

RSA[®]CONFERENCE2014

FEBRUARY 24 – 28 | MOSCONE CENTER | SAN FRANCISCO

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. The elements which comprise these sponsorships are only available as part of these packages, thus ensuring their exclusivity and unique value.

Key Opportunity: Official Conference Wearable Sponsor – Receive unsurpassed recognition as your company joins all other Platinum Sponsors by having their logo featured on the official Conference apparel item distributed to all Delegate attendees.

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

- **Keynote Speaking Slot** – Your company presents one of the Conference Keynotes (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** – 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)
- **Delegate Registrations** – Eight (8) Delegate Registrations.
- **Conference Signage** – Your company logo on signage throughout the Conference.
- **Venue Signage** – Your company logo included on the outside building wrap.
- **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 Platinum Level Sponsors. These opportunities will provide exposure to both Delegate attendees as well as an estimated 15,000 Expo attendees.

- **30' x 30' Exhibit Space** – 900 square feet of exhibit space in a premium location.
- **Sponsor Hall Aisle Signage** – Your company logo displayed on one of the aisle signs in the sponsor hall.
- **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 (format TBD).
- **On-Site Advertisement** – Premium placed, 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** – 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.
- **Press Announcements** – Your company name will be included in an RSA Conference pre-show press announcement as a Platinum Level Sponsor.

Global Platinum Sponsorship package is limited to 2 Companies
and includes Platinum Level Sponsorship of RSA Conference Europe 2014
Investment is \$230,000 and €55,000

Platinum Sponsorship package is limited to 4 Companies
Investment is \$230,000