United States Central Command

CYBERSECURITY AWARENESS SHOWCASE

SPONSORSHIP PROSPECTUS

EVENT OVERVIEW

Sponsors and Exhibitors will have the opportunity to showcase their brand, products, and services to the 300+ attendees expected to participate in USCENTCOM's Cybersecurity Awareness Showcase.

Attendees will represent a broad range of personnel from USCENTCOM, military, government, civilian, academia, and industry leaders and experts. Exhibitor presentations will be integrated into the live virtual agenda.

Technologies of Interest

To help potential presenting exhibitors better understand the current USCENTCOM CCJ6 vision and objectives we have listed top technologies that match their interests and mission requirements.

- Artificial Intelligence
- Cloud Computing
- Cloud Storage
- Cyber Security
- Data Destruction
- Data Mapping
- Data Mining
- Data Security
- Data Storage and Retrieval
- Device Security
- Information Security

- Intrusion Detection
- Machine Learning
- Mobile and Wireless Devices/ Communication
- Open Source Software Solutions
- Smartphone & Tablets
- Social Media Analysis
- Strategic Planning
- Threat Assessment
- Vulnerability Assessment & Software

MARKETING PACKAGES

	DIAMOND	GOLD	SILVER
Opening/Closing Slide Ad	✔		
Listed as Featured Industry Partner	✔	✔	
Industry Profile on Showcase Website	✔	✔	✔
Logo Spotlighted on Showcase Agenda (if presenting) *Presentation slot not included with this sponsorship*	✔	✔	✔
Opt-In List of Attendees	✔	✔	✔
Recognition as Partner with Company Logo on Sponsor Page of Event Website	✔ Company Logo under Diamond Tier	✔ Company Logo under Gold Tier	✔ Company Logo under Silver Tier
Recognition as Partner with Company Logo on General Session Slides	✔ Company Logo under Diamond Tier	✔ Company Logo under Gold Tier	✔ Company Logo under Silver Tier
Complimentary Attendee Registrations	4	2	1

SPONSORSHIP PROSPECTUS

Registration Sponsor

The Registration Sponsor will have maximum digital visibility during both days of the Showcase. This is a way to guarantee that every participant involved with this event will see your logo and branding. Being listed as a Gold Level Partner will also further demonstrate your commitment to this customer.

Includes the following:

- ✓ Company logo displayed on attendee registration website.
- ✓ Company logo linked on confirmation email sent to registrants.
- ✓ Opt-in list of attendees
- ✓ Recognition with company logo on:
  - Sponsor Page of Event Website
  - Sponsor general session slides

Post-Event Demo Theater

The Post-Event Demo Theater is your opportunity to share a 20-minute presentation (live or pre-recorded) with the event attendees. When the government agenda concludes, the demo theater will offer you an extended presentation window. Your demo will be included on the agenda and will be advertised the same way as the 5-min industry presentations in marketing efforts.

Includes the following:

- ✓ 20 minutes to demo your product to showcase attendees at the conclusion of the government's agenda
- ✓ Opt-in list of attendees
- ✓ Listed as a featured industry partner
- ✓ Industry Profile on Showcase Website
- ✓ Logo Spotlighted on Showcase Agenda
- ✓ Recognition as Gold Partner with company logo on sponsor page of event website
- ✓ Recognition as Gold Partner with company logo on general session slides
- ✓ 2 complimentary attendee registrations

Featured Industry Partner

Includes the following:

- ✓ Listed as a Featured Industry Partner on event website homepage.
- ✓ Recognition with company logo on:
  - Sponsor Page of Event Website
  - Sponsor general session slides

Pre - Event Attendee Marketing Email

An e-mail blast is a great way to get your company name and description disseminated to customers before the showcase takes place.

Includes the following:

- ✓ 25-50 word company description with company hyperlink included at the end of an NCSI e-mail blast sent to all registered conference attendees.
- ✓ Recognition with company logo on:
  - Sponsor Page of Event Website
  - Sponsor general session slides

Opening or Closing Slides Advertisement

Includes the following:

- ✓ Full slide company advertisement to be displayed 30 minutes prior or more before or after the event (before or after decided by sponsor).
- ✓ Slides will be interspersed with the general announcements, list of companies, and welcome/ thank you to attendees.
- ✓ Opt-in list of attendees.
- ✓ Recognition with company logo on:
  - Sponsor Page of Event Website
  - Sponsor general session slides

Digital Advertisement on Event Website

Includes the following:

- ✓ Digital Ad on event website
- ✓ 300 x 250 px

Logo Spotlight on Agenda

Your company logo listed on the agenda for your presentation spot.

CUSTOM PROMOTIONAL OPPORTUNITIES

Customized sponsorships are also available to meet a variety of branding, outreach, and marketing objectives. We try to tailor the sponsorship opportunities to fit the needs of our customers. If you have any other creative ideas or sponsorships that you feel will help to improve your overall experience or networking opportunities during the event, please feel free to reach out to someone on the NCSI team. Our goal is to provide as many avenues as possible for you to get in front of your customers to create lasting connections and impressions.

Presentation slots on the agenda and promotional opportunities are now available. Please contact an NCSI Sales Representative at **conferencesales@ncsi.com** or **888-603-8899**.

NCSI ®