IoT

Security Foundation

IoT Security Foundation Virtual Conference
Sponsorship Guide

3 - 4 November 2021

**The World's Longest Running
Dedicated IoT Security Conference**

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CONFERENCE AND PROCEEDINGS OVERVIEW

The **7th Annual Internet of Things Security Foundation Conference** is a two-day virtual event that takes place on Wednesday 3rd and Thursday 4th November 2021. The Annual IoTSF Conference has built a loyal global following from the IoT stakeholder communities and is renowned for delivering high quality conference programmes.

The era of IoT describes the world as it transforms to be ever-digital and increasingly connected. Along with the power of digital comes the reciprocal cyber threat, and we continue to witness an increasing number of attacks enabled by products that lack protection against well-known exploits, have been badly configured or suffer from poor maintenance. This causes businesses to be hesitant, concerns governments, increases the likelihood of regulation and ultimately frustrates markets.

Vendors must **build secure**, purchasers must **buy secure**, and users must **be secure**: to be without security in a digital world is not an option. Society and industry need to fight back as no one should design, buy, or use a connected product, service or system that lacks fit-for-purpose security. Yet there are no 'one-size fits all' security solutions – they are dependent on the application. Most of the attacks we see today can be effectively defended against, many by relatively simple measures. Organisations need to be informed, the solutions presented, choices made, and those choices need to be in keeping with their business context.

Welcome to the *2021 IoT Security Foundation Virtual Conference* where we aim to illuminate and educate delegates with an update on the threat landscape, standards & regulation, best practice, next-practice and the latest developments in IoT cyber security. The IoTSF Conference features talks by leading cyber security experts and track sessions for executives, developers, engineers, managers and security professionals.

As the *World's Longest Running IoT Security Conference,* this event attracts a wide range of decision makers, including CEO's, CSO's, CTO's, Chief Security Strategists, Directors, Engineers, Software and Hardware developers, Development Managers, Technical Directors, Security Experts, Academics, Government and Press.

The conference will have a senior and expert level line up of speakers which are announced as part of the promotional activity and can be found on the conference website: https://iotsfconference.com

www.iotsfconference.com
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PROMOTIONAL OPPORTUNITIES

There are a number of sponsorship opportunities for organisations associated with the IoT security conference theme which will also be attended by trade and technology press.

Sponsoring **IoTSF's 2021 Conference** will deliver a number of benefits for your organisation whilst contributing to our shared mission to **build secure, buy secure and be secure**. IoTSF is committed to providing a compelling level of value for each of a limited number of conference sponsors. All of the packages that we have put together are highly competitive and have significant benefits.

<u>Who Am I Expanding My Brand Reach To?</u>

The IoTSF Annual Conference attracts a wide range of decision makers under one roof including CEO's, CSO's, CTO's, Chief Security Strategists, Directors, Engineers, Software and Hardware developers, Development Managers, Technical Directors, Security Experts, Academics, Government and Press.

<u>Why Sponsor?</u>

The IoTSF Conference provides the perfect environment to not only promote your brand, but to build lasting relationships with customers and get to know other businesses:

- **Build Reputation & Increase Brand Visibility**
- **Unique Access to our IoT Security Community and Stakeholders**
- **New Business Opportunities & Brand Exposure –** your brand webpage hosted to June 2022
- **Strengthen Relationships with Existing Customers** - all packages include guest passes
- **Exposure Beyond the Conference** – our conference content hub will be available to delegates for 3 months after the event, thereafter conference videos will be shared publicly for additional exposure

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CONFERENCE SPONSORSHIP

There are 3 classes of sponsorship on offer:

- *Headline Sponsor (x1)*
- *Silver Sponsors (x6)*
- *Gold Sponsors (x5)*

Headline Sponsor x 1, Priced at £13,995 / IoTSF Members £11,995

The headline sponsor package features a number of exclusive benefits and showcases your brand as a prominent leader in the IoT security community. This package includes:

- Your logo featured prominently on the conference home page and all promotional graphics
- Deliver your own talk - subject to committee approval
- 3 additional video slots in the Conference Content Hub
- Press release announcing sponsorship
- Special mention in the opening session each day
- Headline sponsor webpage to promote your products and services with option to add videos, collaterals and other materials – hosted to June 2022
- £200 Amazon gift card prize draw for attendee lead generation
- Your logo featured prominently on the digital proceedings book front cover
- Conference Elevator Pitch on both days
- Full page advert in the digital proceedings book
- Prominent branding on website event pages, event promotions, during the 2-day event and in other digital materials
- 2 full-day breakout rooms for delegate networking and promotions
- 10 staff tickets and up-to 20 guest tickets
- Opportunity to submit blogs regarding your talks to be shared on our website, newsletter and social media channels

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Gold Sponsor x 5, Priced at £6,995 / IoTSF Members £4,995

Gold sponsors will enjoy prominent branding in the run up and during the conference and features a speaking slot, additional content hub videos slots and a prize draw for attendee lead generation. This package includes:

- Deliver your own talk - subject to committee approval
- £100 Amazon gift card prize draw for attendee lead generation
- Gold sponsor webpage to promote your products and services with option to add videos, collaterals and other materials – hosted to June 2022
- Prominent branding on website event pages, event promotions, during the 2-day event and in printed materials
- 2 additional video slots in the Conference Content Hub
- 2 full-day breakout rooms for delegate networking and promotions
- Social media sponsorship announcement
- Conference Elevator Pitch on both days
- Logo on digital proceedings book front cover
- Full page advert in the digital proceedings book
- Special mention in the opening session each day
- 5 staff tickets and up-to 10 guest tickets
- Opportunity to submit blogs regarding your talks to be shared on our website, newsletter and social media channels

Silver Sponsor x 6, Priced at £3,495 / IoTSF Members £1,995

There are six silver sponsor packages that give compelling value for organisation's interested in long exposure to our international audience. This package includes:

- Silver sponsor webpage to promote your products and services with option to add videos, collaterals and other materials - hosted to June 2022
- Social media sponsorship announcement
- 2 full-day breakout rooms for delegate networking and promotions
- 1 video slot in the Conference Content Hub
- Conference Elevator Pitch on one day
- Visual and verbal recognition at the Conference
- Half page advert in the digital proceedings book
  - Branding in the event promotions, on the conference website, at the event and in other digital materials
  - 5 staff tickets and up-to 5 guest tickets

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Sponsorship Benefits Table

	Headline £13,995/ £11.995*	Gold £6,995/ £4.995*	Silver £3,495/ £1.995*
Press Release Announcing Sponsorship	✓	✗	✗
Social Media Sponsorship Announcement	✓	✓	✓
Speaking Slot (subject to committee approval)	1	1	✗
Conference Content Hub Video Slot	3	2	1
Sponsor Webpage - Hosted to June 2022	✓	✓	✓
Prize Draw for Lead Generation	✓£200 Prize Draw	✓£100 Prize Draw	✗
Logo at top of Conference Homepage	✓	✗	✗
Advert in Proceedings Booklet	Full Page	Full Page	Half Page
Logo on Proceedings Booklet Front Cover	✓	✓	✗
Conference Elevator Pitch	Both Days	Both Days	1 Day
2 full-day breakout rooms for networking & promotions	✓	✓	✓
Conference Guest Tickets for Clients or Partners	20	10	5
Visual & verbal recognition at the Conference	✓	✓	✓
Submit blogs related to your talk	✓	✓	✗

* Discounted IoTSF Member Price

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ABOUT THE INTERNET OF THINGS SECURITY FOUNDATION (IoTSF)

IoTSF was formed as a response to existing and emerging threats in Internet of Things applications. It was launched on September 23rd 2015 in London following an intensive consultation with a wide range of stakeholder organisations including industry, academia, government, regulators and businesses seeking to use IoT technologies to drive their commercial development.

IoTSF is the global home for IoT security and the natural home for IoT product and service vendors, network providers, technology adopters, researchers and industry professionals. The mission of IoTSF is to make the Internet of Things secure, to aid its adoption and maximise its benefits. To do this IoTSF promotes knowledge and clear best practice in excellent, appropriate security to those who specify, make and use IoT products and systems.

IoTSF is an international, collaborative and vendor-neutral initiative led by industry and inclusive of all technology providers and service beneficiaries. It operates on a non-profit model.

For further information on IoTSF see our website: www.iotsecurityfoundation.org

SPONSORSHIP & GENERAL ENQUIRIES

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