

RSA[®]
Conference
2017

San Francisco

February 13–17
Moscone Center

Sponsorship
Prospectus

DIAMOND LIMITED TO 3 SPONSORS \$360,000	PLATINUM LIMITED TO 6 SPONSORS \$250,000	GOLD LIMITED TO 12 SPONSORS \$145,000	SILVER LIMITED TO 18 SPONSORS \$75,000	BRONZE LIMITED TO 24 SPONSORS \$35,000
KEY OPPORTUNITIES				
OFFICIAL CONFERENCE BAG SPONSOR	OFFICIAL CONFERENCE WEARABLE SPONSOR	OFFICIAL CONFERENCE NOTEBOOK SPONSOR		
CONFERENCE OPPORTUNITIES				
First Day Keynote Speaking Slot	Keynote Speaking Slot			
Keynote Web Rebroadcast	Keynote Web Rebroadcast			
Keynote Exposure—Slide with Logo	Keynote Exposure—Slide with Logo	Keynote Recognition—Logo on Slide	Keynote Recognition—Logo on Slide	Keynote Recognition—Logo on Slide
30-Second Keynote Video Loop	30-Second Keynote Video Loop			
Track Session Speaking Slot	Track Session Speaking Slot	Track Session Speaking Slot	30-minute Briefing Center Speaking Slot	20-minute Briefing Center Speaking Slot
10 Full Conference Registrations	8 Full Conference Registrations	6 Full Conference Registrations	4 Full Conference Registrations	2 Full Conference Registrations
Venue Signage	Venue Signage	Digital Messaging	Digital Messaging	Digital Messaging
Conference Signage	Conference Signage	Conference Signage	Conference Signage	Conference Signage
Conference Bag Insert of Branded Item	Conference Bag Insert of Branded Item	Conference Bag Insert of Branded Item		
EXHIBIT HALL OPPORTUNITIES				
30 x 60 EXHIBIT SPACE <i>(may include partner pavilion)</i>	30 x 30 EXHIBIT SPACE	20 x 30 EXHIBIT SPACE	20 x 20 EXHIBIT SPACE	10 x 20 EXHIBIT SPACE
North Expo Aisle Signage	North Expo Aisle Signage	North Expo Carpet Logo	North Expo Carpet Logo	South Expo Carpet Logo
700 sq. ft. Meeting Room in Moscone Center				
Meeting Space	Meeting Space	Meeting Space		
ADVERTISING OPPORTUNITIES				
Logo in Conference Program Guide	Logo in Conference Program Guide	Logo in Conference Program Guide	Logo in Conference Program Guide	Logo in Conference Program Guide
Full-Page Ad in Program Guide	Half-Page Ad in Program Guide	Half-Page Ad in Program Guide	Half-Page Ad in Program Guide	
Website & Mobile App	Website & Mobile App	Website & Mobile App	Website & Mobile App	Website & Mobile App
Press Announcement	Press Announcement	Press Announcement		

Diamond Sponsorships are reserved for three industry leading organizations. They comprise the most prestigious promotional elements of RSA[®] Conference and will receive the highest level of service and 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.

Key Opportunity

As a Diamond Sponsor you will share the distinction of showcasing your logo on the **Official Conference Bag** which is distributed to all Full Conference attendees. Receive unsurpassed recognition as a Diamond sponsor of the event with continuous brand exposure during the week of the Conference and beyond.

Conference Opportunities

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

- **Keynote Speaking Slot** – Guaranteed Tuesday keynote speaking opportunity which is live streamed on rsaconference.com (20 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 with an embedded 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** – Ten (10) Full Conference Registrations.
- **Venue Signage**** – Differentiated as a Diamond sponsor, your company logo will be highlighted and emphasized on the outside building wrap.
- **Conference Signage** – Your company logo designated as a Diamond sponsor on signage throughout the conference.
- **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 Diamond Level Sponsors. These opportunities will provide exposure to both Full Conference attendees as well as an estimated 20,000 Expo attendees.

- **30' x 60' Exhibit Space** – 1800 square feet of exhibit space in a guaranteed front premium location.
- **Partner Pavilion***** – Can be incorporated into exhibit space. Maximum number of partners allowed is 12.
- **North Expo Aisle Signage** – Your company logo displayed on one of the aisle signs in North Expo.
- **Meeting Space** – A meeting space within the Moscone Center approx. 700 sq. ft +/-.
- **Meeting Space** – A 10'x10' private meeting suite.

Advertising Opportunities

The following advertising opportunities are available to Diamond Level Sponsors (deadlines apply).

- **Conference Program Guide****** – Highlighted Diamond level logo placement in the official Conference Program Guide (content format and delivery platform TBD) with a 100-word company description.
- **Conference Program Guide Advertisement****** – One full-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 Announcement** – Your company name will be included in the RSA Conference opening press release scheduled on the Monday of conference week introducing the Diamond Level Sponsors.

** Diamond level companies must submit their proposed keynote speaker (CEO strongly recommended) by **January 22, 2016** for approval before sending in the signed contract.*

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

**** Diamond level sponsor may incorporate a Partner Pavilion Space within their 30'x60' exhibit space.*

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

Diamond Sponsorship package is limited to 3 Companies

Your Investment is \$360,000

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 (20 minutes in length) on Wednesday or Thursday which is live streamed on rsaconference.com. 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 with and embedded 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 inserting a creative **branded giveaway item** in the Conference bag distributed at registration.

Expo Hall Opportunities

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

- **30' x 30' Exhibit Space** – 900 square feet of exhibit space in a premium location.
- **North Expo Aisle Signage** – Your company logo displayed on one of the aisle signs in North Expo.
- **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.
- **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 Platinum Level Sponsors.

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

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

Platinum Sponsorship package is limited to 6 Companies

Your Investment is \$250,000

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

The Silver Sponsorship package offers 18 companies high visibility with additional branding, marketing, and advertising opportunities throughout the Conference and sponsor hall at RSA[®] Conference 2017.

Elevate your company brand with this comprehensive sponsorship package.

Conference Opportunities

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

- **Briefing Center Speaking Slot** – A 30-minute speaking slot in the Briefing Center located directly on the North Expo Floor. (RSA Conference approval of speaker and topic required)
- **Digital Messaging** – Your company will be offered a 5-second multi-screen logo digital advertising slot during the week of the Conference.
- **Keynote Exposure** – A slide with your company logo looped before the keynote presentations.
- **Conference Signage** – Your company logo on signage throughout the Conference.
- **Full Conference Registrations** – Four (4) Full Conference Registrations.

Expo Hall Opportunities

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

- **20' x 20' Exhibit Space** – 400 square feet of exhibit space in a premium location.
- **Carpets Logo** – All Silver Sponsor company logos will be featured at the entrance of North Expo. This is a great way to additionally brand your company to RSA Conference attendees!

Advertising Opportunities

The following advertising opportunities are available to Silver 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 Silver 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.

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

Silver Sponsorship package is limited to 18 Companies

Your Investment is \$75,000

The Bronze Sponsorship package offers 24 companies high visibility with additional branding, marketing, and advertising opportunities throughout RSA[®] Conference 2017.

Get your company in the spotlight with this popular sponsorship package which guarantees you a spot in the Sponsor Hall located in Moscone North!

Conference Opportunities

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

- **Briefing Center Speaking Slot** – A 20-minute speaking slot in the Briefing Center located in South Expo. (RSA Conference approval of speaker and topic required)
- **Digital Messaging** – Your company will be included with all of the other Bronze Sponsors in a 5-second multi-screen logo digital advertising slot during the week of the Conference.
- **Keynote Exposure** – A slide with all Bronze level sponsor logos looped before the keynote presentations.
- **Conference Signage** – Your company logo on signage throughout the Conference.
- **Full Conference Registrations** – Two (2) Full Conference Registrations.

Expo Hall Opportunities

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

- **10' x 20' Exhibit Space** – 200 square feet of exhibit space in North Expo.
- **Exhibit Hall Carpet Logo** – Logos are tastefully placed in the carpet at the head of each aisle and are visible to all attendees that walk the show floor. This is a great way to additionally brand your company in South Expo.

Advertising Opportunities

The following advertising opportunities are available to Bronze 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 Bronze level logo placement in the official Conference Program Guide (content format and delivery platform TBD) with a 50-word company description.
- **Conference Web Site and Mobile App** – Acknowledgment of your company's sponsorship on the RSA Conference 2017 sponsor page.

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

Bronze Sponsorship package is limited to 24 Companies

Your Investment is \$35,000