

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 twelve Gold Level Sponsors will have their logo included on the official Conference Notebook which is distributed to all Full Conference 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).
- **Full Conference Registrations** – Six (6) Full Conference 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 Full Conference attendees by inserting a creative **branded giveaway item** in the Conference bag distributed at registration.

## Expo Hall Opportunities

The following Expo Hall Opportunities are available to Gold Level Sponsors. These opportunities will provide exposure to both Full Conference attendees as well as an estimated 20,000 Expo attendees.

- **20' x 30' Exhibit Space** – 600 square feet of exhibit space in a premium location.
- **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 North Expo. 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 (content format and delivery platform TBD) with a 75-word company description.
- **Conference Program Guide Advertisement\*** – One half-page, four-color advertisement in the RSA Conference Program Guide.
- **Conference Web Site and Mobile App** – Acknowledgment of your company's sponsorship on the RSA Conference 2017 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 Gold Level Sponsors.

*\* Elements of this package are subject to change.*

Gold Sponsorship package is limited to 12 Companies

Your Investment is \$145,000