



CYBERWEEK

PRESENTED BY **CYBERSCOOP**

OCTOBER 17 - 21, 2022

CyberWeek is a weeklong annual cybersecurity festival hosted by CyberScoop. The 8th annual cyber festival will feature dozens of local community events attended by thousands of decision makers and influencers from the cybersecurity community.

CYBERWEEK BY THE NUMBERS

10,000

ATTENDEES

100+

COMMUNITY EVENTS

150

VIP SPEAKERS

CYBERWEEK HAS PARTICIPATION FROM THE NATION'S TOP EXECUTIVES

59%

EXECUTIVES

41%

MID-LEVEL MANAGERS

AUDIENCE BREAKDOWN BY TYPE

60%

FEDERAL GOV

10%

STATE & LOCAL GOV

20%

INDUSTRY EXECUTIVES

10%

EDUCATION

SPONSORSHIP LEVELS

UNDERWRITER - \$250K

PIPELINE ACCELERATION

- ▶ 10,000 qualified leads
- ▶ Tabletop exhibit in **CyberTalks** partner pavilion
- ▶ Complimentary tickets to **CyberTalks**
- ▶ 10 complimentary tickets to opening party

THOUGHT LEADERSHIP

- ▶ Speaking opportunity at **CyberTalks**, the premier annual gathering of top C-level leaders from the cybersecurity community
- ▶ 2 thought leadership video interviews of your executives on CyberScoop.com & featured in the CyberScoop newsletter

DIAMOND SPONSORSHIP - \$150K

PIPELINE ACCELERATION

- ▶ 5,000 qualified leads
- ▶ Tabletop exhibit in **CyberTalks** partner pavilion
- ▶ 10 complimentary tickets to **CyberTalks**
- ▶ 10 complimentary tickets to opening party

THOUGHT LEADERSHIP

- ▶ Speaking opportunity at **CyberTalks**, the premier annual gathering of top C-level leaders from the cybersecurity community
- ▶ 2 thought leadership video interviews of your executives on CyberScoop.com & featured in the CyberScoop newsletter

BRANDING

- ▶ Sponsorship of Festival's core festival events:
 - Opening party
 - **CyberTalks**, a TED-like conference dedicated to addressing cybersecurity priorities, trends, innovations, and challenges
- ▶ Logo on CyberWeek website, promotion, and social media
- ▶ Branding at **CyberTalks** and all opening party event materials

BRANDING

- ▶ 50,000,000 impressions
- ▶ Branding included in 2-month citywide metro campaign, including king-size metrobus and Metrorail cars
- ▶ Sponsorship of Festival Week's core festival events:
 - Opening party
 - **CyberTalks**, a TED-like conference dedicated to addressing cybersecurity priorities, trends, innovations, and challenges
- ▶ Logo on **CyberWeek** website, promotion, and social media
- ▶ Branding at **CyberTalks** and all opening party event materials

PLATINUM SPONSORSHIP - \$95K

PIPELINE ACCELERATION

- ▶ 3,000 qualified leads
- ▶ Tabletop exhibit in **CyberTalks** partner pavilion
- ▶ 5 complimentary tickets to **CyberTalks**
- ▶ 4 complimentary tickets to opening party

THOUGHT LEADERSHIP

- ▶ 1 thought leadership video interviews of your executives on CyberScoop.com & featured in the CyberScoop newsletter

BRANDING

- ▶ Sponsorship of Festival's core festival events:
 - Opening party
 - **CyberTalks**, a TED-like conference dedicated to addressing cyber priorities, trends, innovations, and challenges
- ▶ Logo on **CyberWeek** website, promotion, and social media
- ▶ Branding at **CyberTalks** and all opening event materials