



26th annual **FIRST** conference



BOSTON

M A S S A C H U S E T T S

JUNE 22-27, 2014

BACK TO THE 'ROOT' OF INCIDENT RESPONSE

**SPONSOR AND EXHIBITOR PROSPECTUS
BOSTON PARK PLAZA HOTEL**



WHY SPONSOR?

FIRST: The Forum of Incident Response and Security Teams...

is seeking sponsorships for its 26th Annual Conference on Computer Security and Incident Handling scheduled for June 22-27, 2014.

Well-attended and well-received, past FIRST conferences have attracted over 500 participants from more than 60 countries from around the globe. The FIRST Annual Conference is by far one of the most unique international assemblies of incident response and computer security professionals. Sponsorship opportunities are limited and are on a first-come, first-served basis. Interested parties must act quickly to ensure sponsorship participation for the 2014 event.

“It’s both unique and essential that FIRST is a non-commercial organization and by supporting FIRST through sponsorship, we help the organization to remain non-partisan.” ~ Cisco Systems

SPONSORSHIP BENEFITS: ACCESS TO GLOBAL EXPERTS

FIRST sponsorships provide a unique opportunity to show your organization’s commitment to best practice security. Organizations more so than ever understand the importance of supporting global collaboration and cooperation within the information security, risk management and privacy sectors. Sponsorship opens the doors to a highly influential community of computer security incident response experts and decision-makers from over 60 countries.

- Reach an expected audience of 500-600 security professionals
- Increase your worldwide awareness of your organization’s brand, products and services
- Gain access to key decision-makers from government, private sector and academia
- Be recognized as a key-supporter of the FIRST and the incident response community
- Demonstrate your organization’s commitment to best practice security in one of the fastest-growing fields

WHO ATTENDS FIRST?

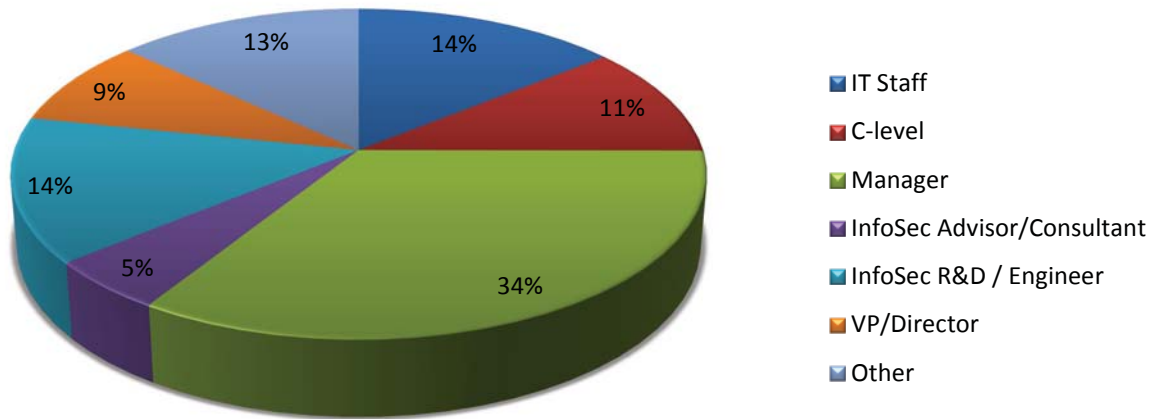
Attendance includes representatives from more than 500 FIRST member teams and non-member teams from over 60 countries. You do not need to be a member of FIRST to participate as a sponsor. Attendees from the following industries attend FIRST:*

- **Academia**
- **Aerospace & Defense**
- **Business Services**
- **Electronics / Consumer Goods**
- **Energy / Utilities**
- **Engineering / R&D**
- **Financial Services**
- **Healthcare**
- **Insurance**
- **Legal / Law Enforcement**
- **Government**
- **Technology**

*Based on the 2013 Annual Conference.

WHY SPONSOR?

ATTENDEE SNAPSHOT



*Based on 2013 Annual Conference

“The annual FIRST conference allows you to make key connections from around the world that provide advice, guidances and assistance in protecting your customers, networks and data. It is truly a world-class organization.”

~ BT Global Services

ATTENDEE DETAIL

- Incident response and security professionals with responsibility for coordinating computer security incidents
- Policy and decision-makers who direct overall computer security
- Senior managers directly charged with determining security product needs and implementing solutions
- Law enforcement staff that investigate cyber crimes
- Legal counsel who work with policy and decision-makers in establishing national security policies
- Government officials responsible for protecting critical infrastructure

“Our incident response team sponsors the FIRST Conference because we want internet users to understand the vital work that FIRST performs in fostering collaboration between Computer Incident Response Teams throughout the world.”

~ Hitachi

WHY SPONSOR?

ORGANIZATION SNAPSHOT

Below is a partial snapshot of participating companies/organizations:

<i>Adobe</i>	<i>CyberSecurity Malaysia</i>	<i>Huawei Technologies Co., Ltd.</i>
<i>ADP</i>	<i>Daimler AG</i>	<i>IBM</i>
<i>Amazon.com</i>	<i>Danish GovCERT</i>	<i>ICANN</i>
<i>APNIC</i>	<i>Deloitte</i>	<i>ICIN Event</i>
<i>Arbor Networks</i>	<i>DeNA Co., Ltd.</i>	<i>ictQATAR</i>
<i>Arcon</i>	<i>Department of Defence, Australia</i>	<i>IDA Singapore</i>
<i>AusCERT</i>	<i>Deutsche Bank</i>	<i>ING</i>
<i>Australian Embassy</i>	<i>Deutsche Telekom AG</i>	<i>INTECO</i>
<i>Axur</i>	<i>DFN-CERT Services GmbH</i>	<i>Intel Corporation</i>
<i>Bahrain Petroleum Company</i>	<i>Diageo</i>	<i>Internet Identity</i>
<i>Banco Bradesco</i>	<i>DNB Bank ASA</i>	<i>Internet Initiative Japan Inc.</i>
<i>Bank of Tokyo-Mitsubishi UFJ</i>	<i>Dragon Research Group</i>	<i>Internet Systems Consortium</i>
<i>BASF Global</i>	<i>Dropbox</i>	<i>INTERPOL</i>
<i>Beijing Scientific Technical Information Society</i>	<i>eBay Inc.</i>	<i>Investec Bank PLC</i>
<i>Blackboard, Inc.</i>	<i>e-Cop Surveillance</i>	<i>ioActive</i>
<i>BlueCoat System</i>	<i>Egyptian National Telecom Regulatory Authority</i>	<i>Janet</i>
<i>BMW AG</i>	<i>EMC Corporation</i>	<i>Janet UK</i>
<i>British Embassy Bangkok</i>	<i>ENISA</i>	<i>JPCERT/CC</i>
<i>BT Global Services</i>	<i>Ericsson</i>	<i>Juniper Networks</i>
<i>Business Risk Intelligence</i>	<i>European Central Bank</i>	<i>kakaku.com, Inc.</i>
<i>BWI Systeme GmbH</i>	<i>European Commission</i>	<i>Karlsruhe Institute of Technology</i>
<i>Cabinet Secretariat of Japan</i>	<i>Facebook</i>	<i>Kaspersky Lab</i>
<i>Canadian Imperial Bank of Commerce</i>	<i>Faroese Telecom</i>	<i>KDDI Corporation</i>
<i>Carnegie Mellon University - SEI/CERTCC</i>	<i>FCCN</i>	<i>Kohler Co.</i>
<i>CASSIDIAN Cybersecurity GmbH</i>	<i>FCO</i>	<i>KPN-CERT</i>
<i>Central Bank of Bahrain</i>	<i>FICORA</i>	<i>KrCERT/CC</i>
<i>Centre for Cyber Security, Denmark</i>	<i>FireEye, Inc.</i>	<i>KRvW Associates, LLC</i>
<i>Check Point Software Technologies</i>	<i>FIS Global</i>	<i>Kudelski Security CERT</i>
<i>Chevron</i>	<i>FocusTech</i>	<i>La Caixa</i>
<i>China Information Security Certification Center</i>	<i>Fortinet</i>	<i>Lancop Inc</i>
<i>China Mobile Communications Corporation</i>	<i>Fox-IT B.V.</i>	<i>Mandiant</i>
<i>Cisco Systems</i>	<i>Fretwork Security Advisors (Dell /SecureWorks)</i>	<i>MAPFRE, S.A.</i>
<i>Citi</i>	<i>General Dynamics Advanced Information Systems</i>	<i>Marubeni OKI Network Solutions Inc.</i>
<i>CNCERT/CC</i>	<i>General Dynamics Fidelis Cybersecurity Solutions</i>	<i>Meeting Point Asia</i>
<i>Computer Emergency Response Team of Mauritius</i>	<i>Google Inc.</i>	<i>Meiji University</i>
<i>Computer Incident Response Center Luxembourg</i>	<i>GOV-CERT of Russia</i>	<i>Microsoft</i>
<i>Computerlinks</i>	<i>Group-IB</i>	<i>Ministry of Home Affairs, Singapore</i>
<i>Context Information Security</i>	<i>Hack in the Box</i>	<i>Ministry of ICT, Thailand</i>
<i>CSIRT Foundry</i>	<i>Hacktics ASC, Ernst & Young</i>	<i>Ministry of the Interior, Chile</i>
<i>CSIS Security Group A/S</i>	<i>Hitachi</i>	<i>Mitsubishi UFJ Financial Group, Inc.</i>
<i>Cyber Defense Institute of Japan</i>	<i>Hong Kong Productivity Council</i>	<i>Mitsui Bussan Secure Directions, Inc.</i>

WHY SPONSOR?

2012 ORGANIZATION SNAPSHOT (continued)

Mizuho Bank,Ltd.
Mizuho Infomation and Research Institute, Inc.
mnemonic
MOCERT
MOD Austria
NACS
Nagravision SA
National Australia Bank
National Grid
National Police Agency of Japan
Nationwide
NATO
NEC Corporation
New York University
NIST
Nomura Holdings
NorCERT
Norman AS
Novartis International
NRI SecureTechnologies
NSM
NTT
Oman National CERT
Open Security Foundation
Oracle
Panasonic
PayPal
Presidency of the Republic of Brazil
Prudential Corporation Asia
Public Safety Canada
Rabobank Nederland
Rakuten, Inc.
Red Hat
RedIRIS
Reload
Royal Thai Police
SAP AG
Secunia
Siam Commercial Bank PCL.
Siemens
SoftBank BB Corp.
SoftBank Mobile Corp.
Solera Networks
Sourcefire
Special State Protection Service of Azerbaijan
Splunk
Sri Lanka CERT|CC
Standard Bank of South Africa
Swisscom Switzerland
Tanzania Communication Regulatory Authority
Team Cymru
Telecom New Zealand
Telefonica
Telenor
TeliaSonera, Corporate Security
Telstra
The Government of the HKSAR
The SANS Institute
The World Bank Group
Trend Micro
TRUE Coperation
Trustwave
United States Government
University of Moratuwa
University of Oxford
University of Vienna
University of Warwick
Verint
Verisign
Vienna University
VirusTotal
Visa Inc.
Wells Fargo
WhiteSand Gaming



SPONSORSHIP OPPORTUNITIES

JUNE 22–27, 2014

BACK TO THE 'ROOT' OF INCIDENT RESPONSE

PRIMARY SPONSORSHIPS

Our elite Diamond Sponsorship receives the maximum visibility at the conference. The Diamond sponsor is recognized as the conference sponsor before, during, and following the conference. Platinum and Gold Sponsors receive varying levels of visibility at the conference appropriate to their sponsorship. These sponsorships are an excellent opportunity to become involved and recognized within the incident response community. For known security organizations, these sponsorships allow visible recognition of support at security events and education.

Values	Diamond	Platinum	Gold
Quantity Available	1	4	6
Cost USD	\$30,000	\$25,000	\$15,000
Full Conference Registrations	3	2	1
Address Participants	Yes		
Joint Press Conference	Yes		
Logo on Official Conference Bag ¹	Exclusive		
Logo on Official Conference Folder ²		Exclusive	
Logo on Official Gold Sponsor Item ³			Exclusive
Logo on Conference Homepage	Yes	Yes	Yes
Prominent Conference Signage	Yes	Yes	Yes
Food & Beverage Sponsor Signage	Yes	Yes	Yes
Conference Bag Insert	Yes	Yes	Yes
Exhibit Space	Yes	Yes	Yes
Exhibitor Passes ⁴	4	2	2
50-word Description for Program Booklet	Yes	Yes	Yes
Mention in Conference Press Release	Yes	Yes	Yes
Podcast Interview Opportunity	Yes	Yes	Yes
Access to Conference Attendee List ⁵	Yes	Yes	Yes

¹ The Diamond sponsor is the official sponsor of the conference bag. Only the Diamond sponsor logo and official conference logo will be branded on the official conference bag. FIRST reserves the right to select and finalize design of the conference bag.

² Platinum sponsors are the official sponsors of the conference folder. Only Platinum sponsor logos and the official conference logo will be branded on the official conference folder. FIRST reserves the right to select and finalize design of the conference folder.

³ Gold sponsor logos will be branded on an exclusive item that will highlight only Gold Sponsors. FIRST reserves the right to select and finalize design of the branded item.

⁴ Exhibitor passes exclude entry to all conference sessions and special functions. Passes include lunches and breaks. Tickets for special functions can be purchased separately. Additional exhibitor passes may be purchased at the rate of \$350 US per pass.

⁵ The attendee list contains Name, Company, Mailing Address and Phone. Absolutely no email addresses will be shared.



SPONSORSHIP OPPORTUNITIES

JUNE 22–27, 2014

BACK TO THE 'ROOT' OF INCIDENT RESPONSE

Service Sponsorships

Conference Support Sponsorships are geared towards organizations and CSIRTs that may not necessarily benefit from the Primary Sponsorships. Service sponsors are recognized at the conference as organizations that provide crucial conference services and assistance.

Values	Banquet	Vendor Showcase Drink Sponsor	Ice Breaker Reception	Network	Internet
Quantity Available	1	1	1	1	1
Cost USD	\$25,000	\$10,000	\$10,000	In Kind	In Kind
Full Conference Registrations	2	1	1	2	2
Address Participants	Yes	Yes	Yes		
Logo on Conference Homepage	Yes	Yes	Yes	Yes	Yes
Prominent Conference Signage	Yes	Yes	Yes	Yes	Yes
Branding at Respective Event	Yes	Yes	Yes		
Exhibit Space	Yes	1 Day		Yes	Yes
Exhibitor Passes ¹	2	2		2	2
50-word Description for Program Booklet	Yes	Yes	Yes	Yes	Yes
Mention in Conference Press Release	Yes	Yes	Yes	Yes	Yes
Podcast Interview Opportunity	Yes	Yes	Yes	Yes	Yes
Access to Conference Attendee List ²	Yes	Yes	Yes	Yes	Yes

¹ Exhibitor passes exclude entry to all conference sessions and special functions. Passes include lunches and breaks. Tickets for special functions can be purchased separately. Additional exhibitor passes may be purchased at the rate of \$350 US per pass.

² The attendee list contains Name, Company, Mailing Address and Phone. Absolutely no email addresses will be shared.

Supporting Sponsorships

Supporting Sponsorships are a la carte opportunities to become actively involved at a FIRST conference. These sponsorships are an excellent way to begin participation within the computer security incident response arena. For established sponsors, support sponsorships provide targeted brand delivery opportunities and are available to all interested parties, FIRST team or not.

Values	Long Sleeve Tee	Geek Lounge	Polo Shirt ¹	T-Shirt ¹	USB Drive ¹	Water Bottle	Name Badge Holder ¹	Challenge Coin ^{1,2}	Luggage Strap
Quantity Available	1	1	1	1	1	1	1	1	1
Cost USD	\$9,000	\$8,000	SOLD	\$5,000	\$5,000	\$5,000	\$3,000	SOLD	\$3,000
Logo on Respective Official Sponsorship Item	Yes	NA	Yes	Yes	Yes	Yes	Yes	On packaging	Yes
Logo on Conference Sponsor Page	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Logo on Official Conference Program Booklet & Website	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Branding in Respective Event Room		Yes							
Full Conference Registration		1							

¹ FIRST reserves the right to select and finalize design of all official conference gifts.

² Challenge Coin will be packaged with acknowledgement of sponsor.



SPONSORSHIP OPPORTUNITIES

Exhibitors

Values	Details
Quantity Available	6
Cost USD	\$4,000
Logo on Conference Sponsor Page	Yes
Logo and 50 word description for program booklet	Yes
Exhibitor Passes ¹	2
Vendor Showcase Participation	Yes
What's Included?	Standard 6 foot table, chairs, power strip and internet access. Exhibitors are responsible for any additional equipment orders and materials not specifically listed.

¹ Exhibitor passes exclude entry to all conference sessions and special functions. Passes include lunches and breaks. Tickets for special functions can be purchased separately. Additional exhibitor passes may be purchased at the rate of \$350 US per pass.

Media Sponsorships & Partnerships

Terms of sponsorship may be negotiated - print & web articles, joint press release opportunities, exhibit table space, travel assistance, etc. Media sponsors on-site will be accompanied by FIRST appointed staff. All Media sponsors must read and agree to the FIRST Press Policy (<http://www.first.org/newsroom/policy>).

Values	Media	Podcast	Book ²
Quantity Available	Unlimited	4	Unlimited
Cost USD	In Kind	In Kind	In Kind
Full Conference Registration	NA	1	NA
Press Passes ¹	1		1
Logo on Conference Sponsor Team page	Yes	Yes	Yes
Logo on Official Conference Program Booklet	Yes	Yes	Yes
Logo on Signage in Registration Area	Yes	Yes	Yes

¹ Press passes exclude food functions including - lunches, welcome reception and banquet dinner. Tickets for each food function can be purchased separately.

² FIRST welcomes members who publish.

For additional information on each level of sponsorship, or if you have a suggested sponsorship, please contact us at first-2014@first.org.



SPONSORSHIP OPPORTUNITIES

Terms & Conditions

1. All sponsorships will be awarded on a first come, first served basis. Sponsors need to be committed to computer security improvement, concerned about the security infrastructure of the Internet and associated communications elements and be supportive of FIRST's mission to participate in this conference as a sponsor. FIRST.Org, Inc. retains the right to reject any sponsor that it deems inappropriate.
2. After written acceptance by FIRST.Org, Inc., the sponsor must provide a signed copy of the sponsorship form, sponsorship funds, logo image (in .AI or .EPS, the format required by FIRST.Org, Inc.) and other details required (such as correct use of the sponsor's name, trademarks etc.) to FIRST.Org, Inc., within 30 days of receipt of acceptance.
3. Sponsorship pledges cannot be processed without payment. Funds must be payable in US dollars. All checks should be made payable to FIRST.Org, Inc. For further information, contact first-2014@first.org.
4. The sponsorship fee does not include free conference registration unless specifically stated in the sponsorship opportunity details.
5. Provision of FIRST conference sponsorship does not entitle the sponsor to a waiver of any applicable annual FIRST membership fee.
6. Accommodation costs are not included in the conference registration fee. Attendees are responsible for making their own lodging arrangements.
7. All sponsorship materials must be submitted before April 1, 2014 to ensure inclusion in productions schedule. Sponsorship pledges after this date may still be accepted with caveats.
8. Sponsors may not sublet, assign, or apportion any part of the item(s) sponsored nor represent, advertise, or distribute literature or materials for the products or services of any other firm or organization except as approved in writing by FIRST.Org, Inc.
9. FIRST.Org, Inc. will not be liable for damage or loss to a sponsor's properties through fire, theft, accident, or any other cause, whether the result of negligence or otherwise.
10. No part of an exhibit and no signs or other materials may be pasted, nailed, or otherwise affixed to walls, doors or other surfaces in a way that mars or defaces the premises or equipment and furnishings. Damage from failure to observe this notice is payable by the sponsor.
11. Participation at FIRST Steering Committee and FIRST AGM meetings is restricted to FIRST members only, the FIRST Steering Committee, and their invited guests.
12. At the wish of the FIRST membership, the FIRST conference program itself is not open to sponsorship. However, sponsors are welcome to respond to the conference call for speakers for consideration with other submissions.
13. Sponsorship is not limited to financial support per se, but can also take the form of provision of material hardware/ software etc. Should your company be interested in sponsorship package not listed in this brochure then please feel free to contact us to discuss your preferences.
14. FIRST reserves the right to select and finalize design of each branded conference item.
15. Sponsors are allowed to offer pledges for single or multiple items/events.
16. For sponsorship opportunities that include signage, please note - signage space may be limited. The conference organizers will inform each sponsor of the maximum size, number of signs etc.
17. In order to limit costs, FIRST.Org, Inc. and the conference organizers may limit the number of colors used for the printing of sponsor logos.
18. If a sponsor wants to negotiate for a higher priced item (e.g., higher quality shirt, bag, menu, etc) than FIRST has budgeted for then the sponsor must pay any additional cost for that item in addition to the applicable sponsorship fee.
19. The attendee list shall remain the property of FIRST.org, Inc. The Sponsor is granted a limited, nonexclusive license to use the list for legitimate correspondence related to computer security incident response matters only. The Sponsor may not transfer the list to another party nor allow another party access to the list. Any Sponsor violating these restrictions may be subject to an infringement claim. In addition, the Sponsor may not be allowed to Sponsor subsequent FIRST events, at the sole discretion of FIRST.Org, Inc.



SPONSORSHIP OPPORTUNITIES

JUNE 22-27, 2014

BACK TO THE 'ROOT' OF INCIDENT RESPONSE

FIRST.Org Conference Support Agreement

All conference support requests for the Annual FIRST Conference must use this form. All incoming requests are handled on a first-come, first-served basis. Prior to completing this form, please review the official Terms and Conditions. Please print, scan and email a completed and signed copy of this form to: FIRST.Org, Inc., first-2014@first.org.

Billing Contact Information

COMPANY NAME _____

CONTACT PERSON _____

ADDRESS _____

CITY _____ STATE / PROVINCE _____

ZIP / POSTAL CODE _____ COUNTRY _____

PHONE (INCLUDE COUNTRY CODE) _____ FAX (INCLUDE COUNTRY CODE) _____

EMAIL ADDRESS _____ WEBSITE URL _____

Please select your level of sponsorship:

X	Level	Cost USD
<input type="checkbox"/>	Diamond	\$30,000
<input type="checkbox"/>	Platinum	\$25,000
<input type="checkbox"/>	Gold	\$15,000
<input type="checkbox"/>	Banquet	\$25,000
<input type="checkbox"/>	Vendor Showcase	\$10,000
<input type="checkbox"/>	Ice Breaker	\$10,000
<input type="checkbox"/>	Network	In Kind
<input type="checkbox"/>	Internet	In Kind

X	Level	Cost USD
<input type="checkbox"/>	Long Sleeve Tee	\$9,000
<input type="checkbox"/>	Geek Lounge	\$8,000
<input type="checkbox"/>	Polo Shirt	\$8,000
<input type="checkbox"/>	T-Shirt	\$5,000
<input type="checkbox"/>	USB Drive	\$5,000
<input type="checkbox"/>	Water Bottle	\$5,000
<input type="checkbox"/>	Name Badge / Lanyard	\$3,000
<input type="checkbox"/>	Challenge Coin	\$3,000
<input type="checkbox"/>	Luggage Strap	\$3,000

X	Level	Cost USD
<input type="checkbox"/>	Exhibitor	\$4,000
<input type="checkbox"/>	Media	In Kind
<input type="checkbox"/>	Podcast	In Kind
<input type="checkbox"/>	Book	In Kind



By signing this agreement, you agree to comply with all Terms & Conditions set forth in this application. Please scan and email a copy of the completed application to first-2014@first.org with attention to Traci Wei.

Signature _____ Date _____

Print Name _____