

SPONSORSHIP PROSPECTUS



25TH BANGKOK JUNE 2013
ANNUAL FIRST CONFERENCE

INCIDENT RESPONSE: SHARING TO WIN
BANGKOK, THAILAND | 16-21 JUNE 2013



FIRST: THE FORUM OF INCIDENT RESPONSE AND SECURITY TEAMS

seeks sponsorships for its upcoming 25th Annual Conference to be held in 16-21 June 2013. Well-attended and well-received, past conferences have attracted more than 500 participants from more than 55 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 2013 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 450-500 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 260 FIRST Member Teams from over 55 countries such as: Cisco Systems, Microsoft, eBay, Deutsche Bank, Symantec, Citi, Siemens, Hewlett Packard, Goldman Sachs, CERT/CC, British Telecom, 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

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
Full Conference Registrations	3	2	1
Address Participants	Yes		
Joint Press Conference	Yes		
Logo on Official Conference Bag ¹	Exclusive		
Logo on Official Conference Folder ²		Exclusive	
Logo on Official Conference Hotel Key Cards ³			Exclusive
Logo on Conference Homepage	Yes	Yes	Yes
Prominent Conference Signage	Yes	Yes	Yes
Food & Beverage Sponsor Signage	Yes	Yes	Yes
Conference Bag Insert	Yes	Yes	Yes
Exhibit Space	Yes	Yes	Yes
Exhibitor Passes ⁴	4	2	2
50-word Description for Program Booklet	Yes	Yes	Yes
Mention in Conference Press Release	Yes	Yes	Yes
Podcast Interview Opportunity	Yes	Yes	Yes
Access to Conference Attendee List ⁵	Yes	Yes	Yes

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 and special functions. Passes include lunches and breaks. Tickets for special functions can be purchased separately. Additional exhibitor passes may be purchased at the rate of \$350 US per pass.

⁵ The attendee list contains Name, Company, Mailing Address and Phone. Absolutely no email addresses will be shared.

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	Ice Breaker Reception	Network	Internet
Quantity Available	1	1	1	1	1
Cost USD	\$25,000	\$15,000	\$10,000	In Kind	In Kind
Full Conference Registrations	2	1	1	2	2
Address Participants	Yes		Yes		
Logo on Conference Homepage	Yes	Yes	Yes	Yes	Yes
Prominent Conference Signage	Yes	Yes	Yes	Yes	Yes
Branding at Banquet	Y				
Exhibit Space	Y	Y		Y	Y
Exhibitor Passes ¹	2	2		2	2
50-word Description for Program Booklet	Yes	Yes	Yes	Yes	Yes
Mention in Conference Press Release	Yes	Yes	Yes	Yes	Yes
Podcast Interview Opportunity	Yes	Yes	Yes	Yes	Yes
Access to Conference Attendee List ²	Yes	Yes	Yes	Yes	Yes

¹ Exhibitor passes exclude entry to all conference sessions and special functions. Passes include lunches and breaks. Tickets for special functions can be purchased separately. Additional exhibitor passes may be purchased at the rate of \$350 US per pass.

² The attendee list contains Name, Company, Mailing Address and Phone. Absolutely no email addresses will be shared.

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	Polo Shirt ¹	T-Shirt ¹	USB Drive ¹	Name Badge Holder ¹	Challenge Coin ^{1,2}	Water Bottle	Luggage Strap
Quantity Available	1	1	1	1	1	1	1	1
Cost USD	\$8,000	\$7,000	\$5,000	\$5,000	\$3,000	\$3,000	\$3,000	\$3,000
Logo on Respective Official Sponsorship Item	NA	Yes	Yes	Yes	Yes	On packaging	Yes	Yes
Logo on Conference Sponsor Page	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Logo on Official Conference Program Booklet & Website	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Branding in Respective Event Room	Yes							
Full Conference Registration	1							

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

² Challenge Coin will be packaged with acknowledgement of sponsor.

EXHIBITORS

Values	Details
Quantity Available	10
Cost USD	\$4,000
Logo on Conference Sponsor Page	Yes
Logo and 50 word description for program booklet	Yes
Exhibitor Passes ¹	2
Vendor Showcase Participation	Yes
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 and special functions. Passes include lunches and breaks. Tickets for special functions can be purchased separately. Additional exhibitor passes may be purchased at the rate of \$350 US per pass.

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	4	Unlimited
Cost USD	In Kind	In Kind	In Kind
Full Conference Registration	NA	1	NA
Press Passes ¹	1		1
Logo on Conference Sponsor Team page	Yes	Yes	Yes
Logo on Official Conference Program Booklet	Yes	Yes	Yes
Logo on Signage in Registration Area	Yes	Yes	Yes

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-2013@first.org.

25TH BANGKOK JUNE 2013
ANNUAL FIRST CONFERENCE

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-2013@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, 2013 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.
19. The attendee list shall remain the property of FIRST.org, Inc. The Sponsor is granted a limited, nonexclusive license to use the list for legitimate correspondence related to computer security incident response matters only. The Sponsor may not transfer the list to another party nor allow another party access to the list. Any Sponsor violating these restrictions may be subject to an infringement claim. In addition, the Sponsor may not be allowed to Sponsor subsequent FIRST events, at the sole discretion of FIRST.org, Inc.

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-2013@first.org.

BILLING 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
<input type="checkbox"/>	Diamond	\$30,000
<input type="checkbox"/>	Platinum	\$25,000
<input type="checkbox"/>	Gold	\$15,000
<input type="checkbox"/>	Banquet	\$25,000
<input type="checkbox"/>	Audio Visual	\$15,000
<input type="checkbox"/>	Ice Breaker	\$10,000
<input type="checkbox"/>	Network	In Kind
<input type="checkbox"/>	Internet	In Kind

X	Level	Cost USD
<input type="checkbox"/>	Geek Lounge	\$8,000
<input type="checkbox"/>	Polo Shirt	\$7,000
<input type="checkbox"/>	T-Shirt	\$5,000
<input type="checkbox"/>	USB Drive	\$5,000
<input type="checkbox"/>	Name Badge / Lanyard	\$3,000
<input type="checkbox"/>	Challenge Coin	\$3,000
<input type="checkbox"/>	Water Bottle	\$3,000
<input type="checkbox"/>	Luggage Strap	\$3,000

X	Level	Cost USD
<input type="checkbox"/>	Exhibitor	\$4,000
<input type="checkbox"/>	Media	In Kind
<input type="checkbox"/>	Podcast	In Kind
<input type="checkbox"/>	Book	In Kind

By signing this agreement, you agree to comply with all Terms & Conditions set forth in this application. Please scan and email a copy of the completed application to first-2013@first.org with attention to Traci Wei.

Signature _____ Date _____

Print Name _____