



FIRST 2017

HILTON CARIBE SAN JUAN, PUERTO RICO JUNE 11-16, 2017

FIRST is an international confederation of trusted computer incident response teams who cooperatively handle computer security incidents and promote incident prevention programs.

Become a Trusted Connection

Computer security incidents do not respect geographical or administrative boundaries in the global Internet. FIRST is designed to facilitate global communication between incident response and security teams to assist in promoting prompt and effective resolution to computer security incidents.

For more information on FIRST, visit <http://www.first.org>.

FIRST is the premier organization and recognized global leader in incident response. Membership in FIRST enables incident response teams to more effectively respond to security incidents reactively as well as proactively.

<http://www.first.org>
<http://www.first.org/conference/2017>



29th ANNUAL
FIRST
CONFERENCE
SAN JUAN | JUNE
PUERTO RICO | 11-16
2017
SPONSORSHIP

 <http://www.twitter.com/firstdotorg>

 <http://www.facebook.com/firstcon>



FIRST, the Forum of Incident Response and Security Teams, seeks sponsorships for its 29th Annual Conference to be held at the Hilton Caribe in San Juan, Puerto Rico, June 11-16, 2017.

Well-attended and well-received, the Annual FIRST Conference attracts over **700** participants from more than **60** 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 should act quickly to ensure sponsorship participation.

Be a part of the 2017 FIRST Sponsorship Team!

“It’s both unique and essential that FIRST is a non-commercial organization, and by supporting FIRST through sponsorship we help the organization to remain non-partisan.” Cisco Systems

SPONSORSHIP OPPORTUNITIES

ACCESS TO GLOBAL COMPUTER SECURITY EXPERTS

FIRST sponsorship provides a unique opportunity to show your organization’s commitment to best practice security. For those in computer security, networking and telecommunication industries, sponsorship opens the doors to a highly influential community of computer security incident response experts and decision-makers from around the globe.

- Reach an expected target audience of 600-700 attendees
- Increase worldwide awareness of your organization’s brand, products, and services
- Gain access to computer security decision-makers from governments, corporations, and academia
- Be recognized as a key supporter of FIRST and 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

“Our incident response team sponsors the FIRST conference because we want internet users to understand the vital work that FIRST performs in fostering collaboration between Computer Incident Response Teams throughout the world.” Hitachi

WHO ATTENDS?

Attendance will include representatives from **350** FIRST Member Teams from such as: Cisco, Microsoft, Deutsche Bank, Symantec, Citi, Siemens, eBay, Goldman Sachs, British Telecom, Hitachi, Google, Lockheed Martin, IBM, US Department of Homeland Security, Boeing, NASA, NATO, Northrop Grumman, Verisign, and Oxford University to name a few.

You do not need to be a member of FIRST to attend or sponsor.

Attendees include:

- Incident response and security teams 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 charged with determining security product needs and implementing solutions
- Law enforcement staff that investigate 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 infrastructure

For a full sponsorship prospectus, please send an email to first-2017@first.org.

EXHIBITS: TUES-THURS

| Values | Details |
|---|---------|
| Quantity Available | 8 |
| Cost USD | \$5,000 |
| Logo on Conference Sponsor Page | Yes |
| Logo & 50-word Description for Program Book | Yes |
| Exhibitor Passes ⁵ | 2 |
| Vendor Showcase Participation | Yes |

Terms & Conditions

- 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.
- After written acceptance by FIRST.Org, Inc., the sponsor must provide a 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**.
- Sponsorship pledges cannot be processed without payment. Funds must be payable in US dollars. All checks should be made payable to FIRST.Org, Inc. Sponsor shall be responsible for any taxes on the sponsorship fee. For more information, contact first-2017@first.org.
- Sponsorship may be cancelled by sponsor by written notification to FIRST before March 15, 2017. A sponsorship cannot be cancelled after that date because FIRST incurs the cost of printing and other sponsorship recognition and loss of sponsorship. If notification of cancellation is received after March 15, 2017, FIRST will attempt to revise sponsor recognition items as feasible and FIRST shall be entitled to retain 100% of the sponsorship fee as damages.
- The sponsorship fee does not include free conference registration unless specifically stated in the sponsorship opportunity details.
- Provision of FIRST conference sponsorship does not entitle the sponsor to a waiver of any applicable annual FIRST membership fee.
- Accommodation costs are not included in the conference registration fee. Attendees are responsible for making their own lodging arrangements.
- All sponsorship materials must be submitted before April 15, 2017 to ensure inclusion in productions schedule. Sponsorship pledges after this date may still be accepted with caveats.
- 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.
- 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.
- 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.
- Participation at FIRST Board of Directors and FIRST AGM meetings is restricted to FIRST members only, the FIRST Board of Directors, and their invited guests.
- 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.
- 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.
- FIRST reserves the right to select and finalize design of each branded conference item.
- Sponsors are allowed to offer pledges for single or multiple items/events.
- 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.
- 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.
- 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.
- 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.

PRIMARY SPONSORSHIPS

| Values | Diamond | Platinum | Gold | Silver |
|--|-----------|-----------|-----------|------------------------|
| Quantity Available | 1 | 4 | 8 | 5 |
| Cost USD | \$30,000 | \$25,000 | \$15,000 | \$10,000 |
| Conference Registration Passes ¹ | 3 Comps | 2 Comps | 1 Comp | 1x \$500 Discount Pass |
| Address Participants | Yes | | | |
| Joint Press Conference Opportunity | Yes | | | |
| Logo on Official Conference Bag ² | Exclusive | | | |
| Logo on Official Conference Folder ³ | | Exclusive | | |
| Logo on Official Gold Sponsor Long Sleeve Tee ⁴ | | | Exclusive | |
| Logo on Conference Website Homepage | Yes | Yes | Yes | Yes |
| Logo on Main Ballroom Backdrop | Yes | Yes | Yes | Yes |
| Food & Beverage Sponsor Signage | Yes | Yes | Yes | |
| Conference Bag Insert | Yes | Yes | Yes | Yes |
| Exhibit Space | Yes | Yes | Yes | Yes |
| Exhibitor Passes ⁵ | 4 | 2 | 2 | 2 |
| 50-word Description for Program Book | Yes | Yes | Yes | Yes |
| Mention in Conference Press Release | Yes | Yes | Yes | |
| Podcast Interview Opportunity | Yes | Yes | Yes | |
| Access to Conference Attendee List ⁶ | Yes | Yes | Yes | Yes |

EVENT & SERVICE SPONSORSHIPS

| Values | Banquet | Vendor Showcase Reception | Ice Breaker Reception | Conference Lounge | Device Charging Station | Network | Internet |
|---|----------|---------------------------|-----------------------|-------------------|-------------------------|---------|----------|
| Quantity Available | 1 | 1 | 1 | 1 | 4 | 1 | 1 |
| Cost USD | \$25,000 | \$15,000 | \$15,000 | \$10,000 | \$5,000 | In Kind | In Kind |
| Conference Registration Passes ¹ | 2 Comps | 1 Comp | 1 Comp | 1x \$500 Discount | | 2 Comps | 2 Comps |
| Address Participants During Sponsored Event | Yes | Yes | Yes | | | | |
| Logo on Conference Homepage | Yes | | | | | Yes | Yes |
| Logo on Main Ballroom Backdrop | Yes | | | | | Yes | Yes |
| Branding at Respective Event/Item | Yes | Yes | Yes | Yes | Yes | | |
| Exhibit Opportunity | Yes | Yes | Yes | In Lounge M-F | | Yes | Yes |
| Exhibitor Passes ⁵ | 2 | 2 | 2 | 4 | | 2 | 2 |
| 50-word Description for Program Booklet | Yes | Yes | Yes | Yes | Yes | Yes | Yes |
| Mention in Conference Press Release | Yes | Yes | Yes | Yes | | Yes | Yes |
| Podcast Interview Opportunity | Yes | Yes | Yes | | | Yes | Yes |
| Access to Conference Attendee List ⁶ | Yes | Yes | Yes | Yes | | Yes | Yes |

SUPPORTING SPONSORSHIPS

| Values | Polo Shirt ¹ | Tee Shirt ¹ | Name Badge Holder ¹ | Challenge Coin ^{7,8} | Bag Insert Item ¹⁰ |
|--|-------------------------|------------------------|--------------------------------|-------------------------------|-------------------------------|
| Quantity Available | 1 | 1 | 1 | 1 | 5 |
| Cost USD | \$8,000 | \$6,000 | \$4,000 | \$4,000 | \$4,000 |
| Logo on Respective Official Sponsorship Item | Yes | Yes | Yes | On Packaging | Yes |
| Logo on Conference Sponsor Page | Yes | Yes | Yes | Yes | Yes |
| Logo on Conference Program Book & Website | Yes | Yes | Yes | Yes | Yes |

MEDIA SPONSORSHIPS Terms of sponsorship can be negotiated in kind.

| Values | Media | Podcast | Book ¹² |
|---|-----------|---------|--------------------|
| Quantity Available | Unlimited | 2 | Unlimited |
| Cost USD | In Kind | In Kind | In Kind |
| Conference Registration Passes ¹ | NA | 1 Comp | NA |
| Press Passes ¹¹ | 1 | | 1 |
| Logo on Conference Sponsor Team page | Yes | Yes | Yes |
| Logo on Official Conference Program | Yes | Yes | Yes |
| Logo on Signage in Registration Area | Yes | Yes | Yes |

¹ Complimentary registration passes are only good for the year of contracted sponsorship. Registrations are transferable. \$500 sponsor discounts are off of the standard non-member rate of \$2300 US; late rate of \$2500 US applies to discount registrations submitted after June 1, 2016.

² 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.

³ 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.

⁴ Gold sponsor logos will be branded on an exclusive long sleeve tee that will highlight only Gold Sponsors. FIRST reserves the right to select and finalize design of the tee.

⁵ Exhibitor passes exclude entry to all conference sessions and special functions. Passes include lunches, breaks, and gala dinner ticket. Additional exhibitor passes may be purchased at the rate of \$450 US per pass. Limit two additional passes per sponsor.

⁶ The attendee list contains Name, Company, Mailing Address and Phone. Absolutely no email addresses will be shared.

⁷ FIRST reserves the right to select and finalize design of all official conference gifts.

⁸ Challenge Coin will be packaged with acknowledgement of sponsor.

¹⁰ FIRST approval required.

¹¹ Press passes exclude food functions including – lunches, welcome reception and banquet dinner. Tickets for each food function may be purchased separately.

¹² FIRST welcomes members who publish. FIRST is not responsible for collecting book sales.

For additional information on sponsorship, event demographics, and contracting, please contact the Conference Team at first-2017@first.org.