

RSA® Conference 2015

San Francisco | April 20-24 | Moscone Center

Event Marketing Opportunities

RSA® Conference 2015 provides effective marketing opportunities that elevate 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 take-home reference 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 January 5, 2015.** Please refer to the Conference Program Advertising Agreement for pricing.

Pricing Varies

Catalog Brochure Advertising – This exclusive and unique advertising opportunity will reach information security professionals through the RSA Conference Catalog Brochure direct mail campaign. Ad size choice is 1/2 page, 1/3 page or 1/4 page and distribution will be to 75K potential RSA Conference 2015 attendees. Finished mailing size will be 5.625" x 9.25" and this resource will offer a first look at the detailed agenda. An ebook version will be available on the website and promoted through social media after distribution. **Deadline for contract, payment is December 11, 2014 and materials deadline is January 2, 2015.** (Available to 1 company)

\$7,500

Hanging Banners – 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 2015 [banner tool](#). The banner tool shows location and placement and the attached spreadsheet shows current availability. Please contact your Account Manager for more information and pricing.

Pricing Varies

Shuttle Bus Wraps and Advertising Packages – 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. 32 buses circulating between 9 different pickup locations servicing 31 hotels (subject to change as necessary). Please contact your Account Manager for more information and pricing. Deadline for Production: **March 13, 2015.**

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.

\$85,000 (or \$50,000 each)

RSA Conference Codebreakers Bash – Co-sponsor (with RSA Conference) the hottest party of the week which takes place Thursday evening (event venue to be announced). Sponsorship includes logo branding on selected bash event signage throughout the event venue. Sponsor logo 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.

\$75,000

Executive Security Action Forum – MONDAY C-LEVEL EVENT! The Executive Security Action Forum (ESAF) is a unique and exclusive one-day event scheduled for April 20th 2015. 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 Dinner on the evening of April 20th, along with a speaking opportunity, branding, merchandising and networking opportunities. Please contact your Sales Manager for more information. (Available to 3 companies)

\$65,000

Registration Area – Promote your company brand 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 logo floor decals (size tbd) in front of both North and South Registration Areas along with your company logo featured on area signage, alternating kick panels and registration screen landing page.

\$60,000

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 5000 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. **1 Available!**

\$50,000

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 holding repeat impressions of your brand every time they use their key. Sponsored hotel room keys are scheduled to 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 February 6, 2015.**

\$45,000

Moscone South Marquee Boxes – Get in front of your audience as they come and go near the street level entrance of Moscone South. This area will also offer lounges, the lounge area and a keynote waiting area for attendees. Your 4-color banner will be visible to all attendees above the three entrances on the street level of Moscone South. Production and installation included. Each marquee box is 27 ½" h x 282" w.

\$45,000 for 3

Program Guide Belly Band –Your Company's logo and name 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 11.811" H, folds to 10" W x 2.5" H. Final dimensions will be provided via a template after contract is finalized. **Artwork deadline is February 2, 2015.**

\$40,000

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. Cart attendant may scan attendees but cannot require that attendees be scanned to get popcorn. This opportunity is limited to two companies. **1 Available!**

\$40,000

eFraud Global™ Forum – MONDAY EVENT! This invitation-only forum was created specifically to help facilitate information sharing within the global anti-fraud ecosystem. This one-day program will draw a diverse audience consisting of approximately 120 senior anti-fraud executives from business, legal and technical functions at some of the world's largest organizations. Sponsorship of this event includes an invitation 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).

\$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 in the program Guide. Sponsor may display promotional literature within the press room (RSA Conference approval required). This is limited to one sponsoring company.

\$35,000

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 a section of selected flags which are Conference branded. Flag size is 36" w x 72" L (sponsor logo will be included on flag per city regulations). Please contact your Sales Manager for more information and sample image. Production deadlines apply.

\$35,000

Directional Footprints – This is a fun and unique way to direct attendees to your booth from the entrance of the expo. 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 (\$30K)! Sponsor provides artwork. Max size is 16" x 16". Decals that connect North Expo to South Expo are also available (\$50K). Limited qty available so please call your sales manager for details.

\$30,000/\$50,000

Shoe Shine – Be the exclusive sponsor of one of the two shoe-shine areas at RSA Conference 2015 giving attendees the chance to sit down for a short time while their shoes get spruced up! Very popular in years past, 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 (4/21, 4/22, 4/23). Sponsor may use their own lead retrieval to scan prospects but cannot require an attendee be scanned to receive the complimentary shoe shine. Sponsorship also includes signage, promotion in the program guide (deadlines apply) and staff will wear the sponsor provided shirt with the company logo.

\$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 badge pocket and lanyard. Your company logo will show prominently through the badge pocket. Unlimited impressions. Remind attendees that your company is a major event sponsor for 2015.

\$25,000

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 industry. The sponsorship includes sponsor logo shown between sessions (content approval by RSA Conference management required), logo recognition in Conference Brochure and Conference Program Guide (formats tbd and 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 inside the room for your company's literature distribution.

\$25,000

Industry Experts Track – This special track draws the largest crowd outside of the keynote sessions. The track features some of the hottest speakers and topics in the industry. This sponsorship includes 30 seconds of promotional time on screen 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 visibly 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 inside the room for your company's literature distribution.

\$25,000

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 and booth # 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 as well as your company description and message. 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.

\$25,000

Conference Bag Insert – Get the attention of every Full Conference attendee by placing one piece of your company's literature or branded swag gift item in the Conference bag distributed at registration. Literature or branded item (preferably something friendly to the environment) approval by RSA Conference management required. Sponsor is responsible for production and delivery of item. **Strict delivery deadline of March 18, 2015.**

\$20,000

Branded Attendee Badge – Put your company logo in the back of every single attendee at RSA Conference 2015! Your company logo will be featured on the back of each attendee's name badge. Name badges are required to be worn by all attendees and are displayed through a transparent badge holder that will provide repeat impressions throughout the show. You provide the logo and we will do the rest. Deadlines apply.

\$20,000

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, Hilton San Francisco Financial District, Hotel Nikko, Parc 55 Wyndham, Westin San Francisco Market Street and W San Francisco. Qty total= approx. 3800 pieces per night. Drops are available for Monday 4/20, Tuesday 4/21 and Wednesday 4/22. 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.

\$17,500

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 attendee bags. Providing unlimited impressions, this must-have item provides unlimited branding exposure throughout Conference week and post show as delegates continue with their daily business. **Artwork deadline is December 10, 2015.**

\$15,000

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. **Selling quickly!**

\$12,500/\$15,000

Moscone South Charging Lounges – Brand your company with logo placement on customized charging tables located within the lounge on the street level of Moscone Center where attendees can sit down, relax and recharge their personal electronics. Sponsorship includes charging stations, 1 literature stand and railing signage per lounge area. This area will be promoted on the Expo Guide floor plan, the Conference website and in the official Program Guide. Four lounges available.

\$12,000 per lounge/\$45,000 (all 4)

Educational Track Sponsor – BACK BY POPULAR DEMAND! Sponsor an RSA Conference track of your choosing (based on availability). Sponsorship includes logo recognition on the 2015 website, in the official program guide, on a slide in between sessions in the track room (logo/tag line/booth number) and will be incorporated in the signage outside the session room. Please check with your salesperson for availability.

\$10,000

Mirror Panel Decals (Outside Entrances of EXPO SOUTH A, B & C) – Catch the eyes of attendees as they enter and exit the South Expo with your logo and message on one of four mirrored panels. These mirrors are adjacent to the entrance/exit doors of South Expo. The panels are then “wrapped” with a large (64”w x 97”h) high quality decal, which is created based on the artwork your company submits. Sponsor to provide electronic file for decal creation and print. RSA Conference approval required. Production and installation included.

\$5,500

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.

\$5,000

Wednesday Night South Expo Pub Crawl – This **VERY** popular traffic builder opportunity is available exclusively to linear booth exhibitors in South Expo (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.

\$4,500

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. 2.5.15 MAST V8