

# RSA® CONFERENCE 2014

FEBRUARY 24 – 28 | MOSCONE CENTER | SAN FRANCISCO

*NEW FOR 2014! The Bronze Sponsorship package offers 24 companies high visibility with additional branding, marketing, and advertising opportunities throughout RSA® Conference 2014. Get your company in the spotlight with this newly created sponsorship package which guarantees you a spot in the Sponsor Hall located in Moscone North!*

**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 15-minute speaking slot in the Briefing Center located in the Expo Hall. (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 (sponsor provides .mov file without audio).
- **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.
- **Exhibit Hall Carpet Logo** – Logos are tastefully placed in the carpet at the head of each aisle and are visible to all attendees that walk the show floor. This is a great way to additionally brand your company in the Exhibit Hall!
- **Delegate Registrations** – Two (2) Delegate Registrations.

**Sponsor Hall Opportunities:** The following Sponsor Hall Opportunities are available to Bronze Level Sponsors. These opportunities will provide exposure to both Delegate attendees as well as an estimated 15,000 Expo attendees.

- **10' x 20' Exhibit Space** – 200 square feet of exhibit space in the sponsor hall.

**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 (format TDB).
- **Print Campaign** – Company logo included in pre-event print publication produced by RSA Conference.
- **WWW Posting** – Acknowledgment of your company's sponsorship on the RSA Conference 2014 website.

**Bronze Sponsorship package is limited to 24 Companies**

**Your Investment is \$30,000**