

RSA[®] CONFERENCE 2014

FEBRUARY 24 – 28 | MOSCONE CENTER | SAN FRANCISCO

RSA[®] Conference 2014 provides effective marketing opportunities that compliment your company's presence at the event. These event sponsorship programs offer marketing, branding, advertising and traffic building solutions for your company as they boost your visibility by prominently featuring your company's logo and extend your reach in a variety of locations and formats. These programs are purchased on an individual basis (deadlines apply).

Official Program Guide Advertising – This is a highly targeted advertising opportunity in which your advertising message will reach information security professionals through the RSA Conference guide. (Half-page, Full-page and 2-page Spreads are available). The official Conference Program Guide is distributed at no cost to all RSA Conference delegates. **Deadline for materials and payment is December 13, 2013.** Please refer to the Conference Program Advertising agreement for pricing.

Pricing Varies

Hanging Banners – **NEWLY ADDED!** Several banner locations are available for added branding exposure in high traffic areas of the convention center (North, South and West). Design must be submitted by sponsor in digital format (RSA Conference Management approval required) and fit within the RSA Conference banner template. Production, installation and dismantle are all included in pricing. For specific sizes and locations please reference our 2014 banner tool <http://rsa.experiencefreeman.com/>. Please note that although each banner location within the banner tool indicates it is available, attached is a more updated spreadsheet showing what is currently available as some locations are indeed sold. Please contact your Account Manager for more information and pricing.

Pricing Varies

Transportation Bus Wraps and Advertising – **NEWLY ADDED!** This is a highly targeted advertising opportunity in which your advertising message will reach RSA Conference attendees as they hop aboard our shuttles taking them to and from the Conference. This year there will be approx. 27 buses circulating between 9 different pickup locations servicing 29 hotels. Please contact your Account Manager for more information and pricing. **Deadline for Production: January 17, 2014**

Pricing Varies

Catalogue Brochure Advertising – This unique advertising opportunity will reach information security professionals through the RSA Conference direct mail campaign (full-page, half-page and back cover ad available). Mailed to 240K potential RSA Conference 2014 attendees, this is a highly targeted advertising opportunity. **Deadline to contract and make payment is November 8, 2013.** Please refer to the Catalogue Brochure Advertising Agreement for pricing.

Pricing Varies

Lanyard and Badge Pocket – This high profile opportunity provides unlimited brand exposure during Conference week. Provided to Full Conference attendees at registration, both the lanyard and the badge pocket will have the logo of the sponsor alongside RSA Conference. Quantity produced is based on expected attendance.

\$75,000 (or \$45,000 each)

Executive Security Action Forum – **MONDAY C-LEVEL EVENT!** The Executive Security Action Forum (ESAF) is a unique and exclusive one-day event scheduled for February 24, 2014. ESAF is a stand-alone, invitation only, C-level forum consisting of 100+ senior executives from Global 1000 companies and government bodies. Sponsorship of this event includes an invitation to attend the Forum and the Chairman's Luncheon on the evening of February 24th, along with a speaking opportunity, branding, merchandising and networking opportunities. Please contact your Sales Manager for more information. (Available to 3 companies)

\$60,000

Registration Area – Promote your company logo to all that attend as the EXCLUSIVE Co-Sponsor (along with RSA Conference) of the two Registration Areas located in Moscone South and Moscone West! Sponsorship includes two, 76.75" w x 31.25" h carpet logos located in front of each registration area, two registration stations along with your company logo featured on area signage, alternating kick panels and registration green landing page.

\$50,000

Coffee Cart – Help attendees get going throughout the day with a branded coffee cart. Located within the Expo, this sponsorship offers coffee to attendees Tues-Thurs along with branded napkins and coffee clutches or cups. Approximately 4000 cups of coffee will be offered. Cart attendants will wear your company logo'd shirt (provided by sponsor). Sponsor may scan attendees but cannot require that attendees be scanned to get a cup of Joe. This opportunity is limited.

\$45,000

Hotel Room Key – Be the first conference sponsor to gain visibility and highlight your Conference presence among Conference attendees! Your company logo will be displayed prominently on the room key card given to attendees as they check into their hotel and they will carry this image around the city with them, yielding repeat impressions of your brand every time they use their key. Sponsored hotel room keys are sponsored by RSA Conference and will be available at the following hotels: Grand Hyatt San Francisco, Courtyard Marriott, San Francisco Marriott Marquis, Intercontinental, Hilton Union Square, Hotel Nikko, Parc 55 Wyndham, Westin San Francisco Market Street, Westin St. Francis and W San Francisco. Sponsorship is limited to 1 company for all hotels. Qty and distribution locations are subject to change. Backside of card is sponsored by RSA Conference. **Artwork deadline is January 3, 2014.**

\$40,000

Moscone South Marquee Boxes – Get in front of your attendees as they come and go near the street level entrance of Moscone South. This area will also offer lounges, networking areas and a keynote waiting area for attendees. Your 4-color banner will be visible to all attendees above the main entrances/exits on the street level of South Hall. Production and installation included. Each marquee box is 27 1/2" h x 232" w.

\$40,000 for 3

Program Guide Belly Band – Your Company's logo and message will be prominently displayed on an eye-catching belly band wrapped vertically around the Official Program Guide. This is a great opportunity to publicize your booth location and drive traffic. Dimensions are approximately: 22.1262" W x 2.5" H, folds to 10" W x 2.5" H. Final dimensions will be provided via a template after contract is finalized. **Artwork deadline is January 10, 2014.**

\$35,000

Old-Fashioned Popcorn Cart – Very Popular! Drive traffic to your booth and help carry attendees through those hungry times with popcorn for all! Branded popcorn bags and napkins will be provided to promote your company as you offer popcorn during peak expo hall hours. Cart attendant will wear your company logo'd shirt (provided by sponsor). Number of approximate servings=2000/day/cart offered Tues-Thurs. Sponsor may scan attendees but cannot require that attendees be scanned to get popcorn. This opportunity is limited to two companies.

\$35,000

Official Press Room – Sponsor the Official Press Room at the Conference throughout the week. Your company 1-color logo will be included on the official press bag distributed to all attendees. Sponsor will also have a bag insert in the press bag (RSA Conference approval required). Sponsor logo will be included on the press event registration page, directional signage, signage within the press room and the Official Program Guide. Sponsor may display promotional literature within the press room (RSA Conference approval required). Limited to 1 sponsor.

\$30,000

eFraud Global™ Forum – **MONDAY EVENT!** This invitation-only forum was created specifically to help facilitate information sharing within the global anti-fraud ecosystem. The one-day program will draw a diverse audience consisting of approximately 120 senior anti-fraud executives from various security and technical functions at some of the world's largest organizations. Sponsorship of this event includes an opportunity to attend the Forum and closing cocktail reception, along with a speaking opportunity, branding, merchandising and networking opportunities. Please contact your Sales Manager for more information. (Available to 3 companies).

\$30,000

Street Banners – Brand your company on street banners located within close proximity to the Moscone Convention Center. Sponsors logo or company name will be included on the lower section of selected flags which are Conference branded. Flag size is 36" w x 72" L (sponsor logo will be limited to 15% of flag per city regulations). Please contact your Sales Manager for more information and sample image. Production deadlines apply.

\$30,000

Directional Footprints – This is a fun and unique way to direct attendees to your booth starting at the entrance of the expo area you are located in! Colorful decals with your company name and booth number will be affixed to the carpet (max 30 imprints) providing a path directly to your booth. Sponsor provides artwork. Max size is 16" x 16". Limited locations available so please call your sales manager for details.

\$30,000/\$50,000

Shoe Shine – **NEWLY ADDED!** Be the exclusive sponsor of one of the two shoe-shine areas at RSA Conference 2014 giving attendees the chance to sit down for a short time while their shoes get spruced up! Very popular in years past with this predominately male attendee base, the sponsored shoe-shine will be located in the lobby which connects Moscone lower north and lower south. The shoe-shine will be open and staffed with two attendants for three full days (2/25, 2/26, 2/27) and sponsor may use their own lead retrieval to scan prospects but may not require an attendee be scanned to receive the complimentary shoe shine. Sponsorship also includes signage, promotion in the program guide (deadlines apply) and staffers will wear the sponsor provided shirt with the company logo.

\$25,000

RSA Conference Codebreakers Bash – This year we are offering 3 opportunities to sponsor the hottest party of the week which takes place Thursday evening at the Marriot Marquis. Sponsorship includes logo branding on appropriate bash event signage throughout the event venue. Sponsor logos will be prominently featured on the main stage banner. Cocktail napkins will be co-branded. Logo recognition will also be included on the RSA Conference website and in the official Program Guide. This event is open to full conference attendees and guest ticket holders.

\$25,000 per sponsor

Security Cinema! – BACK for 2014!

Join us on Wednesday evening February 26th for a fun night at the movies (movie tbd). The sponsor of this event will help bring to our attendees the film they want to see the most! RSA Conference will hold a social media promotion for attendees to vote for the movie chosen to be screened. Security Cinema will host an anticipated 300 attendees (location tbd) while they munch on popcorn and candy with sponsor branded bags and napkins. The sponsor may scan attendees at the entrance of the "theatre" and provide a branded giveaway (RSA Conference approval required). Other sponsorship benefits include name and/or logo attribution during the social media voting promotion, logo on in-theatre signage and on applicable on-site signage promoting the event.

\$25,000

FLASH TALKS powered by PK– Back by Popular Demand! Sponsor this high energy Thursday evening event before heading over to the Bash, where attendees will see a series of quick fire presentations (each presentation has 20 slides, with each slide on-screen for 20 seconds - total presentation length is 6 minutes, 40 seconds). In 2013, over 500 people enjoyed this informal, fun, educational and networking opportunity featuring presentations that are concise, message focused, and quick moving. Presentations can be about ideas, works, thoughts – just something the presenter is passionate about. This sponsorship includes logo recognition on signage, tent cards, drink tickets and in the Conference Brochure and Conference Program Guide (deadlines apply).

\$25,000

Pocket Agenda – Brand your company logo on the most widely used reference pocket guide at the Conference. This agenda is provided to all Full Conference attendees along with the badge pocket and lanyard. Your company logo will show prominently through the badge pocket. Unlimited imprints will remind attendees that your company is a major event sponsor for 2014.

\$20,000

Security Basics Seminar – Full Conference attendees with 3 Years or Less Experience – MONDAY

EVENT! This full day Monday seminar is open to Full Conference attendees only and offers the sponsor a chance to get their message out to this information seeking audience. This seminar explains some of the most important security principles and technologies designed for practitioners with less than three years of information security experience or those new to the field– taught by some of the leaders in the field. Sponsorship includes sponsor logo shown between sessions (content approval by RSA Conference management required), logo recognition in Conference Brochure and Conference Program Guide (deadlines apply), and logo or company name visibly displayed on signage outside of seminar room. Also included is an opportunity to provide a corporate giveaway (item and distribution is the responsibility of the sponsor and approval of item is required) and lead retrieval. Additionally, a table will be provided for your company's literature distribution.

\$20,000

Conference Bag Insert – Get the attention of every Full Conference attendee by placing one piece of your company's literature or branded item in the Conference bag distributed at registration. Literature or branded item (preferably something friendly to the environment) approval by RSA Conference management required. **Strict delivery deadline of January 17, 2014. Only 1 left!**

\$20,000

Attendee Badge – Put your company logo in the hands of every attendee at RSA Conference 2014! Your 4-color logo will be featured on the back of each badge. Badges will be utilized in the lead generation process and provide repeat impressions through the show floor. We will do the rest. Deadlines apply.

\$20,000

Official Mobile App – The RSA Conference mobile app helps attendees manage their personal schedule, conference sessions, agenda items, speakers, exhibitors and more, while on the go! The app will be launched approximately 4 weeks prior to RSA Conference and will remain live until at least 1 month post event. The app was utilized by over 6,594 unique downloads across Apple, Android, and Blackberry platforms. For 2014, we are expanding the functionality by integrating social media and gamification components. Sponsorship includes your logo on the event app screen and an icon/link on the main event screen which will lead to your information page, along with your logo on our mobile app web page. This is a great way to extend your corporate brand and it's exclusively available for only 1 sponsor.

\$20,000

Industry Experts Track – This special track draws the largest crowd outside of the keynote hall and will offer an additional viewing location in Moscone South. The track features some of the hottest speakers and topics in the industry. This sponsorship includes 30 seconds of promotional time between sessions (content provided by sponsor and approval by RSA Conference management required), logo recognition in the Conference Program Guide and Conference Brochure (deadlines apply), and logo or company name displayed on signage outside of track room(in Moscone West) for all 4 days of the Conference. Also included is a corporate giveaway (item and distribution is the responsibility of the sponsor and approval of item is required). A GREAT way to drive traffic to your booth! Additionally, a table will be provided for your company's literature distribution.

\$20,000

Expo Guide (Including Floor Plan Map) – Be the exclusive sponsor of this handy 4/C resource including a printed floor plan map. Your company logo, booth #, description will be located on the front cover to catch the eye of all that use it. Additionally we will highlight your booth location on the floor plan inside. The Expo Guide will be available in the registration area and at the entrance of the Expo. Deadlines apply. Ask your sales manager for more details.

\$20,000

Official Conference Pen – Brand your company logo (along with RSA Conference) on a stylish collectable pen that will accompany the official Conference notebook included in all Full Conference attendee bags. Providing unlimited impressions, this must have item provides unlimited branding opportunities during the conference week and post show as delegates continue with their daily business. **Artwork deadline: October 25, 2013.**

\$18,000

Hotel Room Drop – Get your company message in front of RSA® Conference attendees each evening at the door of their hotel room. Hotel room drops are tentatively scheduled to be offered at the following hotels: Courtyard Marriott, San Francisco Marriott Marquis, Westin St. Francis, Hilton San Francisco Union Square, Hotel Nikko, Parc 55 Wyndham, Westin San Francisco Market Street and W San Francisco. Qty total= approx. 2800 pieces per night. Drops are available for Monday 2/24, Tuesday 2/25 and Wednesday 2/26. Pricing is per day and includes 'outside' room drops. Qty and distribution location are subject to change. Inside room drops are available at an increased cost.

\$15,000

Moscone South Charging Lounges – Brand your company with logo placement on 2 customized charging tables located within the lounge on the street level of Moscone South where attendees can sit down, relax and recharge their personal electronics. Sponsorship includes charging table, literature stand and railing signage per lounge area. This area will be promoted on the Expo Guide floor plan, Conference website and in the official Program Guide. Four lounges available.

\$11,000 per lounge/\$40,000 for all 4

Meeting Room Suites – Reserve your own private meeting room for client meetings! Meeting suites include a 10'x10' hard walled room with locking door, carpet, 42" round table with 4 chairs, one floor lamp, and a logoed identification sign outside the room. An upgraded suite is available for an added cost which includes ceiling, vent fan and overhead lighting. These meeting suites are located adjacent to the South Expo (near Hall A doors). Access times are Mon 3pm-7pm; Tue-Wed 7am-7pm; Thursday 7am-2pm. **ONLY A FEW LEFT!**

\$10,000/\$12,000

Briefing Center Speaking Opportunities – **NEWLY ADDED!** Located North Expo, here is a chance for your company's technical expert(s) to educate the crowds in the Expo with a 30-minute technical discussion/demonstration! Attendees will have the opportunity to include these sessions in their personal scheduler. Center accommodates approximately 40-50 attendees. 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. Contact your Sales Manager for available days and times.

\$6,000

Mirror Panel Decals (Outside Entrances of EXPO SOUTH A, B & C) – Catch the reflection of attendees as they enter and exit the South Expo with your logo and message on one of four mirrored panels – 64" w x 97" h. Sponsor to provide electronic file for print. RSA Conference Approval Required. Production and installation included.

\$5,000

Expo Aisle Banners – Your company logo will be featured on one of the aisle banners hanging in South Expo that display the aisle numbers overhead. Unlimited impressions throughout the week will brand you as a sponsor of RSA Conference. Location selection is based on availability.

\$4,500

Wednesday Night Pub Crawl – This VERY popular traffic builder opportunity is available exclusively to linear booth exhibitors (10 x 10, 10 x 20 and 10 x 30 only). The Pub Crawl will take place from 5:00pm-6:00pm on Wednesday evening in South Expo. Attendees who choose to participate will visit sponsoring booths for a choice of beer, wine, soda or water available at a bar located in or near the sponsor booth. Bar inventory is based on estimated consumption and will be divided equally amongst participating sponsors. If bar inventory runs out, participating companies have the opportunity to replenish at their own expense. Participating companies will also get a themed identifier to place in their booth to indicate to attendees they are part of the Pub Crawl! This event will be highlighted on the Expo Guide floor plan, the Conference website, in the Program Guide and on applicable onsite signage. Please contact your Sales Manager for more information. Deadlines apply. **SELLING FAST!**

\$4,000

Sponsor Wall Tile – **NEW FOR 2014!** Boost your company's visibility by promoting your company brand, message and booth number on the eye catching "Sponsor Wall" located in the heavily trafficked North Lower Lobby. Buy one or more of these tiles (approx. 2' x 2') which will relay your message as attendees walk past. The tile wall will contain content from a variety of sponsors. This is a great way to cost-effectively brand your company. Location selection is on a first-come, first-served basis and based on availability.

\$2,500/each

Additional opportunities will be offered as they become available. Opportunities sell quickly so contact your sales manager if you are interested in any of these offerings. RSA® Conference management approval on all marketing opportunities is required. 1.8.14 MAST V11.