

CYBERTHREAT

2022

16 - 17 JANUARY 2023 | NOVOTEL LONDON WEST

SPONSOR PACK



National Cyber
Security Centre
a part of GCHQ

SANS

GIAC
CERTIFICATIONS

CYBERTHREAT 2022

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CyberThreat is the largest SANS Summit in EMEA and is unparalleled in the quality of the audience and event content.

The conference is organised by the UK's National Security Centre (NCSC) and the SANS Institute. Designed to bring together the UK and global's technical cyber security community, the event is focused solely on enabling organisations and security practitioners to build effective cyber threat intelligence capabilities. Spanning forensics and offensive and defensive disciplines, the Summit has a strong technical focus, encouraging the sharing of bleeding edge techniques, case studies from the field and new security tools.

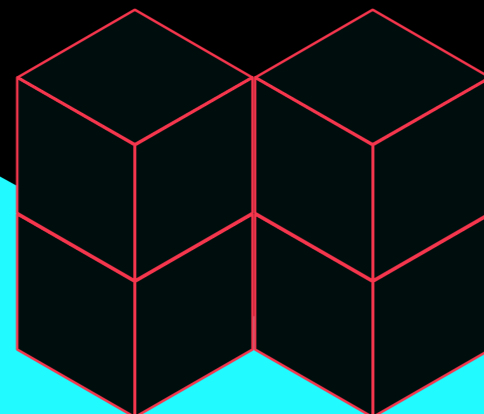
It features presentations from top speakers and world-renowned industry experts, and lightning talks from talented newcomers and rising industry stars. Sponsorship options are on offer giving organisations the opportunity to be front of mind and will benefit from brand exposure in digital collateral before, during and after the event.

Sponsors are able to showcase their brand, products, demos and service ideas to the Summit community whilst knowledge sharing from a technical perspective that allows your technical team to engage with the attendees and speakers. This event is an inspiring showcase of what can be collectively achieved in the field of cyber security and the implementation of new technology.

"After hearing so many good things from the first CyberThreat event in 2018, we decided to participate as a Platinum Sponsor for CyberThreat 2019. It was, hands down, one of the best events we attended in 2019.

We were thrilled with the sheer number of attendees and the quality of the discussions we had with these practitioners. The attention to detail from SANS and the execution of what is becoming the leading UK cyber event was beyond expectation. We are definitely coming back as a sponsor for CyberThreat 2020."

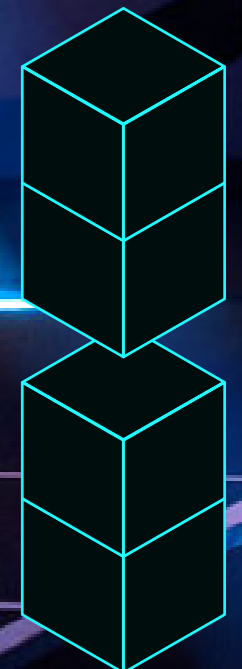
ThreatQuotient



"It feels like a long time since we met in-person for CyberThreat19 and I'm delighted that we are back in a position to reconvene - to share our experiences, our insight and our expertise. While the last two years has brought significant disruption to the world, technology and technologists have been instrumental in enabling the international response to the pandemic and reducing the impact on our economies, our businesses, our educators and our families.

While communities pulled together through this period, our increased reliance on technology has presented new opportunities to those with malicious intent and added to the challenges we face. Fortunately however, Cyber Defence continues to be a team sport, where our greatest strength is the amazing and diverse community of people working tirelessly to ensure that we all benefit from the best that technology has to offer. CyberThreat22 is the event for this community - bringing together a broad range of practitioners to develop, challenge and inspire each other - all with a laser focus on the threats we face and the techniques we can employ to counter them. I am delighted that we are once again in a position for the NCSC to play its role in this event and I look forward to welcoming you all to CyberThreat22."

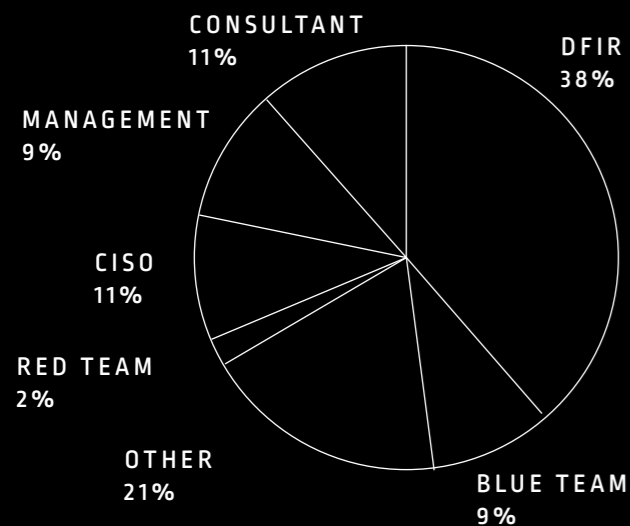
Paul Chichester, NCSC Director of Operations



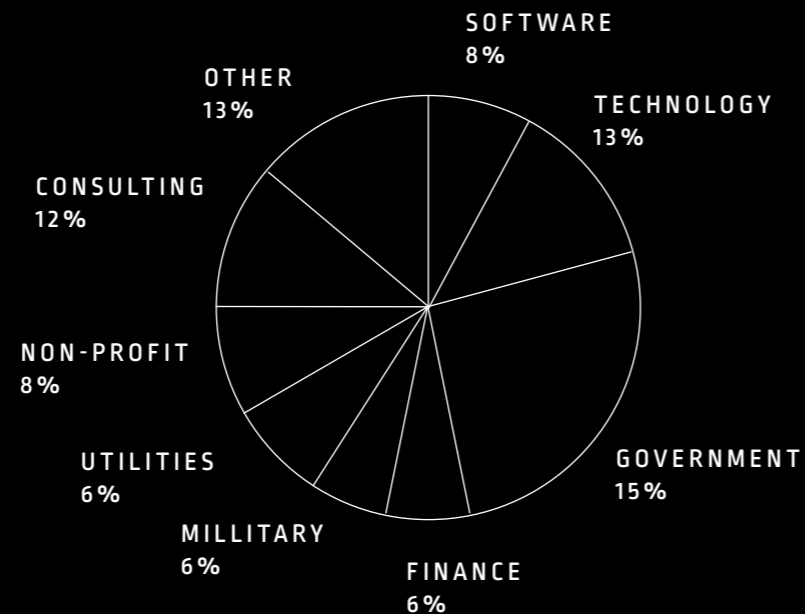
REASONS TO EXHIBIT

- Be seen by and engage with up to hundreds of in-person attendees; the highest quality and most targeted delegation of specialists in the cyber security industry
- Meet the National Cyber Security Centre team and hear the very latest news and successes
- Promote your brand, products and services through live demonstrations to high level security practitioners and cyber security decision makers
- Receive free passes to the event
- Cutting edge and interactive tech features, including hackable electronic badges, IoT hacking, critical control system forensics and a game with retro and modern consoles for some relaxation and networking
- Interact with top speakers, cyber geeks and gurus, and other exciting, cutting edge organisations
- Enjoy a mix of high impact plenary talks, themed streams and interactive engagement, centring on informal networking areas
- Be at the heart of this interactive event, where delegates and sponsors alike can have their say.

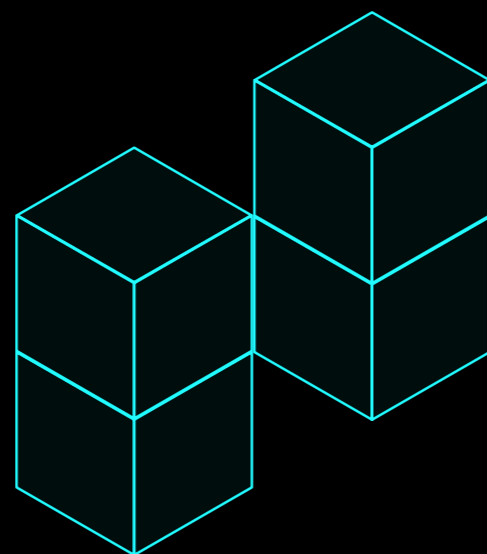
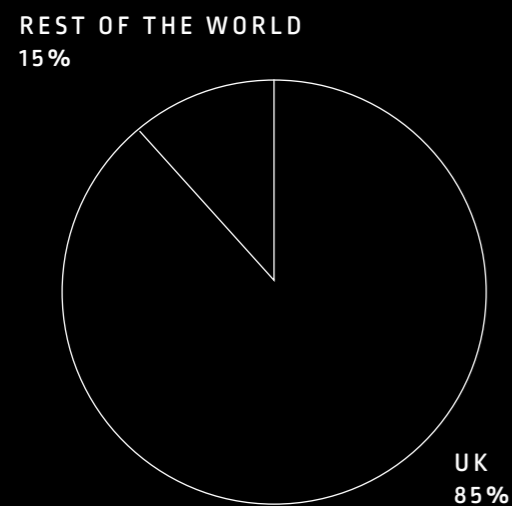
PREVIOUS ATTENDEE PROFILING



INDUSTRY



GEOGRAPHY



SILVER PARTNER PACKAGE

PRE-EVENT

- Company logo and 30-word description on website
- Link from event website to your organisation's website

ONSITE ATTENDANCE

- Two complimentary passes for representatives from sponsor organisation for the full duration of the Summit (including buffet lunch)

EVENT BRANDING

- Half-page colour advertisement in attendee brochure
- Silver tier positioning of logo and 50-word company description in attendee brochure
- Inclusion in the list of exhibitors in attendee brochure

EXHIBITOR AREA

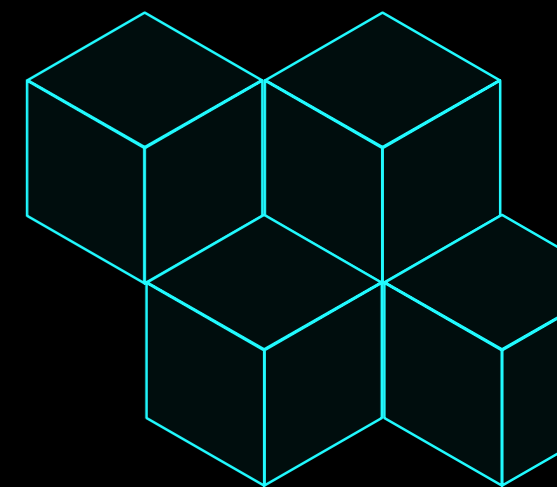
- Approx '6ft x 3ft' tabletop onsite
- Option for sponsor organisation to bring their own company pop up banner
- Power outlets
- Furniture package Included: table and two chairs

ADDITIONAL BENEFITS

- Option to provide a prize gift

SPONSOR COMMITMENT

- Promote your attendance at the event via customer database and social media



GOLD PARTNER PACKAGE

PRE-EVENT

- Company logo and 30-word description on website
- Link from event website to your organisation's website

ONSITE ATTENDANCE

- Three complimentary passes for representatives from sponsor organisation for the full duration of the Summit (including buffet lunch)
- 10 minute lightning talk
- 10 minute presentation to live and online audience

EVENT BRANDING

- Full-page colour advertisement in attendee brochure
- Gold tier positioning of logo and 100-word company description in attendee brochure
- Inclusion in the list of exhibitors in attendee brochure

EXHIBITOR AREA

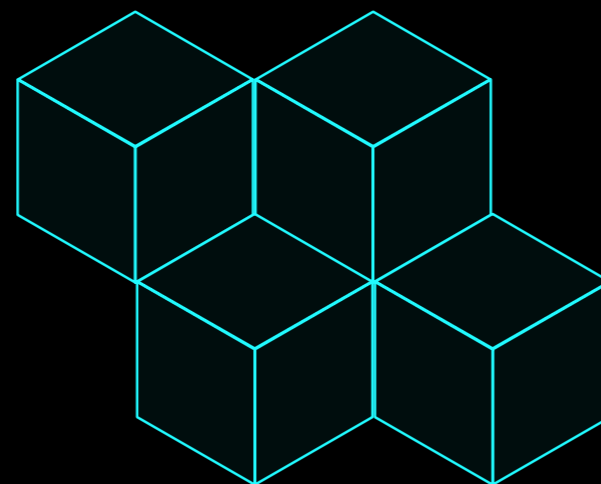
- Approx '6ft x 3ft' tabletop onsite
- Option for sponsor organisation to bring their own company pop up banner
- Power outlets
- Furniture package Included: table and two chairs

ADDITIONAL BENEFITS

- Option to provide collateral for the attendee registration bag
- Option to provide a prize gift
- MP4 recording of session

SPONSOR COMMITMENT

- Promote your attendance at the event via customer database and social media



PLATINUM PARTNER PACKAGE

PRE-EVENT

- Company logo and 30-word description on website
- Link from event website to your organisation's website

ONSITE ATTENDANCE

- Four complimentary passes for representatives from sponsor organisation for the full duration of the Summit (including buffet lunch)
- 20 minute presentation to live and online audience

EVENT BRANDING

- Full-page colour advertisement in attendee brochure
- Platinum tier positioning of logo and 100-word company description in attendee brochure
- Inclusion in the list of exhibitors in attendee brochure

EXHIBITOR AREA

- Approx '6ft x 3ft' tabletop onsite
- Option for sponsor organisation to bring their own company pop up banner
- Power outlets
- Furniture package Included: table and two chairs

ADDITIONAL BENEFITS

- Option to provide collateral for the attendee registration bag
- Option to provide prize gift and present on main stage to competition winner
- Prioritised choice of stand location within the floorplan of the exhibition area (these will be allocated on a 'first come, first served' basis)
- MP4 recording of session

SPONSOR COMMITMENT

- Promote your attendance at the event via customer database and social media



ADDITIONAL SPONSORSHIP OPTIONS

THERE ARE MANY ADDITIONAL OPTIONS AVAILABLE TO MAXIMISE YOUR PRESENCE AT CYBERTHREAT 2022.

If you wish to enquire about additional sponsorship options please email your request to cyberthreatsponsors@sans.org

BRANDING SPONSORSHIP OPTIONS

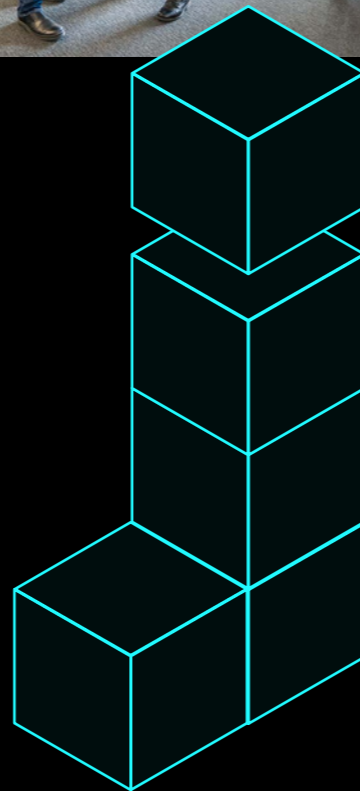
- Lanyard sponsor
- Registration bag sponsor
- Day One social networking sponsor
- Retro area sponsor
- Catering area sponsor

ADDITIONAL EQUIPMENT RENTAL

- Additional AV equipment rental [available on request]

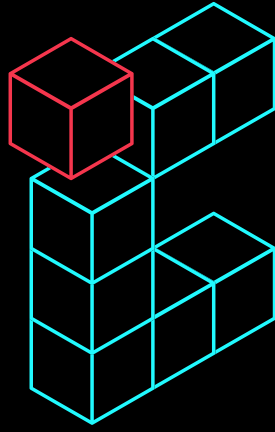
ADDITIONAL TICKETS

- CyberThreat 2022 Ticket: these can be purchased depending on availability. Please contact cyberthreatsponsors@sans.org



| | Platinum | Gold | Silver |
|--|------------|------------|-----------|
| Pre-Event | | | |
| Company logo and 30-word description on website | ✓ | ✓ | ✓ |
| Link from event website to your organisation's website | ✓ | ✓ | ✓ |
| Onsite Attendance | | | |
| Number complimentary passes for representatives from sponsor organisation for the full duration of the Summit (including buffet lunch) | 4 | 3 | 2 |
| Lightning talk | 20 minutes | 10 minutes | |
| Event Branding | | | |
| Tier positioning of logo on welcome signage | Platinum | Gold | Silver |
| Colour advertisement in attendee brochure | Full Page | Full Page | Half Page |
| Logo and company description in attendee brochure | 100 words | 100 words | 50 words |
| Inclusion in the list of exhibitors in attendee brochure | ✓ | ✓ | ✓ |
| Exhibitor Area | | | |
| Tabletop onsite – approx. 6ft x 3ft | ✓ | ✓ | ✓ |
| Exclusive first choice positioning | ✓ | | |
| Power sockets | 1 | 1 | 1 |
| Option to provide company own pop up banner and table cloth | ✓ | ✓ | ✓ |
| Additional Benefits | | | |
| Option to provide collateral for the attendee registration bag | ✓ | ✓ | |
| Option to provide a prize gift | ✓ | ✓ | ✓ |
| MP4 recording of session | ✓ | ✓ | |
| Sponsor Commitment | | | |
| Promote your attendance at the event via customer database and social media | ✓ | ✓ | ✓ |

For further information on any sponsorship opportunities, please contact cyberthreatsponsors@sans.org



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