

# CYBERWEEK

October 19-23, 2020

PRESENTED BY cyberscoop

## 2020 SPONSORSHIP OPPORTUNITIES

**U.S. CyberWeek**, is a weeklong annual cyber festival hosted by CyberScoop October 19-23, 2020. This year U.S. CyberWeek will be a digital experience featuring hundreds of local and national community events engaging the tens of thousands of people from the cybersecurity community and C-suite leaders from gov, tech, academia and health care who will come together to exchange information, share best practices and discuss the many ways we can revolutionize the way we protect against and overcome cyberthreats facing our nation.

### CYBERWEEK UNDERWRITER

\$250K

- Registration List: **10,000+ qualified leads**
- SNG will be driving awareness and attendance of CyberWeek through a robust, **4-week television campaign** on local news in Washington, DC.
- Underwriters will appear in these television commercials that will run during the AM, 6p and 10p Fox 5 Newscasts.
- **Sponsorship of CyberTalks TV's daily program** including prominent logo placement at the open and close of each show
  - Total estimated television exposure: 4.9 Million impressions (Includes: TV commercials, live streaming, CyberTalks TV)
- Inclusion in robust CyberWeek **paid and organic** social media campaign (**2,000,000+ impressions**)
- Inclusion in CyberWeek digital campaign (**1,000,000 impressions**)
- Inclusion in CyberWeek Email campaign (**750,000 impressions**)
- **Prominent Keynote during CyberTalks**
- Recording of Keynote
- **Post Event Redistribution Campaign** with a 600-word Executive Perspective companion to your CyberTalks keynote
- **Welcome Video** – 1-2 min video welcome attendees to the event. Located prominently in virtual exhibit hall
- **Prominent branding on Virtual Platform**
- **Virtual booth**
  - Solution Highlight – 2-3 min video on main page of exhibit hall
  - Capture lead information for virtual visitors to booth
  - Opportunity to provide collateral uploads (documents, videos, on demand webinars) included in resource center for all attendees
- **Sponsor of CyberWeek Daily Preview and Recap** email to all registrants (5 Days 2x/day)
- **2 Thought leadership videos** of your executive on Cyberscoop.com and featured in newsletter

#### CYBERTALKS TV

Mon – Thurs of CyberWeek at 8:30p, a 30-min TV program will air on Fox5 Plus in the DC area. This program will highlight the great content that is being generated each day of CyberWeek. The show will include highlight clips of some of the keynotes, interviews with speakers and commentary from the CyberScoop team.

October 19-23, 2020

# CYBERWEEK

PRESENTED BY cyberscoop

## 2020 SPONSORSHIP OPPORTUNITIES

---

### CYBERWEEK DIAMOND SPONSOR

100K

---

- **5,000+ qualified leads**
- **Speaking role during CyberTalks**
- Recording of speaking role
- **Logo inclusion** as sponsor included in each episode of **CyberTalks TV (4x)**
  - Program on Fox5Plus M-Th – 8:30p (estimated nightly audience: 30,000)
- **Post Event Redistribution Campaign** with a 600-word Executive Perspective companion to your CyberTalks speaking role
- **Inclusion in CyberWeek digital campaign**
- **Inclusion in robust CyberWeek social media campaign**
- **Inclusion in CyberWeek Email campaign**
- **Prominent branding** on Virtual Platform
- **2 Thought leadership videos** of your executive on Cyberscoop.com and featured in newsletter
- **Virtual booth**
  - Solution Highlight – 2-3 min video on main page of exhibit hall
  - Capture lead information for virtual visitors to booth
  - Opportunity to provide collateral uploads (documents, videos, on demand webinars) included in resource center for all attendees

# CYBERTALKS

PRESENTED BY **cyberscoop**

**A DAILY DIGITAL EXPERIENCE**  
10.19.20 – 10.23.20 • 11:00 AM – 1:00 PM ET

## 2020 SPONSORSHIP OPPORTUNITIES

**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.

---

### CYBERTALKS DIAMOND PLUS PROGRAM

\$125K

---

- **Full list of event attendees** with contact info (ex, 2000+)
- **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
  - Inclusion in CyberTalks social media campaign
- **1 Thought leadership video** of your executive on CyberScoop.com and featured in newsletter
- **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)

# CYBERTALKS

PRESENTED BY **cyberscoop**

**A DAILY DIGITAL EXPERIENCE**  
10.19.20 – 10.23.20 • 11:00 AM – 1:00 PM ET

## 2020 SPONSORSHIP OPPORTUNITIES

---

### CYBERTALKS DIAMOND SPONSOR

---

\$75K

- **Full list of event attendees** with contact info (ex, 2000+)
- **Speaking role at CyberTalks**
  - Video of speaking performance
  - Recognition during opening and closing remarks
- **Prominent branding** on virtual platform and event materials (website, slideshow)
  - Inclusion in CyberTalks email campaign
  - Inclusion in CyberTalks social media campaign
- **1 Thought leadership video** of your executive on CyberScoop.com and featured in newsletter
- **Virtual Booth** with videos, lead capture, collateral distribution, etc.

---

### CYBERTALKS PLATINUM SPONSOR

---

\$60K

- **Full list of event attendees** with contact info (ex, 2000+)
- **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



VIRTUAL SPEAKER SERIES



## 2020 SPONSORSHIP OPPORTUNITIES

The SNG Live Virtual Speaker Series is an opportunity to hear perspectives from today's forward-thinking cyber leaders. As we navigate these unprecedented times, technology's role has never been more important. During CyberWeek, SNG will be hosting 3 virtual discussions with hand-selected IT decision makers and influencers covering such topics as CMMC and TIC 3.0

### SNG LIVE VIRTUAL: CYBERSECURITY | OCTOBER 20

Agencies are improving their cybersecurity posture to some degree, particularly as they develop better basic cyber hygiene and modernize their legacy systems. At the same time, bad actors are getting better at finding new ways to attack and access federal IT. During DC CyberWeek, SNG Live will bring together federal cybersecurity leaders for a conversation on how they continue to mature their cybersecurity defenses and what the best strategies are for staying ahead of adversaries.

### SNG LIVE VIRTUAL: CYBERSECURITY MATURITY MODEL CERTIFICATION (CMMC) | OCTOBER 21

The department of defense has an industrial base with more than 300,000 contractors who provide goods and services—and many of those businesses hold highly sensitive national security information. To better secure this supply chain, DOD has launched a program called the cybersecurity maturity model certification (CMMC). This SNG live virtual session will focus on the latest in the development of CMMC and the impacts it will have on the defense contracting community.

### SNG LIVE VIRTUAL: TIC 3.0 | OCTOBER 22

Last year, the Trusted Internet Connections program got a welcomed update in TIC 3.0. The new model is meant to be more flexible in the age of the cloud, allowing agencies to pilot new use cases that can be approved for their unique needs. This SNG Live virtual session will highlight the latest in the development of TIC 3.0 and what's coming next for the model.

## SPONSORSHIP PACKAGE

\$30K

- Participation in Discussion (15 min w/Government Official)
- Logo inclusion on signage/virtual platform
- Full Reg list (100+)
- Inclusion in email campaign
- Social media campaign

# CYBER WEEK

October 19-23, 2020

PRESENTED BY cyberscoop

## 2020 SPONSORSHIP OPPORTUNITIES

### CYBERSCOOP HIGH IMPACT DIGITAL CAMPAIGN – 10-WEEK CAMPAIGN

\$100K

- Reach top leaders in cybersecurity across the CyberScoop brands of digital products
- Inclusion in CyberScoop newsletters (10x)
- High impact digital advertising campaign across CyberScoop.com – 500,000 impressions
- Welcome Ads on CyberScoop.com (5 days)

