

RSA® CONFERENCE 2015

APRIL 20-24 | 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. Some elements which comprise this sponsorship 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 Full Conference 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 Broadcast** – Your keynote presentation will be broadcast live on the RSA Conference website and made available on-demand within 24 hours, maximizing your ability to promote your session to a broader, non-attendee audience. A custom URL and live player displaying your company logo will be made available for you to promote your keynote.
- **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)
- **Full Conference Registrations** – Eight (8) Full Conference Registrations.
- **Conference Signage** – Your company logo on signage throughout the Conference.
- **Venue Signage*** – Company logo included on the outside building wrap
- **Conference Bag Insert** – Get the attention of all Full Conference 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 Full Conference 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 (content format and delivery platform TBD) with a 75-word company description.
- **Print Campaign** – Company logo included in pre-event print publication produced by RSA Conference.
- **Conference Web Site and Mobile App** – Acknowledgment of your company's sponsorship on the RSA Conference 2015 sponsor page.
- **Press Announcements** – Your company name will be included in the RSA Conference opening press release scheduled on the Monday of conference week introducing the Platinum Level Sponsors.

Platinum Sponsorship package is limited to 6 Companies

*(This deliverable is subject to change or be exchanged at the discretion of show management)

** (Elements of this package are subject to change)

Your Investment is \$230,000