

# RSA® CONFERENCE 2014

FEBRUARY 24 – 28 | MOSCONE CENTER | SAN FRANCISCO

*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 Delegate attendees. Receive unsurpassed recognition by our audience 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 (25 minutes in length). CEO level is strongly recommended and approval of speaker is required.\*
- **Keynote Web Rebroadcast** – Your keynote presentation will be rebroadcast on the RSA Conference website, maximizing your ability to promote your session to a broader, non-attendee audience.
- **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.
- **Track Session Speaking Slot** – A 60-minute industry/technology related presentation delivered by your company at a scheduled session within the Conference agenda. (RSA Conference approval of speaker and topic required)
- **Delegate Registrations** – Ten (10) Delegate Registrations.
- **Venue Signage** – Differentiated as a Diamond sponsor, your company logo will be highlighted and emphasized on the outside building wrap (or equivalent).
- **Conference Signage** – Your company logo designated as a Diamond sponsor on signage throughout the conference.
- **Conference Bag Insert** – Get the attention of all Delegate attendees by placing one piece of your company's literature in the Conference bag distributed at registration.

**Sponsor Hall Opportunities:** The following Sponsor Hall Opportunities are available to Diamond Level Sponsors. These opportunities will provide exposure to both Delegate attendees as well as an estimated 15,000 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.
- **Sponsor Hall Aisle Signage** – Your company logo displayed on one of the aisle signs in the sponsor hall.
- **Meeting Space** – A meeting room within the Moscone Center approx. 700 sq. ft +/-.
- **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( format TBD).
- **On-Site Advertisement** – Premium placed, one full-page, four-color advertisement in the RSA Conference Program Guide(format TBD), plus an expanded 100-word company description.
- **Print Campaign** – Company logo included in pre-event print publication produced by RSA Conference.
- **WWW Posting** – Acknowledgement of your company's sponsorship on the RSA Conference 2014 website.
- **Pre-Conference Podcast**– Pre-conference podcast with your company's keynote speaker or senior level technical leader will be available on our RSA Conference website.
- **Exclusive Press Announcement** – Your company name will be included in an RSA Conference pre-show press announcement introducing you as a Diamond Level Sponsor.

\* Diamond level companies must submit their proposed keynote speaker(CEO strongly recommended) for approval before signing their contract.

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

**Global Diamond Sponsorship package is limited to 3 Companies  
and includes Diamond Level Sponsorship of RSA Conference Europe 2014**

**Your Investment is \$330,000 and €75,000**