security is not an island
HILTON**MALTA**

FIRST: THE FORUM OF INCIDENT RESPONSE AND SECURITY TEAMS seeks sponsorships for its upcoming conference to be held in 17-22 June 2012. Well-attended and well-received, past conferences have attracted more than 500 participants from more than 50 countries around the globe.

The 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 2012 Annual Conference.

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 computer security, networking, and telecommunications industries, sponsorship opens the doors to a highly influential community of computer security incident response experts and decision-makers from around the globe. When you sponsor the event, you will:

- **Reach an expected target audience of 400-500 attendees**
- **Increase worldwide awareness of your organizations products and services**
- **Gain access to computer security decision-makers from governments, corporations and academia**
- **Be recognized as a key supporter of FIRSTs 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 240 FIRST Member Teams from over 50 countries such as: Cisco Systems, Microsoft, eBay, Deutsche Bank, Symantec, Citi, Siemens, Hewlett Packard, Goldman Sachs, CERT/CC, British Telecomm, Hitachi, Google, IBM, Boeing, NASA, NATO, Northrop Grumman, China Mobile and Oxford University to name a few.

- **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**
    - **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 directors, managers and senior executives who are responsible for protecting government systems and national critical infrastructures**

24th Annual **FIRST** Conference

MALTA
17 - 22 June 2012

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 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.

Primary Sponsorships give organizations the most visible recognition of support at the Annual Conference.

Values	Diamond	Platinum	Gold
Quantity Available	1	3	6
Cost USD	$30,000	$25,000	$15,000
Conference Registrations	3	2	1
Address Participants	Y		
Joint Press Conference	Y		
Logo on Official Conference Bag[1]	Y		
Logo on Official Conference Folder[2]		Y	
Logo on Official Conference Hotel Key Cards[3]			Y
Logo on Conference Homepage	Y	Y	Y
Prominent Conference Signage	Y	Y	Y
Food & Beverage Sponsor Signage	Y	Y	Y
Conference Bag Insert	Y	Y	Y
Exhibit Space	Y	Y	Y
Exhibitor Passes[4]	4	2	2
50-word Description for Program Booklet[5]	Y	Y	Y
Press Release Opportunity	Y	Y	Y
Pre-Conference Podcast Interview	Y	Y	Y
At the Conference Podcast Interview	Y	Y	Y

[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 sponsors are the official sponsors of the conference hotel key card. Only Gold sponsor logos and the official conference logo will be branded on the official conference key cards. FIRST reserves the right to select and finalize design of the key cards.

[4] Exhibitor passes exclude entry to all conference sessions. Passes include lunches and breaks. Tickets for special functions can be purchased separately. Additional exhibitor passes may be purchased.

[5] This opportunity is only available to those Primary sponsors exhibiting at the conference.

Sponsorship Levels

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	Audio Visual	Network	Internet
Quantity Available	1	1	1	1
Cost USD	$25,000	$15,000	In Kind	In Kind
Conference Registrations	2	1	2	2
Address Participants	Y			
Joint Press Conference/Release	Y	Y	Y	Y
Logo on Conference Homepage	Y	Y	Y	Y
Prominent Conference Signage	Y	Y	Y	Y
Branding at Banquet	Y			
Exhibit Space	Y	Y	Y	Y
Exhibitor Passes[1]	2	2	2	2
50-word Description for Program Booklet[2]	Y	Y	Y	Y
Press Release Opportunity	Y	Y	Y	Y
Pre-Conference Podcast Interview	Y	Y	Y	Y
At the Conference Podcast Interview	Y	Y	Y	Y

[1] Exhibitor passes exclude entry to all conference sessions. Passes include lunches and breaks. Tickets for special functions can be purchased separately. Additional exhibitor passes may be purchased.

[2] This opportunity is only available to those Choice Primary sponsors exhibiting at the conference.

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	Geek Lounge & Brain Bar	Ice Breaker Reception	Polo Shirt[1]	T-Shirt[1]	USB Drive[1]	Name Badge / Lanyard[1]	Challenge Coin[1,3]
Quantity Available	1	1	1	1	1	1	1
Cost USD	$10,000	$8,000	$7,000	$5,000	$5,000	$3,000	$3,000
Logo on Respective Official Sponsorship Item	NA	NA	Y	Y	Y	Y	On packaging
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 in Respective Event Room	Y	Y					
Conference Registration	1	1					
Exhibitor Passes[2]	2						

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

[2] Exhibitor passes exclude entry to all conference sessions. Passes include lunches and breaks. Tickets for special functions can be purchased separately. Additional exhibitor passes may be purchased.

[3] Challenge Coin will be packaged with acknowledgement of sponsor.

Sponsorship Levels

Exhibitors

Values	Details
Quantity Available	12
Cost USD	$4,000
Logo on Conference Sponsor Page	Y
Logo and 50 word description for program booklet	Y
Exhibitor Passes[1]	2
Vendor Showcase Participation	Y
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. Passes include lunches and breaks. Tickets for special functions can be purchased separately. Additional exhibitor passes may be purchased.

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	1	Unlimited
Cost USD	In Kind	In Kind	In Kind
Conference Registration		1	
Press Passes[1]	1		1
Logo on Conference Sponsor Team page	Y	Y	Y
Logo on Official Conference Program	Y	Y	Y
Logo on Signage in Registration Area	Y	Y	Y

[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-2012@first.org.

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-2012@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, 2012 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.

Improving Security Together

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-2012@first.org.

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
	Diamond	$30,000
	Platinum	$25,000
	Gold	$15,000
	Banquet	$25,000
	Audio Visual	$15,000
	Network	In Kind
	Internet	In Kind

X	Level	Cost USD
	Geek Lounge & Brain Bar	$10,000
	Ice Breaker Reception	$8,000
	Polo Shirt	$7,000
	T-Shirt	$5,000
	USB Drive	$5,000
	Name Badge / Lanyard	$3,000
	Challenge Coin	$3,000

X	Level	Cost USD
	Exhibitor	$4,000
	Media	In Kind
	Podcast	In Kind
	Book	In Kind

By signing this agreement, you agree to comply with all Terms & Conditions set forth in this application.

Signature _____   Date _____

Print Name _____