



Sponsorship Opportunities

Worldwide Recognition and Access

21st Annual Computer Security Incident Handling Conference

AFTERMATH: CRAFTS AND LESSONS OF INCIDENT RECOVERY

JUNE 28-JULY 3, 2009
HOTEL GRANVIA
KYOTO STATION, KYOTO, JAPAN

FIRST, The Forum of Incident Response and Security Teams

seeks sponsorships for its upcoming conference to be held in Kyoto, Japan, June 28-July 3, 2009. Well-attended and well-received, past conferences have attracted more than 450 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 400-450 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

Who Attends?

Attendance will include representatives from the more than 194 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 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
- 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. The Diamond sponsor is recognized as the conference sponsor before, during, and following 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	6	10	10	10
Cost (USD)	\$35,000	\$25,000	\$15,000	\$10,000	\$7,000
Address Participants	Yes				
Press Conference	Yes				
Logo on Conference Folder	Yes	Yes			
Logo on Conference Bag	Yes	Yes			
Vendor Table	Yes	Yes	Yes		
Logo Displayed in Meeting Room	Yes	Yes	Yes		
Signage Rights	Yes	Yes	Yes		
Complimentary	4	3	2	1	1 \$500
Logo on Conference Website	Yes	Yes	Yes	Yes	Yes
Logo on Promotional Materials	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

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-2009@first.org to discuss your interests.



Sponsorship Levels

Supporting Sponsorships - last revised 3/2/2008

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 (USD)	Logo Placement	Passes to Event	Distribute Company Literature	Conference Acknowledgement
Platinum Best Practices	1	SOLD	Same as Primary Platinum	2		Address Participants
Platinum Banquet	1	SOLD	Same as Primary Platinum	2	At Banquet	
Internet	1	Hardware	Signage, Program & Conference Website	1		Logo Displayed in Registration Area
Network	1	SOLD	Signage, Program & Conference Website	1		Logo Displayed in Registration Area
Vendor Booth	7	\$5,000	Signage, Program & Conference Website	1 Member reg fee	In Vendor Area	
Vendor Showcase (Beer 'n Gear)	7	\$3,500	Signage, Program & Conference Website		During Vendor Showcase	
Polo Shirt	1	SOLD	Polo, Program & Conference Website			
Bags	1	SOLD	Bag, Program & Conference Website			
T-Shirt	1	SOLD	T-Shirt, Program & Conference Website			
Folder	1	SOLD	Folder, Program & Conference Website			
Lanyard/Badge	1	SOLD	Lanyard, Program & Conference Website			
Geek Lounge	1	\$2,500	Signage, Program & Conference Website			
Welcome Reception	1	SOLD	Signage, Program & Conference Website	1 comp reg fee	At Reception	At Reception
USB Stick	1	SOLD	Signage, Program & Conference Website			
Fellowship	NA	\$5,000	Signage, Program & Conference Website			

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-2009@first.org to discuss your interests.

Sponsorship Levels

Sponsorships 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. For further information, contact first-2009@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. All sponsorship materials must be submitted before 1st April 2009 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 additional to the applicable sponsorship fee.



Sponsorship Opportunities

Sponsorship Request Form

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, scan and email a completed and signed copy of this form to: **FIRST.Org, Inc., first-2009@first.org**. Payment will be collected after the signed completed form has been returned and approved by the FIRST Conference Office.

Sponsor 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 _____

Primary Sponsorships

<input type="checkbox"/>	Diamond	USD \$35000
<input type="checkbox"/>	Platinum	USD \$25000
<input type="checkbox"/>	Gold	USD \$15000
<input type="checkbox"/>	Silver	USD \$10000
<input type="checkbox"/>	Bronze	USD \$7000

Supporting Sponsorships

<input type="checkbox"/>	Platinum Best Practices	USD \$25,000
<input type="checkbox"/>	Platinum Banquet	USD \$25,000
<input type="checkbox"/>	Internet	Network Hardware
<input type="checkbox"/>	Network	End User Hardware
<input type="checkbox"/>	Vendor Booth	USD \$5,000
<input type="checkbox"/>	Vendor Showcase (Beer 'n Gear)	USD \$3,500
<input type="checkbox"/>	Conference Polo Shirts	USD \$7,000
<input type="checkbox"/>	Conference Bags	USD \$5,000
<input type="checkbox"/>	Conference T-Shirts	USD \$4,000
<input type="checkbox"/>	Conference Folder	USD \$5,000
<input type="checkbox"/>	Conference Lanyards / Badges	USD \$2,500
<input type="checkbox"/>	Conference Welcome Reception	USD \$5,000
<input type="checkbox"/>	Conference USB Stick	USD \$4,000
<input type="checkbox"/>	Fellowship Sponsorship	USD \$5,000

Signature _____

Date _____