



Maryland
CYBER
DAY 06.26.18

MARKETPLACE

[www.MDcyber.com]



“Connect to Protect” at the 3rd Annual Maryland Cyber Day Marketplace June 26, 2018, College Park, MD

Connecting commercial businesses, academic institutions, non-profit organizations and government agencies with the information, products, services and resources needed to be cyber secure.

Mini Educational Sessions · Lessons Learned from Breached Businesses – Large & Small · One-on-one Meetings “Ask an Expert” Information Stations · Cybersecurity Product & Service Company Exhibits · Technology Demos Network with Presenting Organization Members & Sponsoring Companies · Luncheon/Keynote Address · Closing Cocktail Reception

Presenting Partners



CYBER SECURITY
ASSOCIATION OF MARYLAND, INC.



EAGB
Economic Alliance of Greater Baltimore

Every business, government agency, academic institution and non-profit organization of every size in every industry is vulnerable to cybersecurity threats, attacks and damages. The Maryland Cyber Day (MCD) Marketplace is the “one stop shop” for:

- getting local helpful guidance and answers to cybersecurity questions
- discovering valuable lessons learned from businesses of varying sizes that have experienced and survived a cybersecurity incident
- identifying solutions to meet the cybersecurity needs of businesses/agencies/institutions/organizations
- connecting with Maryland providers of cybersecurity information, technologies and services

Who can attend/participate?

- Executives/personnel responsible for the cybersecurity architecture, decisions, purchasing or procurement at commercial businesses, government agencies, academic institutions and non-profit organizations. **Cost: \$0** (Sales, marketing and business development reps, or anyone other than the individual(s) responsible for an entity's cybersecurity architecture, decisions, purchasing or procurement may not attend unless doing so via MCD Marketplace sponsorship.)
- Representatives from CAMI member cybersecurity product/services companies. Cost: \$195-\$495
- Event sponsor representatives (See attendance ticket count in sponsorship details on pages 2-6.)

Expected attendance: 400 individuals representing: Maryland cybersecurity companies; Maryland businesses that provide support services to Maryland’s cybersecurity industry (i.e. law firms, insurance agencies), academic institutions, commercial businesses of all sizes in all industries, non-profit organizations and government entities; keynote speakers and representatives of breached businesses attending to share their stories.

Visit www.MDcyber.com for more Marketplace details.

See next page for sponsorship details.

2018 Maryland Cyber Day Marketplace Sponsorship Opportunities

MCD Marketplace is a Signature program of the non-profit Cybersecurity Association of Maryland, Inc. (CAMI)

TITLE SPONSORSHIP - \$20,000 (*limit 1*)

GOLD SPONSORSHIP - 10,000

SILVER SPONSORSHIP - \$5,000

BRONZE SPONSORSHIP - \$2,500

SUPPORTING SPONSORSHIP - \$1,000

Market your company at Maryland's premier cybersecurity event of the year, the 2018 Maryland Cyber Day (MCD) Marketplace, where it's all about the business of cybersecurity. Demonstrate your commitment and role in this vital industry by supporting the MCD Marketplace, and we'll help you grow your business. See below for sponsorship options and benefits associated with each.

TITLE SPONSORSHIP* - \$20,000 (limit 1)

The ultimate cybersecurity industry sponsorship of 2018! Service provider (i.e. law firm, financial entity, insurance company, etc.) serving as Title Sponsor will enjoy the highest visibility to this extraordinary industry. Cybersecurity company serving as Title Sponsor will build brand recognition as a market leader and receive extensive benefits to help generate sales. Title Sponsorship benefits:

Before the Event

- **Extensive event marketing:** recognition and promotion as Title Sponsor in all MCD Marketplace marketing with logo and link of Sponsor's choice included, where applicable. This includes email announcements, flyers, signage, social media and more. Note: Maryland Cyber Day Partner Organizations and fellow sponsors will also be promoting the MCD Marketplace to their respective members and connections. Thus, Title Sponsor will receive extensive brand and offerings awareness beyond CAMI.
- **Media:** Title Sponsor will be noted as such in all MCD press announcements. Sponsor contact information will also be included. Additionally, should press contact CAMI for additional MCD Marketplace information, CAMI will encourage press to contact Title Sponsor representative for input/comment.
- **Customized pre-event marketing:** CAMI will issue an official **pre-MCD Marketplace email** to all registrants introducing them to Title Sponsor, including information and collateral provided by Title Sponsor, and encouraging them to connect with Title Sponsor at MCD Marketplace.
- **Marketplace promotional video:** Title Sponsor will be invited to say a few words in the Marketplace promotional video to be distributed in the months leading up to the Marketplace to encourage attendance. Marketplace Partner Organizations will distribute video to their members via email and social media. Other CAMI partners, such as MD Department of Commerce, MD Cybersecurity Council, county economic development agencies, TEDCO, etc. will also be asked to distribute video.
- **Digital marketing on CAMI website www.MDcyber.com**
 - Home Page: Logo of choice included on MCD Marketplace slider ad on Home page of www.MDcyber.com
 - Event Page: Prominently noted as Title Sponsor with logo and link of Sponsor's choice featured on MCD Marketplace event page within MDcyber.com.
 - Pop-up promos: Included in special MCD Marketplace announcements that will pop up during www.MDcyber.com website visitor's time on the site.
- **For cybersecurity company Sponsor, company will be prominently featured at the top of the list of participating cybersecurity companies** with capabilities description that will be accessible at www.MDcyber.com and distributed at the Marketplace.

During the event

- **Exhibit opportunity with premium** placement and more space than non-sponsors at MCD Marketplace venue.
- **Sponsor to host one of the educational sessions** to be offered at the MCD Marketplace. CAMI will work with Title Sponsor to determine topic, presenter and content. Note: topic must be valuable to attendees and may not be used as a “commercial” for sponsor products/services.
- **Title Sponsor may display collateral in each educational session room** for session attendees to view/take with them.
- **“Ask an Expert” Information Station:** Company will be noted as the sponsor of and may staff one of these information stations that will serve as a valuable resource for attendees that may have cybersecurity questions or need help identifying appropriate cybersecurity solutions for their business, government entity, academic institution or nonprofit organization.
- **On stage speaking opportunity:** 3 minutes to address all MCD Marketplace attendees during luncheon program that will feature a keynote speaker and/or panel discussion. Sponsor will also receive photo opportunity with keynote speaker/panelists and post-event press announcements will be distributed with the photo featuring Sponsor.
- **Title Sponsor will be seated with keynote speaker/panelists during luncheon.**
- **Title Sponsor logo prominently featured on signage** at MCD Marketplace venue including: at registration area, on every meeting table at which cybersecurity buyers will be meeting with cybersecurity providers, on tables during luncheon, on stage during luncheon and on general sponsor signage.
- **10 complimentary MCD Marketplace tickets for sponsor company reps.** Note: maximum # of comp/purchased tickets per company permitted via other attendance/participation options is 3.

After the Event

- **Customized post-event marketing:** CAMI will issue an official **post-MCD Marketplace** email to all attendees re-introducing them to Title Sponsor, including information and collateral provided by Title Sponsor, and encouraging them to contact Title Sponsor for a post-Maryland Cyber Day appointment.
- **Marketing leads:** Title Sponsor will receive list of all MCD Marketplace participants/attendees with name, company, title **and contact info.**

GOLD SPONSORSHIP* - \$10,000

Multiple available but limited to non-competing companies at Gold and Tile Sponsorship levels. In return for supporting MCD Marketplace in the amount of \$10,000, Gold Sponsor will receive the following:

Before the Event

- **Extensive event marketing:** recognition and promotion as Gold Sponsor in MCD Marketplace marketing with logo and link of Sponsor’s choice included where applicable. This includes email announcements, flyers, signage, social media and more. Note: Maryland Cyber Day Partner Organizations and fellow sponsors will also be promoting the MCD Marketplace to their respective members and connections. Thus, Gold Sponsor will receive extensive brand and offerings awareness beyond CAMI.
- **Media:** Gold Sponsor will be noted as such in all MCD press announcements.
- **Digital marketing on CAMI website www.MDcyber.com**
 - Event Page: Prominently noted as Gold Sponsor with logo and link of Sponsor’s choice featured on MCD Marketplace event page within MDcyber.com.
- **For cybersecurity company sponsors: Prominently featured at the top of the list of participating cybersecurity companies (following the Title Sponsors)** with capabilities description that will be

accessible at www.MDcyber.com and distributed at the Marketplace.

During the event

- **Exhibit opportunity with premium** placement and more space than non-sponsors at MCD Marketplace venue
- **Sponsor to host one of the educational sessions** to be offered at the MCD Marketplace. CAMI will work with Gold Sponsor to determine appropriate topic, presenter and content. Note: topic must be valuable to attendees and may not be used as a “commercial” for sponsor products/services.
- **Gold Sponsor may display collateral in each educational session room** for session attendees to view/take with them.
- **Sponsor logo prominently featured on signage** at MCD Marketplace venue including: at registration area, on every meeting table at which cybersecurity buyers will be meeting with cybersecurity providers, on tables during luncheon/keynote address, on stage during luncheon/keynote address and on general sponsor signage
- **Speaking opportunity:** Sponsor will have 2 minutes to address all closing reception attendees.
- **5 complimentary MCD Marketplace tickets for Sponsor company reps with option to purchase up to 5 more.** Note: maximum # of comp/purchased tickets per company permitted via other attendance/participation options is 3.

After the Event

- **Marketing leads:** Sponsor will receive list of all MCD Marketplace participants/attendees with name, company, title **and contact info.**

SILVER SPONSORSHIP* - \$5,000 (unlimited)

In return for supporting MCD Marketplace in the amount of \$5,000, Silver Sponsor will receive:

Before the Event

- **Extensive event marketing:** recognition and promotion as Silver Sponsor in MCD Marketplace marketing with logo and link of Sponsor’s choice included where applicable. This includes email announcements, flyers, signage, social media and more. Note: Maryland Cyber Day Partner Organizations and fellow sponsors will also be promoting the MCD Marketplace to their respective members and connections. Thus, Silver Sponsor will receive extensive brand and offerings awareness beyond CAMI.
- **Digital marketing on CAMI website www.MDcyber.com**
 - Event Page: Prominently noted as Silver Sponsor with logo and link of Sponsor’s choice featured on MCD Marketplace event page within MDcyber.com.
- **For cybersecurity company sponsors: Prominently featured at the top of the list of participating cybersecurity companies (following the Title and Gold Sponsors)** with capabilities description that will be accessible at www.MDcyber.com and distributed at the Marketplace.

During the event

- **Exhibit opportunity with premium** placement at MCD Marketplace venue
- **Special recognition at luncheon:** each place setting at opening luncheon will feature marketing collateral noting “Today’s luncheon catered by Puttin’ on the Ritz and brought to you by (Gold Sponsor names). Note: CAMI intentionally selected the event venue for its facilities and use of Puttin’ on the Ritz for catering services. Previous CAMI events featuring this caterer have received rave reviews. Special attention will be given to selecting an outstanding gourmet luncheon for which Gold Sponsors will be given credit.

- **Sponsor logo prominently featured on signage** at MCD Marketplace venue including: at registration area, on every meeting table at which cybersecurity buyers will be meeting with cybersecurity providers, on tables during luncheon/keynote address, on stage during luncheon/keynote address and on general sponsor signage
- **3 complimentary MCD Marketplace tickets for sponsor company reps with option to purchase 2 additional tickets for total of 5.** Note: maximum # of comp/purchased tickets per company permitted via other attendance/participation options is 3.

After the Event

- **Marketing leads:** Sponsor will receive list of MCD Marketplace participants/attendees with name, company and title and will be provided **with contact info** for attendees that did NOT opt out of information sharing. This includes participating cybersecurity providers and buyers.

BRONZE SPONSORSHIP* - \$2,500

In return for supporting MCD Marketplace in the amount of \$2,500, Bronze Sponsor will receive:

Before the Event

- **Extensive event marketing:** recognition and promotion as Silver Sponsor in MCD Marketplace marketing with logo and link of Sponsor's choice included where applicable. This includes email announcements, flyers, signage, social media and more. Note: Maryland Cyber Day Partner Organizations and fellow sponsors will also be promoting the MCD Marketplace to their respective members and connections. Thus, Bronze Sponsor will receive extensive brand and offerings awareness beyond CAMI.
- **Digital marketing on CAMI website www.MDcyber.com**
 - Event Page: Noted as Bronze Sponsor with logo and link of Sponsor's choice featured on MCD Marketplace event page within MDcyber.com.
- **For cybersecurity company sponsors: Featured at the top of the list of participating cybersecurity companies (following the Title, Gold and Silver Sponsors)** with capabilities description that will be accessible at www.MDcyber.com and distributed at the Marketplace.

During the event

- **Exhibit opportunity** at MCD Marketplace venue
- **Signage:** Sponsor logo featured on general sponsor signs posted throughout the venue and on tables during luncheon/keynote address
- **2 complimentary MCD Marketplace tickets for sponsor company reps** with option to purchase one additional ticket.

After the Event

- **Marketing leads:** Sponsor will receive list of MCD Marketplace participants/attendees with name, company and title and will be provided **with contact info** for attendees that did NOT opt out of information sharing.

SUPPORTING SPONSORSHIP* - \$1,000 (unlimited)

In return for supporting MCD Marketplace 2018 in the amount of \$1,000, Supporting Sponsor will receive the following benefits:

Before the Event

- **Event marketing:** recognition and promotion as Supporting Sponsor in MCD Marketplace

marketing with Sponsor name noted. This includes email announcements, flyers, signage, social media and more. Note: Maryland Cyber Day Partner Organizations will also be promoting the MCD Marketplace to their respective members and connections as well. Thus, Supporting Sponsor may receive extensive brand and offerings awareness beyond CAMI.

- **Digital marketing on CAMI website www.MDcyber.com**
 - Event Page: Noted as Supporting Sponsor with company name on MCD Marketplace event page within MDcyber.com.
- **For cybersecurity company sponsors: Featured at the top of the list of participating cybersecurity companies (following the Title, Gold, Silver and Bronze Sponsors) with capabilities description accessible at www.MDcyber.com and distributed at the Marketplace.**

During the event

- **Signage:** Sponsor logo featured on general sponsor signs posted throughout the venue and on tables during luncheon/keynote address
- **1 complimentary MCD Marketplace ticket for sponsor company rep** with option to purchase one additional ticket.

After the Event

- Sponsor will receive list of MCD Marketplace participants/attendees with name, company and title. This includes participating cybersecurity providers and buyers.

** **Attention Services Companies (i.e. law firms, marketing agencies, recruiters, insurance companies, etc.):** Only executives responsible for the cybersecurity program/decisions/budgets at your company may register to attend the MCD Marketplace. Would you like the sales/marketing/BD team members or others from your company to attend? You can do so by selecting a sponsorship level of your choice and designating anyone in any position at your company to use the complimentary tickets that accompany the selected level*

See next page for Sponsorship Agreement.



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2018 Maryland Cyber Day Marketplace Sponsorship Agreement

Complete the following information to secure your Maryland Cyber Day Marketplace Sponsorship:

Sponsor Name _____

Address _____

Contact Name _____

Contact Email _____ Contact Phone _____

Please provide email addresses for others within your company who should receive MD Cyber Day Marketplace updates: _____

Indicate sponsorship level choice:

- _____ Title \$20,000
- _____ Gold \$10,000
- _____ Silver \$5,000

- _____ Bronze \$2,500
- _____ Supporting \$1,000

 Sponsor Signature

 Date

 Cybersecurity Association of Maryland, Inc.

 Date

Email this completed form to stacey@MDcyber.com along with a high-resolution copy of your logo and associated web address. An invoice will be issued for selected sponsorship level amount. Payment will be due upon receipt.

Questions? Email stacey@MDcyber.com or call 443-844-0047.