



Cyber Redefined: Automated, Innovative, Integrated

October 30, 2018
Marriott Marquis | Washington, D.C.

2018 Sponsorship Opportunities

*Symantec Partner Development Funds can be used towards 50% of a qualified partner's sponsorship of the Symantec Government Symposium



One Day Event

800 government cyber security leaders

Sessions on **today's critical cyber issues:**
emerging tech, cloud security, threat sharing, cyber policies, and much more.

Visit www.symantec.com/symposium for more info and to register.

Do you ever feel like it's Groundhog Day?



Evolving threats, aging legacy systems, budget constraints, workforce gaps, mandate upon mandate – you've heard it all before. Agencies have been battling these challenges, day after day, for years.

But maybe the day's about to change. Maybe it's time to redefine government cyber security. To protect data no matter where it travels or resides. To build an unrivaled cyber workforce. To **put security at the forefront** as we add millions of devices and data points to our connected world.

The time is now. But we need intelligent, integrated cyber solutions and frank dialogue to spark true transformation. Join the best and brightest in government cyber and IT at the **2018 Symantec Government Symposium**, where we'll tackle these challenges together.

The Symantec Government Symposium



Now in its **15th year**, the annual Symantec Government Symposium has served as the **largest annual public sector-focused gathering** of the leading information security experts from government, academia, and industry.



This **one-day event** attracts approximately **800 attendees** from the public and private sectors to discuss critical government cyber security issues.



Previous keynotes include Sue Gordon, Deputy Director, ODNI; Jeanette Manfra, Assistant Secretary, Office of CS&C, NPPD, DHS; Beth Cobert, acting Director, OPM; James Comey and Robert Mueller, former FBI Directors; and more.

Previous Success



Dec. 5, 2017

Renaissance Hotel, Washington, D.C.

One day event – featuring four keynote sessions, four tracks, a TECH Talk, and a state & local government panel

Program featured:

45 speakers | 26 government speakers | 10 sessions, 4 keynotes

“

Excellent analogies and interjection of humor. The complex problem stories **Grant Schneider** told really got my attention.
– *TECH Talk Attendee*

“

Jeanette Manfra is an excellent choice for speaker to open the Symantec Gov Symposium. Her speech was helpful to understand government **perspective**.
– *Morning Keynote Attendee*

“

Exceptional session. **Great discussion around IoT** and balancing security with utilization of data collected from IoT.
– *SLG Session Attendee*

2017 Sponsors and Partners

carahsoft.



Department of Homeland
Security - Enhanced
Cybersecurity Services



National Institute of
Standards and Technology



2018 Sponsorship Opportunities

Platinum Sponsorship

Includes:



Cyber Awards

Your company will co-sponsor the Cyber Awards recognition ceremony and panel discussion



Executive Roundtable

Participation for one executive to join senior government officials at an off-the record, invitation only, roundtable



Featured Sizzle Video

Show off your company in a 30-second pre-approved sizzle video during a plenary session

- ✓ Co-sponsor of Cyber Awards
- ✓ Participation in invitation-only, off-the-record, executive roundtable with senior government officials during the Symposium program
- ✓ 30-second sizzle video, provided by sponsor and approved by Symantec, to be played once during Symposium plenary sessions
- ✓ Two executive speaking opportunities in program (based on availability)
- ✓ Pre-event blog or email interview with one executive, highlighted in two promotional blasts
- ✓ Advisory Group membership (one designated executive per sponsor)
- ✓ Premium kiosk and placement in TechXpo
- ✓ Partial attendee list (150 government attendees)
- ✓ Lead scanner
- ✓ Premium branding opportunity in TechXpo
- ✓ Banner ads on Symantec Government Symposium site
- ✓ Logo inclusion in pre-event email blasts, on event website with hyperlink, onsite signage, and recognition at the Symposium
- ✓ Unlimited passes for sponsoring organization to the Symposium

Cost: \$40,000 (maximum of three)

2018 Sponsorship Opportunities

Gold Sponsorship

Includes:



Executive Speaking Opportunity

Based on availability, one executive can participate during a program session

- ✓ One executive speaking opportunity in program (based on availability)
- ✓ Pre-event blog or email interview with one executive, highlighted in a promotional blast



Pre-Event Media Engagement

Pre-event blog or email interview with executive, highlighted in a promotional blast

- ✓ Kiosk in TechXpo with premium placement
- ✓ Lead scanner



Premium Kiosk

Your company's kiosk will have premium placement in the TechXpo

- ✓ Premium branding opportunity in TechXpo
- ✓ Banner ads on Symantec Government Symposium site
- ✓ Logo inclusion in pre-event email blasts, on event website with hyperlink, onsite signage, and recognition at the Symposium
- ✓ Ten passes to the Symposium

Cost: \$20,000 (maximum of five)

Only one left

2018 Sponsorship Opportunities



Government
Symposium

Silver Sponsorship

Includes:



Premium Kiosk

Your company's kiosk will have premium placement in the TechXpo

✓ Kiosk in TechXpo with premium placement

✓ Lead scanner

✓ Logo inclusion in pre-event email blasts, on event website with hyperlink, onsite signage, and recognition at the Symposium

✓ Six passes to the Symposium



Brand Awareness

Display your company's logo on the Symposium website, onsite signage, and receive recognition at the event



Event Passes

Your company will receive six passes to the Symposium

Cost: \$8,000



2018 Sponsorship Opportunities

Breakfast Sponsorship

Includes:



Coffee Sleeves

Sponsor-branded coffee sleeves featured at the breakfast coffee/beverage station

✓ Sponsor-branded coffee sleeves at breakfast coffee/beverage station

✓ Signage in TechXpo

✓ Logo on event website with hyperlink

✓ Four passes to the Symposium



Brand Awareness

Display your company's logo on the Symposium website, onsite signage, and receive recognition at the event



Event Passes

Your company will receive four passes to the Symposium

Cost: \$5,000

Sold



2018 Sponsorship Opportunities

Luncheon Sponsorship

Includes:



Plenary Session Introduction

Introduce a plenary session during the afternoon program

✓ Introduction during luncheon plenary session

✓ Luncheon literature drop – sponsor to provide collateral

✓ Premium branding opportunity in TechXpo

✓ Logo inclusion in pre-event email blasts, on event website with hyperlink, onsite signage, and recognition at the Symposium

✓ Six passes to the Symposium



Luncheon Literature Drop

Sponsor to provide collateral for a luncheon literature drop



Brand Awareness

Display your company's logo on the Symposium website, onsite signage, and receive recognition at the event

Cost: \$20,000

2018 Sponsorship Opportunities

WiFi Sponsorship

Includes:



WiFi Login Owner

Sponsor the WiFi login and access for event attendees

✓ Sponsorship of WiFi login

✓ WiFi promotions during main plenary and breakout sessions, with logo included

✓ Signage in TechXpo

✓ Logo on event website with hyperlink

✓ Four passes to the Symposium

ADD-ON

✓ Kiosk in TechXpo for an extra \$2,500



WiFi Promotion

See your logo included during WiFi promotions in main plenary and breakout sessions



Brand Awareness

Display your company's logo on the Symposium website, onsite signage, and receive recognition at the event

Cost: \$20,000

2018 Sponsorship Opportunities

Barista Sponsorship

Includes:



Barista Station

Host up to two custom branded barista station(s) in the TechXpo



Barista Apron

Receive sponsor-branded barista apron(s) to be worn at the station(s)



Branded Napkins

Sponsor-branded napkins featured at the barista station

✓ Two custom branded Barista station(s)

✓ Sponsor-branded Barista apron(s)

✓ Sponsor-branded napkins

✓ Kiosk in TechXpo with premium placement

✓ Premium branding opportunity in TechXpo

✓ Logo inclusion in pre-event email blasts, on event website with hyperlink, onsite signage, and recognition at the Symposium

✓ Four passes to the Symposium

Cost: \$20,000

2018 Sponsorship Opportunities

Lanyard Sponsorship

Includes:



Co-branded lanyards

Custom-designed lanyards featuring your company's and Symantec's logos

✓ Co-branded lanyards with Symantec

✓ Signage in TechXpo

✓ Logo on event website with hyperlink

✓ Four passes to the Symposium



Brand Awareness

Display your company's logo on the Symposium website, onsite signage, and receive recognition at the event

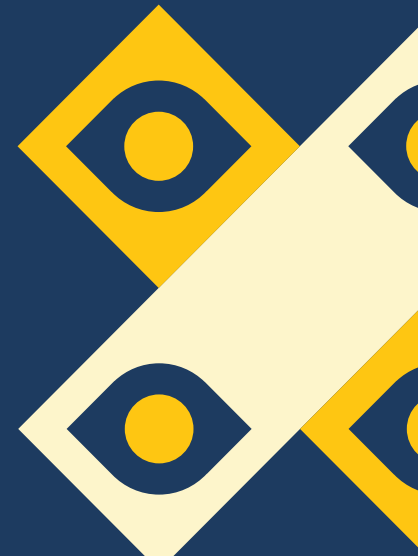


Event Passes

Your company will receive four passes to the Symposium

Cost: \$5,000

Sold



Thank You

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