

**RSA**<sup>®</sup>  
Conference  
2018

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**San Francisco**

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April 16 – 20  
Moscone Center

Event Marketing  
Opportunities (EMO)  
Prospectus

RSA® Conference 2018 offers effective marketing opportunities that elevate your company's presence at the event. These 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).



### Registration Area

Promote your company brand to all that attend as the exclusive Co-Sponsor (along with RSA Conference) of the registration area located in Moscone West. Sponsorship includes floor logo at entrance of registration area along with your company logo featured on registration area signage, alternating kick panels and registration screen landing page.

**\$80,000**

### 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 **SOLD** will have the logo of the sponsor alongside RSA Conference. Quantity produced is based on expected attendance.

*Deadline is February 9, 2018.*

**\$75,000**



### Coffee Cart

Help attendees get going throughout the day with a branded coffee cart. Located near either North or South Expo, this sponsorship offers coffee to attendees Tues–Thurs along with branded napkins and coffee 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.

*Deadline is February 5, 2018.*

**\$65,000**



### Official Conference Notebook and Pen

Brand your company logo (along with RSA Conference) on a stylish collectable pen that will accompany the official Conference notebook included in all Full Conference attendee bags. 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. Qty is approximately 9,600.

*Artwork deadline is December 15, 2017.*

**\$60,000**

## Program Guide Belly Band

Your Company's logo and message will be prominently displayed on an eye-catching belly band wrapped horizontally around the Official Program Guide. This is a great opportunity to maximize your booth location and drive traffic. Dimensions are approximately: 18.125" W x 2.5" H, folds to 8.25" W x 2.5" H. Final dimensions will be provided to sponsor via a template after contract is finalized.

**SOLD**

Artwork deadline is February 28, 2018.

\$58,000

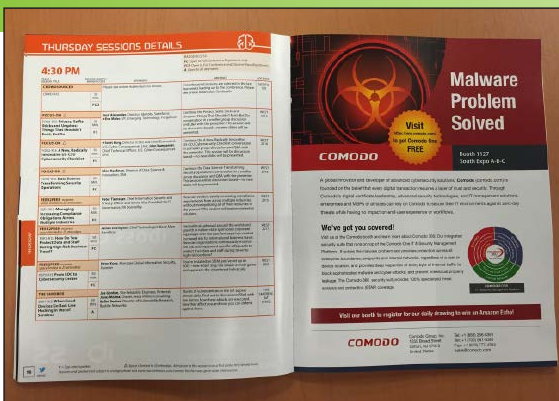


## Official Program Guide Advertising

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 to all RSA Conference attendees. Please refer to the Conference Program Advertising Agreement for pricing.

Deadline for materials and payment is January 31, 2018.

Pricing Varies



## 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 with them, 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: Marriott Marquis San Francisco, Hilton San Francisco Union Square, Westin St Francis San Francisco on Union Square, Parc 55, InterContinental San Francisco, Park Central Hotel, Grand Hyatt San Francisco, Hilton Financial District, Hyatt Regency San Francisco 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.

**SOLD**

Artwork deadline is January 12, 2018.

\$58,000

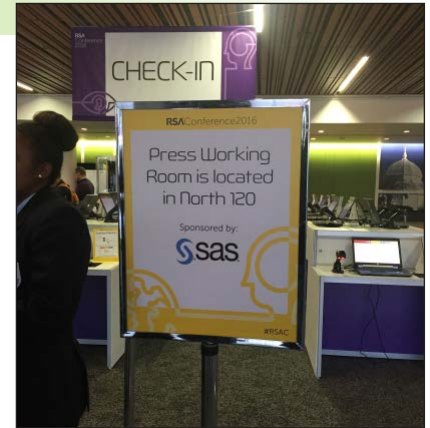


## Official Press Room

Sponsor the Official Press Room for the Conference throughout the week located at the Marriott Marquis. Your company 1-color logo will be included on the official press bag distributed to press attendees. Sponsor will also have a bag insert in the press bag (RSA Conference approval required). Sponsor logo will also 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).

*Limited to one sponsoring company. Deadline is February 5, 2018.*

**\$45,000**



## 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. 23 buses circulating between 8 different pickup locations servicing several Conference hotels (subject to change as necessary). Please contact your Account Manager for more information and pricing.

*Deadline for Production is February 1, 2018.*

**Full Bus Wrap – \$40,000 per bus**

**Bus Advertising Package – \$15,000 per bus**

## Old-Fashioned Popcorn Cart

Very Popular! Drive traffic to your booth and provide a snack for attendees. 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). Signage will also be included. Number of approximate servings is 750-1000/day/cart and is served Tues–Thurs while supplies last. Sponsor may scan attendees but cannot require that attendees be scanned to get popcorn.

*This opportunity is limited. Deadline is February 5, 2018.*

**\$40,000**



## Expo Tote Bag

Available at the entrance of each Expo, this lightweight 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 providing great brand exposure as attendees walk the Conference throughout the week. Sponsor to provide their logo in white.

**SOLD**



*Deadline is October 30, 2017.*

\$35,000

## 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 their badge pocket and lanyard. Your company logo will show prominently through the badge pocket. Unlimited impressions will remind attendees that your company is a major event sponsor for 2018.

*Deadlines apply. Ask your sales manager for more details.*

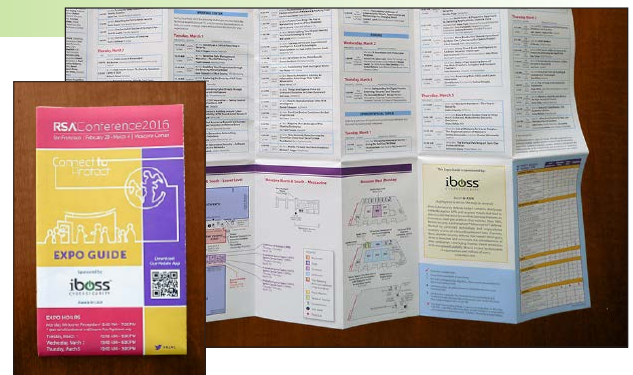
\$35,000

## 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 located on the front cover of this frequently referenced guide. A **SOLD** will highlight your booth location on the floor plan 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.*

\$35,000



## 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! Sponsor provides artwork. Max size is 16" x 16".

*Limited opportunities available so please call your sales manager for details.*

\$30,000

## Water Cooler Stations

Sponsorship of all conference water coolers! Provided in high traffic areas of the Moscone Center where all attendees are sure to see your logo throughout the week. Approximate quantity of branded coolers is 75. Locations to be determined throughout Moscone South/North & West.

*Deadline is February 23, 2018.*

**\$30,000**



## Shoe Shine

Be the exclusive sponsor of the shoe-shine area at RSA Conference 2018 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 (4/16, 4/17, 4/18). Sponsor may use their own lead retrieval to scan prospects but cannot require an attendee be scanned. 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**

## Branded Attendee Badge



Put your company logo in the hands of every single attendee at RSA Conference 2018! Your company logo will be featured on the back of each attendee badge. Name badges are **SOLD** and 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.*

**\$25,000**

## 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: Marriott Marquis San Francisco, Hilton San Francisco Union Square, Westin St Francis San Francisco on Union Square, Parc 55, InterContinental San Francisco, Park Central Hotel, Grand Hyatt San Francisco, Hilton Financial District, Hyatt Regency San Francisco and W San Francisco. Qty total= approx. 4,800 pieces per night. Drops are available for Monday 2/13, Tuesday 2/14 and Wednesday 2/15. 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.

**\$22,000 / \$16,000 / \$13,000**

## RSA® Conference Security Scholar / College Day Sponsorship

RSA Conference Security Scholar and College Day provide unique networking-focused sponsorship opportunities designed to build relationships with the future innovators of the security industry. The RSAC Security Scholar Program connects 60 of the brightest up-and-coming cybersecurity students with leading experts, peers and Conference attendees. RSA Conference College Day invites 500+ students to partake in RSAC's rich content, tailored sessions and networking opportunities to help prepare these students for their future as cybersecurity professionals. Support the future talent of Cyber Security and sponsor today! Please contact your Account Manager for more information and pricing on how to connect in with this unique group of talented scholars. See details attached.

\$20,000 / \$7,500

## Industry Experts Track Sponsorship

The Industry Experts 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 session room 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. Speaking session is not included in this sponsorship opportunity.

\$20,000

## Track Sponsorship

Sponsor an RSA Conference track of your choosing (based on availability). Sponsorship includes logo recognition on the 2018 website, in the official program guide, on a slide in between sessions in the room (logo/tagline/booth number) and company name or logo will be incorporated in the digital signage outside the session room. Speaking session is not included in this sponsorship opportunity. Please check with your salesperson for availability.

\$7,500

## Moscone West 10x10 Meeting Rooms

Reserve your own private meeting room for client meetings! Meeting rooms 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 Moscone West. Access times will be Monday 3 PM–7 PM; Tuesday and Wednesday 7 AM–7 PM; Thursday 7 AM–3 PM. 10x20 Meeting Rooms available upon request based on availability.

\$11,500 / \$13,500



## Wednesday Night Pub Crawl

*Available 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 4:30 PM – 6:00 PM 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.*

**\$4,995**



## Expo Aisle Sponsor

Your company logo will be featured on one of the aisle banners hanging in North or South Expo along with a carpet decal at the head of the aisle. Unlimited impressions throughout the week will reinforce your brand at RSA Conference. Location selection is based on availability.

**\$5,000 / \$8,500**  
(depending on aisle length)

***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.*

**For more information on any of these opportunities contact your Sales Manager:**

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