

RSA[®]Conference2016

San Francisco | February 29 – March 4 | Moscone Center

Event Marketing Opportunities

RSA[®] Conference 2016 offers effective marketing opportunities that elevate your company's presence at the event. These event sponsorships 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 offerings are purchased on an individual basis (deadlines may apply).

Official Program Guide Advertising – This is a highly targeted advertising opportunity in which your advertising message will reach information security professionals in a glossy, 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 December 7, 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 and email campaign. Ad size is TBD (please ask your sales manager) and distribution will be to 70K potential RSA Conference 2016 attendees. This resource will offer potential attendees a first look at the detailed 2016 agenda. An online version will be available on the website and promoted through social media after distribution providing additional unlimited impressions. **Deadline for contract and payment is October 23, 2015 and materials deadline is November 9, 2015.** (Exclusively available to 1 company)

\$9,000

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 2016 [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 complimentary 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: **January 15, 2016.**

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 based on expected attendance.

\$90,000 (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

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 buildings along with your company logo featured on area signage, alternating kick panels and registration screen and landing page.

\$70,000

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 a shirt with your company logo (provided by sponsor). Sponsor may scan attendees but cannot require that attendees be scanned to enjoy a cup of coffee. **Deadline is January 12, 2016.**

\$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 yielding 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 December 11, 2015.**

\$50,000

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 main keynote waiting area for attendees. Your 4-color banner will be visible to all attendees above the three entrance exits on the street level of Moscone South. Production and installation included. Each marquee box is 27 ½”h x 282”w.

\$48,000 for 3

Program Guide Belly Band –Your Company’s logo and message 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 2.5” H, folds to 10” W x 2.5” H. Final dimensions will be provided via a template after contract is finalized. **Artwork deadline is January 15, 2016.**

\$45,000

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 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.

\$40,000

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 1/3 section of selected flags which are Conference branded. Flag size is 36”w x 72”L (sponsor logo will be 1/3 of flag per city regulations). Please contact your Sales Manager for more information and sample images. Production deadlines apply.

\$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 a shirt with your company logo (provided by sponsor). Number of approximate servings is 750-1000/day/cart and is served Tues-Thurs. Sponsor may scan attendees but cannot require that attendees be scanned to get popcorn. This opportunity is limited. **Deadline is January 12, 2016.**

\$30,000

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 opportunities available so please call your sales manager for details.

\$30,000/\$50,000

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 prominently featured on the front cover to catch the eye of all that use it. Additionally we will highlight your booth location on the map 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.

\$28,500

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 a 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 2016.

\$27,500

Shoe Shine – Be the exclusive sponsor of one of the two shoe-shine areas at RSA Conference 2016 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 (3/1, 3/2, 3/3). Sponsor may use their own lead retrieval to scan prospects but cannot require an attendee by 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

Industry Experts Track – This track draws the largest crowd outside of the keynote sessions and 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 Tote Bag – Available at the entrance of each Expo, this lightweight black tote is available for attendees to take and use to carry all the great information and swag they get at the conference. Your company logo will be prominently featured on the side of the bag along with the RSA Conference logo for great brand exposure as attendees walk the conference throughout the week. Sponsor to provide the logo in white. **Deadline is October 1, 2015.**

\$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 deadlines apply.**

\$20,000

Branded Attendee Badge – Put your company logo in the eye of every single attendee at RSA Conference 2016! Your company logo will be featured on the back of each attendee's 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.

\$22,000

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 2/29, Tuesday 3/1 and Wednesday 3/2. 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 conference 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. Sponsor to provide logo artwork. **Work deadline is November 6, 2015.**

\$15,000

South Expo 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 in South Expo. Access times are Mon 5pm-7pm; Tuesday and Wednesday 10am-6pm; Thursday 10am-3pm.

\$13,000/\$15,500

Moscone South Charging Lounges – Brand your company with logo placement on customized charging tables located within the lounge on the street level of Moscone South Expo where attendees can sit down, relax and recharge their personal electronics. Sponsorship includes charging table, 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. Three lounges available.

\$15,000 per lounge/\$43,000 (all 3)

Educational Track Sponsor – BACK BY POPULAR DEMAND! Sponsor an RSA Conference track of your choosing (based on availability). Sponsorship includes logo recognition on the 2016 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) – Get the attention of attendees as they enter and exit the South Expo with your logo and message on one of four mirrored panels at each entrance. 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.

\$6,000

Expo Aisle Banners – Your company logo will be featured on one of the aisle banners hanging in North or 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.

\$3,000/\$6,000

Wednesday Night Pub Crawl – Now Offered in both North and South Expo! –This **VERY** popular traffic builder opportunity is available exclusively to linear booth exhibitors in North and 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. 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. Participation is limited.

\$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. 10.5.15 MAST V4