

Worldwide Recognition and Access... FIRST Sponsorship Opportunities

FIRST, The Forum of Incident Response and Security Teams, seeks sponsorships for its upcoming conference to be held in Baltimore, June 25 - 30, 2006. Well-attended and well-received, past conferences have attracted more than 325 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 conference. 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, with 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.



18th Annual **FIRST** Conference June 2006

SHARING INTELLIGENCE IN GLOBAL RESPONSE

June 25 - 30, 2006

Renaissance Harborplace Hotel
Baltimore, Maryland USA

Who Attends?

Attendees will include representatives from the more than 180 member teams of FIRST including Merrill Lynch, Cisco, Microsoft, Deutsche Bank, Symantec, Citigroup, Siemens, HP, Goldman Sachs, CERT/CC, British Telecom, and Oxford University to name a few. You do not need to be a member of FIRST to attend or sponsor. **Attendees include:**

- any **incident response and security team** with responsibilities for coordinating computer security incidents
- policy and decision makers** with overall computer security
- senior managers** directly charged with protecting their corporate infrastructure
- technical staff** who determine security product needs and implement solutions
- anyone wanting to learn more** about computer security in general or just aspiring to set up an incident handling team
- technical staff** who determine security product requirements and implement solutions
- law enforcement staff** who are involved in investigating cyber crimes
- legal counsel** who work with policy and decision makers in establishing security policies
- government managers and senior executives** who are responsible for protecting Government systems and National critical infrastructures

Sponsorship Levels

Primary Sponsorships

Our elite Diamond Sponsorship receives the maximum visibility at the conference. Platinum, Gold, Silver and Bronze 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.

	Diamond	Platinum	Gold	Silver	Bronze
Quantity	1	2	4	6	8
Cost	US \$35,000	US \$25,000	US \$15,000	US \$10,000	US \$7,000
Address Participants	Yes				
Have Press Conference	Yes	Yes			
Logo on Conference Folder	Yes	Yes			
Logo on Conference Bag	Yes	Yes			
Display Table	Yes	Yes	Yes		
Logo Displayed in Meeting Room	Yes	Yes	Yes		
Signage Rights	Yes	Yes	Yes		
Attendee Rights	4 free	3 free	2 free	1 free	
Logo on Conference Website	Yes	Yes	Yes	Yes	Yes
Logo on Promotional Materials	Yes	Yes	Yes	Yes	Yes
Logo on Conference Brochure	Yes	Yes	Yes	Yes	Yes
Conference Acknowledgement	Yes	Yes	Yes	Yes	Yes
Logo on Company Website (from acceptance until 3 months after conference)	Yes	Yes	Yes	Yes	Yes

Supporting Sponsorships

Support Sponsorships are a la carte opportunities to become actively involved in a FIRST conference. These 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.

Sponsorship Type	Number	Cost	Logo Placement	Passes to Event	Distribute Company Literature	Conference Acknowledgement
Internet	1	Hardware	On Sign & in Program			
Network	1	Hardware	On Sign & in Program			
Display Tables	7 tables at 5 days	\$ 5,000	On Sign & in Program	2	At Event	
Banquet	1	\$ 5,000	On Sign & in Program	3	At Event	At Event
Polo Shirt	1	\$ 5,000	On Shirt & in Program			
Bags	1	\$ 4,000	On Bags & in Program			
T-Shirt	1	\$ 3,500	On Shirt & in Program			
Folder	1	\$ 2,500	On Folder & in Program			
Lanyard/Badge	1	\$ 2,500	On Lanyard & in Program			
Welcome Reception	1	\$ 2,500	On Sign & in Program	3	At Event	At Event
Lunch	5	\$ 2,000	On Sign & in Program		At Event	
CD	1	\$ 1,500	On CD & in Program			
Fellowship	N/A	\$ 1,500	On Sign & in Program			
Break	5	\$ 1,000	On Sign & in Program		At Event	

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 please feel free to contact us at first-2006@first.org to discuss your interests.

Sponsorship Request Form

18th Annual Computer Security Incident Handling Conference SHARING INTELLIGENCE IN GLOBAL RESPONSE

June 25 - 30, 2006

Baltimore, Maryland USA

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. 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 _____

Contact Person _____

Address _____

City _____

State/Province _____

Zip/Postal Code _____

Country _____

Phone (including country code) _____

Fax (including country code) _____

Email Address _____

WWW URL _____

Primary Sponsorships

Diamond	<input type="checkbox"/> \$35,000
Platinum	<input type="checkbox"/> \$25,000
Gold	<input type="checkbox"/> \$15,000
Silver	<input type="checkbox"/> \$10,000
Bronze	<input type="checkbox"/> \$7,000

Supporting Sponsorships

Internet	<input type="checkbox"/> Network Hardware
Network	<input type="checkbox"/> End User Hardware
Display Tables	<input type="checkbox"/> USD \$5,000
Conference Banquet	<input type="checkbox"/> USD \$5,000
Conference Polo Shirt	<input type="checkbox"/> USD \$5,000
Conference Bags	<input type="checkbox"/> USD \$4,000
Conference T-Shirt	<input type="checkbox"/> USD \$3,500
Conference Folder	<input type="checkbox"/> USD \$2,500
Conference Lanyard/Badge	<input type="checkbox"/> USD \$2,500
Conference Welcome Reception	<input type="checkbox"/> USD \$2,500
Conference Lunch	<input type="checkbox"/> USD \$2,000
Conference CD	<input type="checkbox"/> USD \$1,500
Fellowship Sponsorship	<input type="checkbox"/> USD \$1,500
Conference Tea/ Coffee Break	<input type="checkbox"/> USD \$1,000

Signature _____

Date _____

Sponsorship Terms and 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 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 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. - Conference 2006 Sponsorship. For further information, contact Phoebe Boelter: Phone: +1 (312) 372-1255, Fax: +1 (312) 372-1427, E-mail: pboelter@caps-ltd.com
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. All sponsorship materials must be submitted before 1st April 2006 to ensure inclusion in productions schedule. Sponsorship pledges after this date may still be accepted with caveats.
7. 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.
8. 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.
9. 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.
10. Participation at FIRST Steering Committee and FIRST AGM meetings is restricted to FIRST members only, the FIRST Steering Committee and their invited guests.
11. 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.
12. 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.
13. Sponsors are allowed to offer pledges for single or multiple items/events.
14. 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.
15. 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.
16. 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.

Sharing Intelligence in Global Response

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. In addition 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 organizations.

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

