

RSA® Conference 2016

San Francisco | February 29 – March 4 | Moscone Center

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 by our audience 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 (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** – 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 placing one piece of your company's literature 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 15,000 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 Web Site and Mobile App** – Acknowledgment of your company's sponsorship on the RSA Conference 2016 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 March 13, 2015 for approval before sending in the signed contract.

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

Diamond Sponsorship package is limited to 3 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 \$350,000