

# PAST THE FADED PERIMETER

## Threat & Incident Response

INTERCONTINENTAL MIAMI  
MIAMI, FLORIDA USA



**FIRST: THE FORUM OF INCIDENT RESPONSE AND SECURITY TEAMS** seeks sponsorships for its upcoming conference to be held in Miami, Florida June 13-18, 2010. 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 over 400 attendees
- Increase worldwide awareness of your organizations 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 organizations commitment to best practice security in a fast-growing community of security practitioners

### Who Attends?

Attendance will include representatives from the more than 200 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

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### 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 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.

Values	Diamond	Platinum	Gold	Silver
Quantity Available	1	5	5	5
Cost USD	\$40,000	\$25,000	\$15,000	\$10,000
Conference Registrations	4	3	2	1
Address Participants	Y			
Joint Press Conference	Y			
<b>NEW</b> – Logo on Official Conference Bag <sup>1</sup>	Y			
<b>NEW</b> – Logo on Official Conference Folder <sup>2</sup>		Y		
Logo on Conference Homepage	Y	Y	Y	Y
Prominent Conference Signage	Y	Y	Y	Y
<b>NEW</b> – Coffee Break Sponsor				Y
<b>NEW</b> – Lunch Sponsor			Y	
Conference Bag Insert	Y	Y		
Exhibit Space	Y	Y	Y	
Exhibitor Passes <sup>3</sup>	3	2	1	
<b>NEW</b> – 50-word Description for Program Booklet <sup>4</sup>	Y	Y	Y	
Press Release Opportunity	Y	Y	Y	
Pre-Conference Podcast Interview	Y	Y	Y	
At the Conference Podcast Interview	Y	Y	Y	

<sup>1</sup> 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.

<sup>2</sup> 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.

<sup>3</sup> Exhibitor passes exclude entry to all conference sessions and food functions including – lunches, welcome reception and banquet dinner. Tickets for each food function can be purchased separately.

<sup>4</sup> This opportunity is only available to those Primary sponsors exhibiting at the conference.

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### Sponsorship Levels

#### Choice Primary Sponsorships

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

Values	Security Best Practices Contest	Wednesday Banquet	NEW! Audio Visual	Network	Internet
Quantity Available	1	1	1	1	1
Cost USD	\$25,000	\$25,000	\$25,000	In Kind	In Kind
Conference Registrations	3	3	3	1	1
Address Participants	Y	Y			
Joint Press Conference/Release	Y	Y	Y	Y	Y
Logo on Conference Homepage	Y	Y	Y	Y	Y
Prominent Conference Signage			Y		
Branding at Banquet		Y			
NEW – Conference Bag Insert	Y				
Exhibit Opportunity	Y	Y	Y	Y	Y
Exhibitor Passes <sup>1</sup>	2	2	2	1	1
NEW – 50-word Description for Program Booklet <sup>2</sup>	Y	Y	Y	Y	Y
Press Release Opportunity	Y	Y	Y	Y	Y
Pre-Conference Podcast Interview	Y	Y	Y	Y	Y
At the Conference Podcast Interview	Y	Y	Y	Y	Y

<sup>1</sup> Exhibitor passes exclude entry to all conference sessions and food functions including – lunches, welcome reception and banquet dinner. Tickets for each food function can be purchased separately.

<sup>2</sup> This opportunity is only available to those Choice Primary sponsors exhibiting at the conference.

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### Sponsorship Levels

#### 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.

Values	Ice Breaker Reception	Polo Shirt <sup>1</sup>	Geek Lounge	T-Shirt <sup>1</sup>	USB Drive <sup>1</sup>	Name Badge & Lanyard <sup>1</sup>	NEW! Challenge Coin <sup>1,3</sup>
Quantity Available	1	1	1	1	1	1	1
Cost USD	\$8,000	\$7,000	\$10,000	\$5,000	\$4,000	\$3,000	\$2,000
Logo on Respective Official Sponsorship Item			Y	Y	Y	Y	
Logo on Conference Sponsor Page	Y	Y	Y	Y	Y	Y	Y
Logo on Official Conference Program Booklet	Y	Y	Y	Y	Y	Y	Y
Branding at Ice Breaker	Y						
Branding at Geek Lounge			Y				
Conference Registration	1						
Exhibitor Passes <sup>2</sup>			1				

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

<sup>2</sup> Exhibitor passes exclude entry to all conference sessions and food functions including – lunches, welcome reception and banquet dinner. Tickets for each food function can be purchased separately.

<sup>3</sup> Challenge Coin will be packaged with acknowledgement of sponsor.



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### Sponsorship Levels

#### Exhibitors

Values	Details
Quantity Available	5
Cost USD	\$3,500
Logo on Conference Sponsor Page	Y
<b>NEW</b> – Logo and 50 word description for program booklet	Y
Exhibitor Passes <sup>1</sup>	2
Vendor Showcase Participation	Y

<sup>1</sup> Exhibitor passes exclude entry to all conference sessions and food functions including – lunches, welcome reception and banquet dinner. Tickets for each food function can be purchased separately.

#### Media Sponsorships - **NEW!**

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 <sup>2</sup>
Quantity Available	NA	1	1
Cost USD	In Kind	In Kind	In Kind
Press Passes <sup>1</sup>	1	1	0
Logo on Conference Sponsor Team page	Y	Y	Y
Logo on Official Conference Program	Y	Y	Y

<sup>1</sup> Press passes exclude food functions including – lunches, welcome reception and banquet dinner. Tickets for each food function can be purchased separately.

<sup>2</sup> FIRST welcomes members who publish

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### 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-2010@first.org](mailto:first-2010@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, 2010 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.

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### 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-2010@first.org](mailto:first-2010@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"/>	<b>Diamond</b>	USD \$40,000
<input type="checkbox"/>	<b>Platinum</b>	USD \$25,000
<input type="checkbox"/>	<b>Gold</b>	USD \$15,000
<input type="checkbox"/>	<b>Silver</b>	USD \$10,000

#### Choice Primary Sponsorships

<input type="checkbox"/>	<b>Security Best Practices</b>	USD \$25,000
<input type="checkbox"/>	<b>Wednesday Banquet</b>	USD \$25,000
<input type="checkbox"/>	<b>Audio Visual</b>	USD \$25,000
<input type="checkbox"/>	<b>Network</b>	IN KIND
<input type="checkbox"/>	<b>Internet</b>	IN KIND

#### Supporting Sponsorships

<input type="checkbox"/>	<b>Ice Breaker Reception</b>	US \$8,000
<input type="checkbox"/>	<b>Polo Shirt</b>	US \$7,000
<input type="checkbox"/>	<b>Geek Lounge</b>	US \$10,000
<input type="checkbox"/>	<b>T-Shirt</b>	US \$5,000
<input type="checkbox"/>	<b>USB Drive</b>	US \$4,000
<input type="checkbox"/>	<b>Lanyard</b>	US \$3,000
<input type="checkbox"/>	<b>Challenge Coin</b>	US \$2,000

#### Exhibitor & Media

<input type="checkbox"/>	<b>Exhibitor</b>	USD \$3,500
<input type="checkbox"/>	<b>Podcast</b>	IN KIND
<input type="checkbox"/>	<b>Media</b>	IN KIND
<input type="checkbox"/>	<b>Book</b>	IN KIND

Signature \_\_\_\_\_ Date \_\_\_\_\_