



Maryland
CYBER
DAY 04-11-19

MARKETPLACE

[www.MDcyber.com]



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

“Connect to Protect” at the 4th Annual Maryland Cyber Day Marketplace
April 11, 2019 · 1:30 – 4:30 p.m.
Maryland Live! Hotel · Hanover, MD

Maryland Cyber Day Marketplace is a Maryland Cyber Day activity. Maryland Cyber Day is presented by:



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 these entities to:

- Get local helpful guidance and answers to cybersecurity questions
- Discover valuable lessons learned from businesses of varying sizes that have experienced and survived a cybersecurity incident
- Identify solutions to meet their cybersecurity needs
- Connect face-to-face with MD 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, business development reps or anyone other than the individual(s) responsible for an entity's cybersecurity architecture, decisions, purchasing or procurement may attend at the General Attendance Ticket rate of **\$195 pp.**)
- Representatives from CAMI member cybersecurity product/services companies. Cost: **\$195-\$395**
- Event sponsor representatives (See attendance ticket count in sponsorship details on pages 2-6.)

Expected attendance: 400 individuals representing: MD cybersecurity companies; MD businesses that provide support services to MD’s cybersecurity industry (i.e. law firms, insurance agencies, real estate agencies), academic institutions, commercial businesses of all sizes in all industries, non-profit orgs and government entities; fireside

See next page for sponsorship details.

chat industry experts and representatives of breached businesses/organizations attending to share their stories.

2019 Maryland Cyber Day Marketplace Sponsorship Opportunities

TITLE SPONSORSHIP - \$10,000

BRONZE SPONSORSHIP - \$2,500

SILVER SPONSORSHIP - \$5,000

SUPPORTING SPONSORSHIP - \$1,000

*****SPECIAL OFFER***** Sponsor the Maryland Cyber Day Marketplace **and** Awards Celebration at a level above \$1,500 for each and receive a **20% discount** on your total sponsorship amount. Email sam@MDcyber.com for Awards sponsorship details.

TITLE SPONSORSHIP - \$10,000

Title Sponsor 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, Sponsor will receive 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.
- **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.
- **"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:** 2 minutes to address all MCD Marketplace attendees during closing program at 4 p.m. that will feature a Fireside Chat with 3 industry experts.
- **Title Sponsor will introduce Fireside Chat participants.**
- **Title Sponsor logo prominently featured on signage** at MCD Marketplace venue including: at registration area, on stage and on general sponsor signage.
- **10 complimentary MCD Marketplace tickets for sponsor company reps.**

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, title, company, website **and email**. This includes participating cybersecurity providers and buyers.

SILVER SPONSORSHIP - \$5,000

Silver Sponsor 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 fellow sponsors will also be promoting the MCD Marketplace to their respective members and connections. Thus, Sponsor will receive brand and offerings awareness beyond CAMI.
- **Media: Silver** Sponsor will be noted as such in all MCD press announcements.
- **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 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 logo prominently featured on signage** at MCD Marketplace
- **5 complimentary MCD Marketplace tickets for Sponsor company reps with option to purchase additional tickets at a discount.**

After the Event

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

BRONZE SPONSORSHIP - \$2,500

Bronze Sponsor benefits:

Before the Event

- **Extensive event marketing:** recognition and promotion as Bronze 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, Sponsor will receive 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 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
- **2 complimentary MCD Marketplace tickets for sponsor company reps** with option to purchase additional tickets at a discount.

After the Event

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

SUPPORTING SPONSORSHIP - \$1,000

Supporting Sponsor 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 additional tickets at a discount.

After the Event

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

See next page for Sponsorship Agreement.



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2019 Maryland Cyber Day Marketplace Sponsorship Agreement

Complete the following information to secure your 2019 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 \$10,000

_____ Bronze \$2,500

_____ Silver \$5,000

_____ Supporting \$1,000

_____ I am also interested in sponsoring the MD Cybersecurity Awards Celebration and understand I will receive a 20% discount on the total of my Awards and Marketplace sponsorships should I sponsor each at a level greater than \$1,500. Please contact me with Marketplace sponsorship information.

Sponsor Signature

Date

Cybersecurity Association of Maryland, Inc.

Date

Email this completed form to sam@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 sam@MDcyber.com or call 443-376-8667.**