

RSA[®] CONFERENCE 2014

FEBRUARY 24 – 28 | MOSCONE CENTER | SAN FRANCISCO

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 Notebook Sponsor – RSA[®] Conference and eight Gold Level Sponsors will have their logo included on the official Conference Notebook which is distributed to all Delegate attendees.

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.

- **Track Session Speaking Slot** – 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).
- **Delegate Registrations** – Six (6) Delegate Registrations.
- **Conference Signage** – Your company logo on signage throughout the Conference.
- **Keynote Exposure** – A slide with your company logo looped before the keynote presentations.
- **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 Gold Level Sponsors. These opportunities will provide exposure to both Delegate attendees as well as an estimated 15,000 Expo attendees.

- **20' x 30' Exhibit Space** – 600 square feet of exhibit space in a premium location.
- **Sponsor Hall 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 show floor. One company per aisle.
- **Meeting Space** – A 10' x 10' private meeting suite.

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 (format TBD).
- **On-Site Advertisement** – One half-page, four-color advertisement in the RSA Conference Program Guide (format TBD), plus an expanded 75-word company description.
- **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.
- **Press Announcements** – Your company name will be included in an RSA Conference pre-show press announcement as a Gold Level Sponsor.

Global Gold Sponsorship package is limited to 3 Companies
and includes Gold Level Sponsorship of RSA Conference Europe 2014
Investment is \$115,000 and €35,000

Gold Sponsorship package is limited to 5 Companies
Investment is \$115,000