

RSA[®]
Conference
2018

San Francisco

April 16 – 20
Moscone Center

Sponsorship
and Exhibit
Prospectus

Seize the opportunity! Contact a sales executive today.

**Companies that begin
with the letters A-E:**

Kelli Cook
+1 617-399-6602
kcook@nthdegree.com

**Companies that begin
with the letters F-O:**

George Keegan
+1 617-848-8768
gkeegan@nthdegree.com

**Companies that begin
with the letters P-Z:**

Wendy Anderson
+1 617-848-8756
wanderson@nthdegree.com

DIAMOND LIMITED TO 3 SPONSORS \$380,000	PLATINUM WITH KEYNOTE LIMITED TO 5 SPONSORS \$250,000	PLATINUM WITHOUT KEYNOTE LIMITED TO 4 SPONSORS \$200,000	GOLD LIMITED TO 15 SPONSORS \$150,000	SILVER LIMITED TO 24 SPONSORS \$75,000	BRONZE LIMITED TO 30 SPONSORS \$40,000
KEY OPPORTUNITIES					
OFFICIAL CONFERENCE BAG SPONSOR	OFFICIAL CONFERENCE WEARABLE SPONSOR	OFFICIAL CONFERENCE WATER BOTTLE SPONSOR	OFFICIAL CONFERENCE WELCOME RECEPTION SPONSOR		
CONFERENCE OPPORTUNITIES					
First Day Keynote Speaking Slot	Keynote Speaking Slot (Day 2 or Day 3)				
Keynote Web Rebroadcast <i>3.75 Keynote Score Required</i>	Keynote Web Rebroadcast <i>3.75 Keynote Score Required</i>				
Keynote Exposure—Slide with Logo	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	30-Second Keynote Video Loop			
Track Session Speaking Slot	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 + 75 Exhibit Staff Registrations	8 Full Conference + 75 Exhibit Staff Registrations	8 Full Conference + 75 Exhibit Staff Registrations	6 Full Conference + 60 Exhibit Staff Registrations	4 Full Conference + 40 Exhibit Staff Registrations	2 Full Conference + 20 Exhibit Staff Registrations
Venue Signage	Venue Signage	Venue Signage	Digital Messaging	Digital Messaging	Digital Messaging
Conference Signage	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	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	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 Aisle Signage	North Expo Carpet Logo	North Expo Carpet Logo	South Expo Logo Opportunity
Meeting Room in Moscone Center					
Meeting Space	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	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	Half-Page Ad in Program Guide	
Website & Mobile App	Website & Mobile App	Website & Mobile App	Website & Mobile App	Website & Mobile App	Website & Mobile App
Press Announcement	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. 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. 3.75 Keynote Score required.
- **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 and Staff Registrations** – Ten (10) Full Conference and 75 Exhibit Staff 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 30,000 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** – Meeting space within the Moscone Center. Size based on availability.
- **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 2018 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 13, 2017** 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 \$380,000

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 others at this level of sponsorship 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 with Keynote 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 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. 3.75 Keynote Score required.
- **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 and Staff Registrations** – Eight (8) Full Conference and 75 Exhibit Staff 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 30,000 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 2018 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 5 Companies

Your Investment is \$250,000

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 Water Bottle Sponsor – Receive unsurpassed recognition as your company joins others at this level of sponsorship by having their logo featured on the official Conference water bottle distributed to all Full Conference attendees.

Conference Opportunities

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

- **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 and Staff Registrations** – Eight (8) Full Conference and 75 Exhibit Staff 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 30,000 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 2018 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 4 Companies

Your Investment is \$200,000

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 Welcome Reception Sponsor – RSA® Conference and fifteen Gold Level Sponsors will sponsor the Monday evening Welcome Reception as we kick off the week! Sponsorship includes company logo on signage and additional branding at the reception.

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 and Staff Registrations** – Six (6) Full Conference and 60 Exhibit Staff 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 30,000 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 2018 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 15 Companies

Your Investment is \$150,000

The Silver Sponsorship package offers 24 companies high visibility with additional branding, marketing, and advertising opportunities throughout the Conference and sponsor hall at RSA[®] Conference 2018.

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 and Staff Registrations** – Four (4) Full Conference and 40 Exhibit Staff 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 30,000 Expo attendees.

- **20' x 20' Exhibit Space** – 400 square feet of exhibit space in a premium location.
- **Carpet 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 2018 sponsor page.

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

Silver Sponsorship package is limited to 24 Companies

Your Investment is \$75,000

The Bronze Sponsorship package offers 30 companies high visibility with additional branding, marketing, and advertising opportunities throughout RSA[®] Conference 2018.

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 and Staff Registrations** – Two (2) Full Conference and 20 Exhibit Staff 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 30,000 Expo attendees.

- **10' x 20' Exhibit Space** – 200 square feet of exhibit space in North Expo.
- **South Expo Logo Opportunity** – Your company logo will be placed in South Expo (example: carpet logo/aisle banner etc.) providing an additional branding opportunity visible to attendees as they walk the floor.

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 2018 sponsor page.

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

Bronze Sponsorship package is limited to 30 Companies

Your Investment is \$40,000

RSA Conference offers an opportunity to purchase exhibit space outside of our sponsorship package offerings. Exhibit space is priced at \$130.00 per square foot (the "Booth Fee") for 2018.

What Is Included

The booth fee includes booth space, company identification sign, standard pipe-and-drape, perimeter security and general illumination. Exhibitors also receive a set quantity of exhibitor staff badges included with their exhibit space that will allow access to the expo floor during set-up and breakdown of your booth as well as access 1 hour prior to the opening of the expo floor daily. Full Conference badges are not included with booth space. Exhibitors that need Full Conference passes must purchase these at the currently published rates on the RSA Conference website www.rsaconference.com.

Additional items/services such as carpet(required), furniture, booth cleaning, electrical and internet etc. may be purchased from the conference service providers.

Sizes, Prices & Staff Badge Allotments

- **10' x 10'** – \$13,000 – Includes 10 Expo Staff Badges
- **10' x 20'** – \$26,000 – Includes 20 Expo Staff Badges
- **10' x 30'** – \$39,000 – Includes 30 Expo Staff Badges
- **20' x 20'** – \$52,000 – Includes 40 Expo Staff Badges
- **20' x 30'** – \$78,000 – Includes 60 Expo Staff Badges
- **30' x 30'** – \$117,000 – Includes 75 Expo Staff Badges

Additional exhibitor badges (in excess of your allotment) may be purchased for a fee.

Contact Information

If you are interested in exhibiting at RSA Conference please connect with your sales manager who will be happy to assist!

- **Companies that begin with the letters A-E:**

Kelli Cook
+1 617-399-6602
kcook@nthdegree.com

- **Companies that begin with the letters F-O:**

George Keegan
+1 617-848-8768
gkeegan@nthdegree.com

- **Companies that begin with the letters P-Z:**

Wendy Anderson
+1 617-848-8756
wanderson@nthdegree.com