



CYBER SECURITY

ASSOCIATION OF MARYLAND, INC.

2nd Annual Maryland Cyber Day Marketplace
A Cybersecurity Association of Maryland, Inc. (CAMI) Program
October 10, 2017 · 8:00 a.m. – 1:15 p.m.
Columbus Center, 701 E. Pratt St, Baltimore, MD



Partner Organizations include: Better Business Bureau of Greater Maryland and Maryland Department of Commerce and a cross-promotional marketing partnership with The CyberMaryland Conference.

2017 Maryland Cyber Day Marketplace Sponsorship Agreement

- TITLE SPONSORSHIP** - \$20,000 (*limit 2*)
- GOLD SPONSORSHIP** - \$10,000 (*limit 4*)
- SILVER SPONSORSHIP** - \$5,000 (*unlimited*)
- BRONZE SPONSORSHIP** - \$2,500 (*unlimited*)
- SUPPORTING SPONSORSHIP** - \$1,000 (*unlimited*)

Market your company at Maryland's premier cybersecurity event of the year, the 2017 Maryland Cyber Day (MCD) Marketplace where it's all about the business of cybersecurity. MCD Marketplace is brought to you by the nonprofit Cybersecurity Association of Maryland, Inc. (CAMI) with a mission of sales generation and job creation through Maryland's cybersecurity industry. Demonstrate your commitment and role in this vital industry by supporting the MCD Marketplace, and we'll help you grow your business.

TITLE SPONSORSHIP* - \$20,000 (limit 2) - *The ultimate cybersecurity industry sponsorship of 2017!*

Service providers (i.e. law firms, financial entities, insurance companies, etc.) will enjoy the highest visibility to this extraordinary industry. Cybersecurity companies will build brand recognition as a market leader and receive extensive benefits to help generate sales. Title Sponsorship benefits are as follows:

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 The CyberMaryland Conference will also be promoting the MCD Marketplace to their respective members and connections as well. Thus, Title Sponsor will receive extensive brand and offerings awareness beyond CAMI.
- **Media:** Title Sponsors 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 participating cybersecurity buyers and attendees introducing them to Title Sponsor, including information and collateral provided by Title Sponsor, and encouraging them to connect with Title Sponsor at MCD Marketplace. This is the only cybersecurity provider-specific promotion that will be done by CAMI to the participating cybersecurity buyers prior to the MCD Marketplace.
- **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.
- **Maryland Cyber Day Proclamation Activities:** : A request has been made of Governor Larry Hogan to issue a formal proclamation of Maryland Cyber Day as such during the week of October 1st in Annapolis, MD to be followed by a celebration/networking social. Title Sponsor will have photo opportunity with Governor Larry Hogan during the Proclamation. Title Sponsor will be noted as a sponsor for the post-Proclamation celebration/networking social and will be given the opportunity to address attendees. (Important note: Proclamation is pending approval with Governor's office.)
- **Prominently noted as Title Sponsor with logo and website link of Sponsor's Choice in the online capabilities exchange platform** that will be used by participating MCD Marketplace cybersecurity providers.
- **For cybersecurity company Sponsor, prominently featured at the top of the list of participating cybersecurity companies** with capabilities description that will be accessible at www.MDcyber.com and will be distributed at the Marketplace.

During the event

- **Additional meetings with cybersecurity buyers** (special benefit for cybersecurity company sponsor): opportunity for eight (8) 15-minute meetings with cybersecurity buyers during MCD Marketplace. General participating cybersecurity providers will only receive four (4).
- **Exhibit opportunity with premium** placement at MCD Marketplace venue
- **Sponsor to host one of the 30-minute "educational" sessions** to be offered at the MCD Marketplace. CAMI will work with Title Sponsor to determine topic, and Sponsor can select its own presenter and create the session content.
- **On stage speaking opportunity:** 3 minutes to address all MCD Marketplace attendees during wrap-up luncheon program that will feature a keynote speaker. Sponsor will also receive photo opportunity with keynote speaker and post-event press announcements will be distributed with the photo featuring Sponsor.
- **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 closing luncheon/keynote address, on stage during luncheon/keynote address and on general sponsor signage
- **5 complimentary MCD Marketplace tickets.** Note: maximum tickets permitted via other attendance/participation/sponsorship options is 3.

After the Event

- **Customized post-event marketing:** CAMI will issue an official **post-MCD Marketplace** email to all participating cybersecurity buyers and 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. This is the only cybersecurity provider-specific promotion that will be done by CAMI to the participating cybersecurity buyers post MCD Marketplace.
 - **Marketing leads:** Title Sponsor will receive list of all MCD Marketplace participants/attendees with name, company, title and contact info. This includes participating cybersecurity providers and cybersecurity buyers.
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GOLD SPONSORSHIP* - \$10,000 (limit 4)

In return for supporting MCD Marketplace in the amount of \$10,000, Gold Sponsor will receive the following benefits:

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 The CyberMaryland Conference will also be promoting the MCD Marketplace to their respective members and connections as well. Thus, Gold Sponsor may 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.
- **Maryland Cyber Day Proclamation Celebration/Networking Social:** A request has been made of Governor Larry Hogan to issue a formal proclamation of Maryland Cyber Day as such during the week of October 1st in Annapolis, MD to be followed by a celebration/networking social. Gold Sponsor will be **noted as a supporter of the post-Proclamation celebration/networking social**. (Important note: Proclamation is pending approval with Governor's office.)
- **Prominently noted as Gold Sponsor with logo and website link of Sponsor's choice in the online capabilities exchange platform** that will be used by participating MCD Marketplace cybersecurity providers.
- **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 will be distributed at the Marketplace.

During the event

- **Exhibit opportunity with premium** placement at MCD Marketplace venue
- **Sponsor to host one of the 30-minute "educational" sessions** to be offered at the MCD Marketplace. CAMI will work with Gold Sponsor to determine topic, and Sponsor can select its own presenter and create the session content.
- **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 closing luncheon/keynote address, on stage during luncheon/keynote address and on general sponsor signage

- **3 complimentary MCD Marketplace tickets.**

After the Event

- **Marketing leads:** Sponsor will receive list of all MCD Marketplace participants/attendees with name, company, title and contact info. This includes participating cybersecurity providers and cybersecurity buyers.
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SILVER SPONSORSHIP* - \$5,000 (unlimited)

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

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 The CyberMaryland Conference will also be promoting the MCD Marketplace to their respective members and connections as well. Thus, Silver Sponsor may 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 will be distributed at the Marketplace.

During the event

- **Exhibit opportunity with premium** placement at MCD Marketplace venue
- **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 closing luncheon/keynote address, on stage during luncheon/keynote address and on general sponsor signage
- **3 complimentary MCD Marketplace tickets**

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 cybersecurity buyers.
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BRONZE SPONSORSHIP* - \$2,500 (unlimited)

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

Before the Event

- **Extensive event marketing:** recognition and promotion as Silver Sponsor in MCD Marketplace marketing with logo of Sponsor's choice included where applicable. This includes email announcements, flyers, signage, social media and more. Note: Maryland Cyber Day Partner Organizations and The CyberMaryland Conference will also be promoting the MCD Marketplace to their respective members and connections as well. Thus, Bronze Sponsor may 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 will be 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
- **2 complimentary MCD Marketplace tickets**

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

In return for supporting MCD Marketplace 2017 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 and The CyberMaryland Conference will also be promoting the MCD Marketplace to their respective members and connections as well. Thus, Bronze 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 that will be accessible at www.MDcyber.com and will be distributed at the Marketplace.

During the event

- **Signage:** Sponsor logo featured on general sponsor signs posted throughout the venue
- **1 complimentary MCD Marketplace ticket**

After the Event

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

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

Sponsor Name _____

Address _____

Contact Name _____

Contact Email _____ **Contact Phone** _____

Sponsor Signature _____ Date _____

Cybersecurity Association of Maryland, Inc. _____ Date _____

Please indicate sponsorship level:

- | | |
|----------------------|--------------------------|
| _____ Title \$20,000 | _____ Bronze \$2,500 |
| _____ Gold \$10,000 | _____ Supporting \$1,000 |
| _____ Silver \$5,000 | |

Please email this completed form to stacey@MDcyber.com. An invoice will be issued for Sponsorship amount. Payment will be due upon receipt. Questions? Email stacey@MDcyber.com or call 443-844-0047.