by Sponsor). Sponsor logo will be promoted on the website, in the Programme Guide, and in onsite signage. RSA Conference approval of speaker required.

**Hotel Room Key Sponsorship – €3,000 SOLD OUT!**

Be the first Conference sponsor to take advantage of this highly visible sponsorship opportunity in Amsterdam! Your company logo will be displayed prominently on the room key card given to delegates as they check into either the *Novotel Amsterdam City* or *Holiday Inn Amsterdam*, yielding repeat impressions of your brand every time they use their key. Sponsorship is limited to 1 company.

**Direct Marketing Opportunities:**

**Delegate Badge Advertisement – €1,000**

This exclusive sponsorship provides one company the opportunity to be seen by all delegates. Use this 1-sided space, visible through the back of the attendee badge, measuring 96 mm x 104 mm, to highlight your stand presence and drive traffic. Your ad will be printed in colour on already produced badge stock. Ask your Sales Manager for a sample to illustrate. Sponsorship is limited to 1 company.

**RSA Conference Europe Mobile App Sponsor – €2,500 SOLD OUT!**

Sponsor logo will be featured on the official RSA Conference Europe mobile app splash screen each time the application is launched (location within lower 25% of the screen, resolution will depend on user device). Your company logo will also be on a custom virtual badge awarded to the user when interacting with the sponsor and a company logo and message will be highlighted on a banner ad pinned to the top of the activity feed. We will also promote you as the mobile app sponsor in the Programme Guide and on our website. Sponsorship will remain active until November 30, 2013. 1 sponsorship available.

**Conference Welcome Package Insert – €3,500 each**

Reach all Conference delegates by inserting one piece of your company's literature or a branded item in the Conference Welcome package distributed at registration. Drive traffic to your demonstration station by promoting your product or giveaway! Literature/item approval by RSA Conference Management is required. Sponsorship is limited to 4 companies.

**Advertising Opportunities:**

**Programme Guide Advertising – €1,000**

The official Conference Programme Guide is available to all RSA Conference Europe delegates. This is a highly targeted advertising opportunity in which your advertising message will reach over 1,200 security professionals in a full colour, glossy, take-home reference guide. Creative must be approved by RSA Conference Europe Management. Sponsorship is limited to 4 companies – ½ page horizontal ads only.



**Preview Brochure and Programme Guide Sponsorship – €4,000**

Sponsor these important resources with a banner ad on the Preview Brochure and Conference Programme Guide given to all delegates at the event (final format is to be determined). Your company's logo, stand location and tagline (RSA Conference approval required) will be prominently displayed across the bottom front cover of each. This is a great opportunity to publicise your company and drive traffic to your demonstration station! Estimated print qty of Preview Brochure = 3,000. Estimated print qty of Programme Guide=1200. (Qtys may change). Sponsorship is limited to 1 company.

**Networking/Meeting Opportunities:**

**Private Meeting Room – €3,000 NEW!**

Your company will have the private use of a 5x5m meeting room during conference week. Meeting rooms come with a table and chairs for 4-6 people, lighting, an access door with a company ID sign and 2 visitor badges for the conference. Located one level below Crypto Commons near the Keynote hall, you will have all the privacy you need to meet with potential customers. All visitors to the meeting room area must have a conference badge. 5 meeting rooms available.

**Networking Pub Reception – €10,000**

Host a reception at Café Amsterdam, conveniently located within the Amsterdam RAI, on Wednesday evening after Crypto Commons closes for the day, and continue networking with prospects! RSA Conference will provide reception signage and include a welcome package insert to promote the reception. All food and beverage costs are the responsibility of the sponsor and will be managed directly with the RAI.

**Contact your Sales Account Manager for more details on these opportunities.**

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All sponsorships listed are co-branded with RSA<sup>®</sup> Conference Europe 2013 unless specifically noted.

\*\*\*Quantities on all sponsorships are subject to change without notice. All prices exclude applicable VAT.