CyberTalks is the largest annual gathering of CISOs and top cyber leaders from tech, gov, academia, health care and finance. During these unprecedented times, the necessity to come together has never been greater. CyberTalks is the flagship event of U.S. CyberWeek — a weeklong annual cyber festival hosted by CyberScoop from October 19-23.

Our 6th CyberTalks will be a digital experience featuring talks from the biggest national names in cyber and tech. CyberTalks will showcase influential leaders for daily lightning talks, keynotes and fireside chats all week that will explore how the security leadership community is revolutionizing the way we protect against and overcome all the threats facing our nation.

2020 SPONSORSHIP OPPORTUNITIES

CyberTalks DIAMOND PLUS PROGRAM

$125K

- **Full list of event attendees** with contact info (ex, 1000+)
- **Speaking role at CyberTalks**
  - Video of speaking performance
  - Recognition during opening and closing remarks
- **Highlights from speaking role** to appear on an episode of CyberTalks TV
  - Program on Fox5Plus M-Th – 8:30p (estimated nightly audience: 30,000)
  - Logo inclusion as sponsor included in each program (4x)
- **Prominent branding** on virtual platform and event materials (website, slideshow)
  - Inclusion in CyberTalks email campaign (200,000 impressions)
  - Inclusion in CyberTalks social media campaign
- **1 Thought leadership video** of your executive on CyberScoop.com and featured in newsletter (100,000 impressions)
- **Virtual Booth** with videos, lead capture, collateral distribution, etc.
- **Post Event Redistribution Campaign** with a 600-word Executive Perspective companion to your CyberTalks speaking role
- **High Impact Cyber Digital Campaign**
  - Inclusion in CyberScoop newsletters (5x)
  - High impact digital advertising campaign across CyberScoop.com with retargeting - 250,000 impressions
  - Welcome Ads on Cyberscoop.com (4 days)
2020 SPONSORSHIP OPPORTUNITIES

**CYBERTALKS DIAMOND SPONSOR**

- $75K
- Full list of event attendees with contact info (ex, 1000+)
- Speaking role at CyberTalks
  - Video of speaking performance
  - Recognition during opening and closing remarks
- Highlights from speaking role to appear on an episode of CyberTalks TV
  - Program on Fox5Plus M-Th – 8:30p (estimated nightly audience: 30,000)
  - Logo inclusion as sponsor included in each program (4x)
- Prominent branding on virtual platform and event materials (website, slideshow)
  - Inclusion in CyberTalks email campaign (200,000 impressions)
  - Inclusion in CyberTalks social media campaign
- 1 Thought leadership video of your executive on CyberScoop.com and featured in newsletter (100,000 impressions)
- Virtual Booth with videos, lead capture, collateral distribution, etc.

**CYBERTALKS PLATINUM SPONSOR**

- $60K
- Full list of event attendees with contact info (ex, 1000+)
- Prominent branding on virtual platform
- Logo inclusion on Day’s Event Schedule
- Inclusion in CyberTalks email campaign
- Inclusion in CyberTalks social media campaign
- Virtual Booth with videos, lead capture, collateral distribution, etc.

**CYBERTALKS VIRTUAL BOOTH**

- $30K
- Solution Highlight – 2-3 min video on main page of exhibit hall
- Capture lead information for virtual visitors to booth
- Opportunity to provide collateral download (documents, videos, on demand webinars) included in resource center for all attendees

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