

Worldwide Recognition and Access FIRST Sponsorship Opportunities

17th Annual Computer Security Incident Handling Conference

June 26 - July 1, 2005
Shangri-La Hotel, Singapore

FIRST, The Forum of Incident Response and Security Teams, seeks sponsorships for its upcoming conference held in Singapore, June 26 – July 1, 2005. Well-attended and well-received, past conferences have attracted more than 300 participants from around the world. Due to the ever-changing nature of today's complex business, technology, and political environments, record attendance is expected at this first-ever Asian location. The combined international constituency served by the FIRST member teams alone is enormous, reaching into the millions. Sponsorship opportunities are limited and are on a first-come, first-served basis, so you must act quickly to ensure your organization is included in this one-of-a-kind event.

Sponsorship benefits – Access to worldwide computer security experts

Sponsorship provides a unique opportunity to show your organization's commitment to best practice security. For those in the operating system environment, computer security, networking, and telecommunications industries, sponsorship opens the doors to gain focused access to a highly influential group of computer security incident response experts from around the globe. When you sponsor the event, you will:

- Reach an expected target audience of 300-400 attendees
- Increase worldwide awareness of your organization's products and services
- Gain access to computer security decision-makers from governments, corporations and educational institutions
- Be recognized as a key supporter of FIRST's goals of worldwide coordination and cooperation for the handling of computer security incidents
- Demonstrate your organization's commitment to best practice security in a fast-growing community of security practitioners

Conference details

The conference serves as a foundation for raising the bar on best practice security by sharing common goals, tactical ideas, strategies, and current trends. In addition, it offers a forum in which participants exchange expertise and advice with colleagues from around the world. Held over a period of five days, the conference begins with a welcome reception on Sunday, tutorials on Monday and Tuesday, a dinner on Wednesday, and the main conference sessions Wednesday through Friday, during which prominent keynote speakers are part of the conference agenda. Previous conference topics have included special tracks on the latest in incident response and prevention techniques, vulnerability analysis, networks and computer forensics as well as general computer security issues - all are given by recognized experts in the field of digital security.

Who attends?

Representatives from the more than 160 member teams will be in attendance, including Merrill Lynch, Cisco, Microsoft, Deutsche Bank, Citigroup, Siemens, HP, Goldman Sachs, SingCERT, British Telecom, and Oxford University to name a few. Specific participants include:

- Any incident response and security team with responsibility for coordinating computer security incidents
- Policy and decision makers who direct overall computer security
- Senior managers directly charged with protecting their corporate infrastructure
- Technical staff who determines security product needs and implements solutions
- Anyone wanting to learn more about computer security in general or just aspiring to set up an incident handling team

Limited sponsorships for a limited time

Please take a moment to review the various sponsorship levels available. The included Sponsorship Request Form has all the details. Keep in mind that we have a limited number of sponsorships, so act now to make sure you have the visibility you want for your organization.

Worldwide coordination. Global cooperation. Join the Global Computer Security Network!

FIRST is an international organization of computer incident response, security teams and computer technology vendors. Our mission is to provide a neutral and trustworthy framework of communication and coordination for worldwide or large scale computer security incidents. Furthermore, we educate the public at large on computer security incident prevention. FIRST is comprised of members from government, military, public and private corporations, and educational and research entities.

For further information, please contact
FIRST.Org, Inc.
Conference Coordination Office
Attention: Phoebe Boelter
+1.312.372.1255 tel
+1.312.372.1427 fax
pboelter@caps-ltd.com
www.first.org



Sponsorship Opportunities

Join the Global Computer Security Network



Sponsorship Request Form

17th Annual Computer Security Incident Handling Conference

June 26 - July 1, 2005

All requests for sponsorship must use this form. All incoming requests are handled on a first come, first served basis. Prior to completing this sponsorship request form, please review the terms and conditions below. Print and fax or email a completed and signed copy of this form to: FIRST.Org, Inc., Conference Coordination Office, Attention Phoebe BOELTER, Fax: +1 (312) 372-1427, E-mail: pboelter@caps-ltd.com

Sponsor Information

Company Name : (as it should appear on recognition) _____

Contact Title: _____

Contact First and Last Name: _____

Address: _____

City: _____

State/Province: _____ Zip/Postal Code: _____ Country: _____

Phone (include country code): _____

Fax: (include country code): _____

Email Address: _____

WWW URL: _____

Primary Sponsorships

Platinum Conference Sponsor USD \$25,000

Gold Conference Sponsor USD \$12,500

Silver Conference Sponsor USD \$7,000

Supporting Sponsorships

Conference Lanyards USD \$2,500

Conference Dinner USD \$5,000

Conference Bags USD \$4,000

Conference Welcome Reception USD \$2,500

Conference Shirts (check only one)

Option 1: T-Shirts USD \$3,500

Option 2: Polo-Shirts USD \$5,000

Conference Media USD \$2,500

Conference Lunch - Monday USD \$2,000

Conference Lunch - Tuesday USD \$2,000

Conference Lunch - Wednesday USD \$2,000

Conference Lunch - Thursday USD \$2,000

Conference Lunch - Friday USD \$2,000

Conference Tea/Coffee - Monday USD \$1,000

Conference Tea/Coffee - Tuesday USD \$1,000

Conference Tea/Coffee - Wednesday USD \$1,000

Conference Tea/Coffee - Thursday USD \$1,000

Conference Tea/Coffee - Friday USD \$1,000

Total amount of sponsorship requested: USD \$ _____

Date: _____

Signature: _____

Sponsorship Levels

Primary Sponsorships

Our elite Platinum Sponsorship receives the maximum visibility at the conference. The Platinum sponsor is recognized as the conference sponsor before, during, and following the conference. Gold and Silver Sponsors receive varying levels of visibility at the conference appropriate to their investment. 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.

	Platinum	Gold	Silver
Quantity	1	3	5
Cost	US \$25,000	US \$12,500	US \$7,000
Address Participants	Yes		
Have Press Conference	Yes		
Logo on Conference Binder	Yes		
Logo on Conference Bag	Yes		
Logo Displayed in Meeting Room	Yes	Yes	
Signage Rights	Yes	Yes	
Attendee Passes	5 free	4 free	2 free
Attendee Registration Discounts	Max 10, 25% off	Max 8, 20% off	Max 4, 10% off
Logo on Website	Yes	Yes	Yes
Logo on Promotional Materials	Yes	Yes	Yes
Logo on Conference Brochure	Yes	Yes	Yes
Distribute Company Literature	Yes	Yes	Yes
Conference Acknowledgement	Yes	Yes	Yes

Supporting Sponsorships

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

	Lanyard	Dinner	Bags	Ice Breaker	T-Shirt or Polo Shirt	Media	Fellowship	Lunch Single Day	Tea/Coffee Single Day
Quantity	1	1	1	1	1	1		5	5
Cost	US \$2,500	US \$5,000	US \$4,000	US \$2,500		US \$2,500	US \$1,500	US \$2,000	US \$1,000
Logo Placement			On Bags			On Binder			
Logo in Conference Binder	Yes	Yes	Yes	Yes	Yes	Yes		Yes	Yes
Signage Rights	On Lanyard	At Dinner		At Ice Breaker				At Lunch	At Breaks
Attendee Passes		3 Dinner Passes		3 IB Passes				3 lunch passes	
Distribute Company Literature		At Dinner		At Ice Breaker				At Lunch	At Breaks
Conference Acknowledgement		At Dinner							

Sponsorship is not limited to financial support per se, but can also take the form of provision of hardware/software etc. Should your company be interested in a sponsorship package not listed in this brochure then please feel free to contact us at first-2005@first.org to discuss your interests.

Sponsorship Terms and Conditions

- 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.
- After written acceptance by First.Org, Inc., the sponsor must provide the sponsorship funds, logo image (in 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 10 days of receipt of acceptance.
- Sponsorship pledges cannot be processed without payment. Funds must be payable in US dollars. All checks should be made payable to First.Org, Inc. - Conference 2005 Sponsorship. For further information, contact Phoebe BOELTER: Phone: +1 (312) 372-1255, Fax: +1 (312) 372-1427, E-mail: pboelter@caps-ltd.com .
- The sponsorship fee does not include free conference registration unless specifically stated in the sponsorship opportunity details.
- Provision of FIRST conference sponsorship does not entitle the sponsor to a waiver of any applicable annual FIRST membership fee.
- All sponsorship materials must be submitted before 1st April 2005 to ensure inclusion in productions schedule. Sponsorship pledges after this date may still be accepted with caveats.
- 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.
- 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.
- 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.
- Participation at FIRST Steering Committee and FIRST AGM meetings is restricted to FIRST members only, the FIRST Steering Committee and their invited guests.
- 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 papers for consideration with other submissions.
- 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 a sponsorship package not listed in this brochure then please feel free to contact us to discuss your preferences.
- Sponsors are allowed to offer pledges for single or multiple items/events.
- 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.
- 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.
- 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.