

SPONSORSHIP PROSPECTUS



PEAK DEFENSE:
BUILDING ADAPTIVE SYSTEMS
FOR MODERN THREATS





#FIRSTCON26

38th Annual FIRST Conference

Sheraton Denver Downtown Hotel | Colorado · USA
June 14-19, 2026

Support our community by sponsoring the 38th Annual FIRST Conference on computer security and incident handling, June 14-19, 2026 in Denver, Colorado, USA.

Well-attended and well-received, the annual FIRST conference attracts over 1,000 attendees from over 100 countries. The conference is by far the largest and most unique international assembly of computer incident response and security teams (CSIRTs), product security incident response teams (PSIRTs), and independent security researchers from the public, private, and academic sectors.

Named one of the Top 19 Information Security Conferences of 2020 by TripWire, the FIRST annual conference promotes worldwide coordination and cooperation among computer security and incident response teams. The conference provides a forum for sharing goals, ideas, and information on how to improve computer security on a global scale.

FIRST is a front-line enabler in the global response community, providing access to the best practices, tools, and trusted communication.

Conference sponsorship opportunities are limited. Interested organizations should act quickly.

The FIRST conference hosts incident response and security teams from around the world.

ACCESS TO GLOBAL EXPERTS

Conference sponsorship provides a unique opportunity to showcase your organization's commitment to best-practice security. Sponsoring opens the door to a highly influential community of computer security incident response experts and decision-makers.

- Reach a global audience.
- Increase worldwide awareness of your brand, products, and services.
- Gain access to key decision-makers from public, private, and academic sectors.
- Be recognized as a key supporter of the FIRST and incident response community.
- Demonstrate your commitment to best practice security in one of the fastest-growing fields.

FIRST promotes inclusivity, inviting participation from all geographic regions. Attendance includes representatives from both FIRST member teams and non-member teams. You do not need to be a member of FIRST to participate as a sponsor.

Past attendees have included:

- Incident response and security professionals with responsibility for coordinating computer security incidents.
- Policy and decision-makers who direct overall computer security.
- Senior managers tasked with determining security product needs and implementing solutions.
- Technical staff charged with determining security product needs and implementing solutions.
- Law enforcement staff who investigate cybercrimes.
- Legal counsel who work with policy and decision-makers in establishing national security policies.
- Government officials responsible for protecting critical infrastructure.

Industries represented include, but are not limited to:

- Advertising & Media
- Banking & Financial Services
- Education & Training
- Energy Government & Defense
- Healthcare & Medical
- Information & Communication Technology Insurance
- Legal & Policymakers
- Manufacturing & Logistics
- Retail & Consumer Goods
- Science & Technology

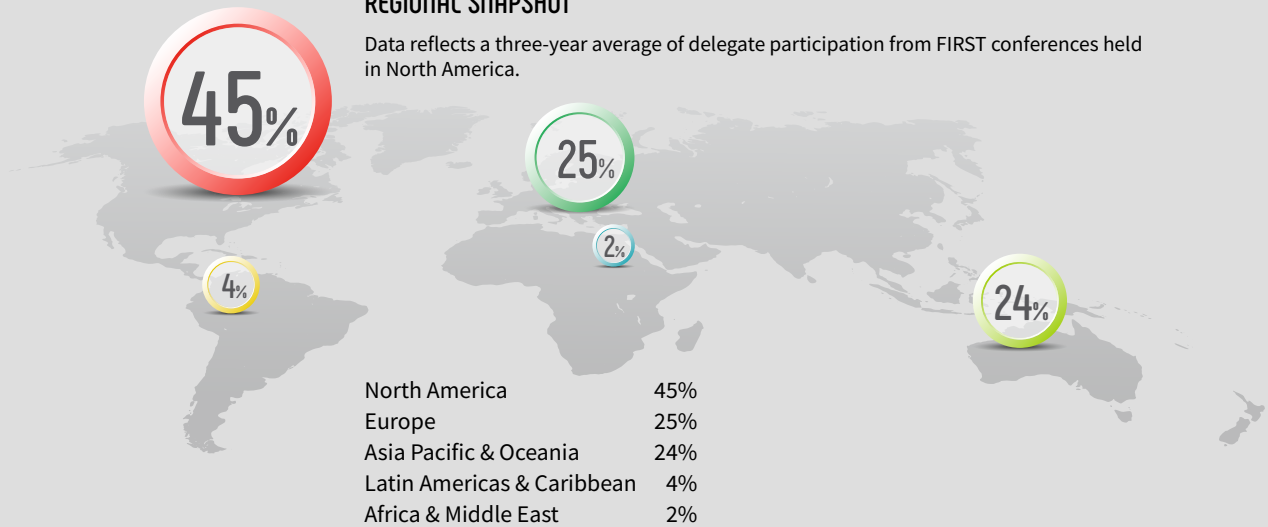


SNAPSHOT DATA

Attendance data varies based on the location of the conference. If you have specific questions, please send an email to events@first.org.

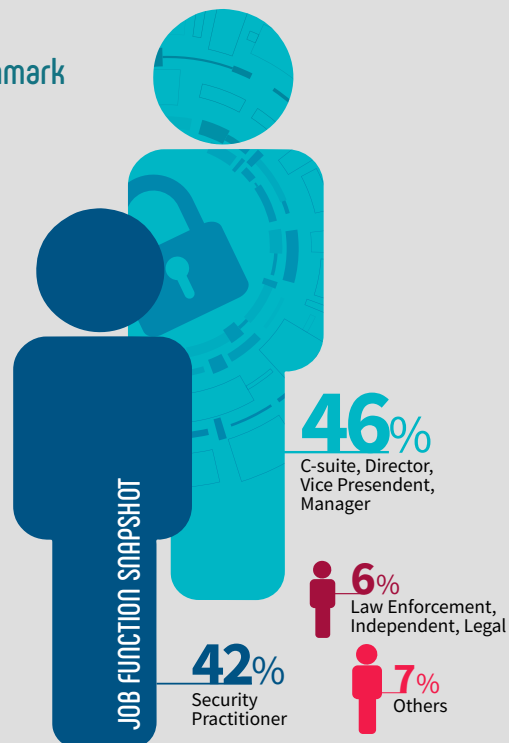
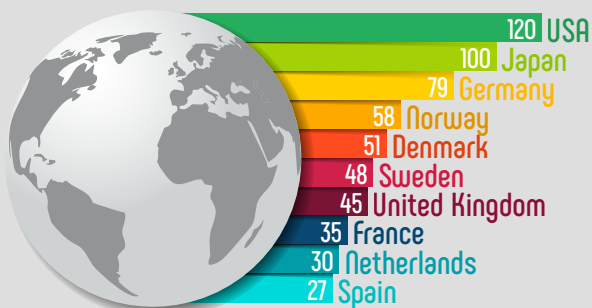
REGIONAL SNAPSHOT

Data reflects a three-year average of delegate participation from FIRST conferences held in North America.



Highlights from FIRSTCON25 – Copenhagen, Denmark

TOP TEN COUNTRIES IN ATTENDANCE



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

ESSENTIAL CONFERENCE SPONSORSHIPS

VALUES (VAT MAY BE APPLICABLE)	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE	EXHIBITOR	CHAMPION
Non-member Pricing	\$75,000	\$50,000	\$40,000	\$30,000	\$20,000	\$10,000	\$3,000
Member Team Pricing	\$65,000	\$40,000	\$30,000	\$20,000	\$10,000	\$8,000	\$2,000
Quantity Available	2	4	5	5	5	5	Multiple
REGISTRATION BENEFITS¹							
Reserved Complimentary Registrations	10 Limit 4/10 reserved seats to Sunday pre-conference training courses	8	6	4	2	-	-
Discount Passes on Standard Registration	\$500 x 10	\$500 x 8	\$300 x 6	\$300 x 4	\$300 x 2	\$500 x 1	\$500 x 1
EXHIBIT BENEFITS & ATTENDEE COMMUNICATIONS^{2, 3, 4, 5, 6}							
Exhibit Space Monday-Thursday	Self-select	Self-select	Self-select	Random	Random	Random	-
Exhibit Staff Registration Passes	6	4	2	2	2	2	-
Participation in Passport to Prizes Raffle During Closing	Yes	Yes	Yes	Yes	Yes	Yes	-
Pre-con Access to Anonymized & Limited Opt-in Attendee List	2x	2x	1x	1x	1x	1x	-
Post-con Access to Limited Opt-in Attendee List	1x	1x	1x	1x	1x	1x	-
Pre- or Post-con Email Message in Plain Text Sent by FIRST	Exclusive	-	-	-	-	-	-
BRANDING OPPORTUNITIES⁶							
Logo on Event Website	Landing Page	Landing Page	Landing Page	Landing Page	Sponsor Page	Sponsor Page	Sponsor Page
Company Description on Sponsor Webpage	250 Words	250 Words	75 Words	75 Words	50 Words	50 Words	50 Words
Logo & Description Listed in Mobile App	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Logo Included in Rotation on Main Page of Mobile App	Yes	Yes	Yes	-	-	-	-
Logo Featured on Signage	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Logo Featured in Main Event Room	Yes	Yes	Yes	Yes	Yes	-	-
FIRST Co-branded Giveaway	Bag	Notebook	-	-	-	-	-
FIRST Co-branded Long Sleeve Tee	Yes	Yes	Yes	Yes	Yes	-	-
MEDIA OPPORTUNITIES⁷							
Press Release Mention	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Social Media Promotion	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Featured Podcast Interview	Yes	-	-	-	-	-	-
Featured Guest Blog Post	Yes	Yes	-	-	-	-	-
5-minute Address During Opening with Keynote Introduction	Yes	-	-	-	-	-	-
1-min. Video Prior to Selected Address Opening	Yes	-	-	-	-	-	-
ADDITIONAL BENEFITS⁸							
Use of a Private Meeting Room	2 Days	1 Day	-	-	-	-	-



SOCIAL SPONSORSHIPS

	SUNDAY WELCOME RECEPTION	MONDAY SPONSOR SHOWCASE	CONFERENCE INTERNET/WIFI	NETWORKING BREAK	CAPTURE THE FLAG SUPPORT	CHARGING STATION	
Cost of Package USD	\$25,000	\$25,000	\$25,000 or In Kind	\$8,000	\$5,000	\$3,000	
Quantities Available	1	1	1	8 Limit 2 per day	10	10	
REGISTRATION BENEFITS¹							
Reserved Complimentary Registrations	3	3	3	1	-	-	
Discount on Standard Registration	\$300 x 4	\$300 x 4	\$300 x 4	\$300 x 1	\$300 x 1	\$300 x 1	
EXHIBIT BENEFITS & ATTENDEE COMMS^{2,3,4}							
Exhibit Space Monday-Thursday	Self-select	Self-select	Self-select	-	-	-	
Exhibit Staff Registration Passes	2	2	2	-	-	-	
Participation in Passport to Prizes Raffle During Closing	Yes	Yes	Yes	-	-	-	
Pre-con Access to Anonymized Opt-in Attendee List	1x	1x	1x	-	-	-	
Post-con Access to Limited Opt-in Attendee List	1x	1x	1x	-	-	-	
5-minute Address to Attendees During Sponsored Event	Yes	Yes	-	-	-	-	
BRANDING & MEDIA OPPORTUNITIES⁶							
Logo on Event Website	Sponsor Page	Sponsor Page	Sponsor Page	Sponsor Page	Sponsor & CTF Page	Sponsor Page	
Company Description on Sponsor Webpage	50 Words	50 Words	50 Words	50 Words	50 Words	50 Words	
Logo & Description Listed in Mobile App	Yes	Yes	Yes	Yes	Yes	Yes	
Logo Featured on Signage	Yes	Yes	Yes	Yes	Yes	Yes	
Logo Featured in Main Event Room	Yes	Yes	Yes	-	-	-	
Logo Featured on Social Event Signage	Yes	Yes	-	Yes	Branding in CTF Room	Branding at Charging Station	
Social Media Promotion	Yes	Yes	Yes	Yes	Yes	Yes	
Press Release Mention	Yes	Yes	Yes	Yes	Yes	Yes	

BRANDING OPPORTUNITIES

	T-SHIRT	CHALLENGE COIN	LANYARD	
Cost of Package USD	\$20,000	\$10,000	\$8,500	
Quantities Available	1	1	1	
BRANDING OPPORTUNITIES⁶				
FIRST Co-branded Item	Yes	On Packaging	On Lanyard	
Logo on Event Website	Sponsor Page	Sponsor Page	Sponsor Page	
Company Description on Sponsor Webpage	50 Words	50 Words	50 Words	
Logo & Description Listed in Mobile App	Yes	Yes	Yes	

Have a sponsorship idea? Email us at events@first.org and let's talk!



“When an incident happens and you need to find people to talk to that might be able to put a stop to that incident, you’re more likely to find them within the FIRST community than anywhere else”

Maarten Van Horenbeek, Adobe

EXHIBIT SPACE DETAILS

Sponsors exhibiting at the conference should keep setups simple and limited to popup style displays. The following is included with an exhibit space:

- 8-foot by 10-foot open space
- 1 six-foot table and two chairs
- 1 wastebasket
- WiFi internet
- 1 power strip

Exhibitor move-in is tentatively scheduled for Sunday, June 14, 2026, with exhibits running Monday-Thursday, June 14-18, 2026 (4-days). FIRST organizers will provide contacts for services such as audio-visual, furniture rental, and print services in the official exhibitor kit.

¹ Complimentary registration passes are valid for the year of contracted sponsorship. Registrations are transferable. Discounted rates are calculated off of the standard non-member rate; discount passes expire at 19:00 UTC on April 30, 2026.

² Exhibit passes exclude entry to conference sessions. Passes include access to all open FIRST food and beverage activities. Additional exhibitor passes may be purchased at USD 750 per pass. Limit two additional passes per sponsor.

³ Exhibit space for self-select sponsors is allocated on a sponsorship level, first-come, first-served basis. FIRST reserves the right to finalize exhibit assignments.

⁴ The attendee list contains OPT-IN Name, Company, Job Title, and Country. Anonymized list contains Company, Job Title, and Country.

⁵ Content of messaging must be submitted for approval by FIRST. FIRST will send email on behalf of sponsor.

⁶ FIRST reserves the right to select and finalize design of all official conference deliverables.

⁷ Diamond sponsor opening remarks opportunity is first-come, first-served. Videos must be approved by FIRST and will be displayed the same day of opening remarks. Video will be played prior to the opening remarks.

⁸ Meeting rooms are assigned by FIRST and are on a first-come, first-served basis. Catering and AV services are not included.



SPONSORSHIP TERMS AND CONDITIONS

These terms and conditions (“Terms and Conditions”) are incorporated into the Sponsor Agreement (the “Sponsor Agreement”) executed by and between the Forum of Incident Response and Security Teams, Inc., a North Carolina nonprofit corporation (“FIRST”) and _____ (the “Sponsor”) and is effective from the date signed through July 31, 2026 (“Termination Date”).

These Terms and Conditions refer to FIRST and the Sponsor as the “Parties” and may refer separately to either as a “Party.”

The Event (the “Event”) is defined as the 38th Annual FIRST Conference to be held June 14-19, 2026.

The Sponsorship Acknowledgements & Benefits (the “Sponsorship Acknowledgements & Benefits”) are based on the level of Sponsor support, and defined as such items including, but not limited to, Event admission, co-branding of soft goods, food & beverage, entertainment, and VIP opportunities. FIRST will arrange and bear all costs and expenses related to Sponsorship Acknowledgements & Benefits.

ACCEPTANCE & ELIGIBILITY

Sponsorship (“Sponsorship”) opportunities are granted on a first-come, first-served basis. Eligible organizations should share in FIRST’s mission of ensuring a safe Internet for all. Acceptance of a Sponsor does not indicate an endorsement by FIRST of the Sponsor or any of its programs, products, or services.

PAYMENT OF SPONSOR FEE AND PAYMENT TERMS

The Sponsor hereby agrees to pay the fee associated with the level of sponsorship selected in the Sponsor Agreement (the “Sponsor Fee”). Unless otherwise set forth in the Sponsor Agreement, payment is due upon receipt of the Sponsorship invoice. Acceptable payment methods include corporate check, corporate wire transfer, credit card, ACH transaction, or international bank transfer. By providing payment information, Sponsor authorizes FIRST and its authorized representatives to debit the credit card, or initiate or receive funds by bank account indicated for the fee amount of Sponsorship due at acceptance of the Sponsorship invoice. If the Sponsorship payment remains unpaid on terms outlined within the Sponsorship invoice, FIRST will suspend provision of all or part of the Sponsor Agreement and cancel the Sponsorship.

All fees are stated in USD.

Sponsor shall be responsible for any applicable taxes on the Sponsor Fee.

Sponsor shall be responsible for any banking or administrative fees such that the net amount FIRST receives equals the amount described within the Sponsor Agreement.

Please refer to the sponsorship invoice for payment terms and payment instructions.

USE OF NAMES AND LOGOS

During the Term of this Sponsor Agreement, Sponsor grants to FIRST a free, limited, non-exclusive, nontransferable, nonassignable, irrevocable right and license to use the Sponsor’s name and logo provided by Sponsor solely for the purpose of providing the Sponsorship Acknowledgments & Benefits, and otherwise fulfilling its obligations under these Terms and Conditions. Sponsor has the right to publicly announce and promote its Sponsorship of the Event using the FIRST name as follows: “[Sponsor] is [or was] a proud Sponsor of the [Event]” or in similar language approved



in advance by FIRST. In any online announcement, a link to www.first.org must be provided by Sponsor. Any use of the FIRST logo or any use of the FIRST name other than the language set forth above, requires the prior written review and approval of FIRST. In no event shall Sponsor use FIRST's name or logo in connection with the sale of a product or service. Upon request, Sponsor will provide FIRST with copies of any Sponsor materials that use the FIRST name or logo. Sponsor's right to use the FIRST name and/or logo will terminate one (1) year after the Event, or earlier upon FIRST's written notice of termination (the "Term"). Both Parties further agree not to use each other's intellectual property in any way that would imply commercial endorsement of the other, or demean, defame, embarrass, diminish or cause any harm to the other.

SPONSORSHIP SCOPE

Unless otherwise expressly identified in the Sponsorship Agreement, Sponsor will be a non-exclusive sponsor of the Event, and FIRST reserves the right to have other sponsors. Sponsor acknowledges that all Sponsorship Acknowledgements & Benefits provided by FIRST relate only to the identified Event, and not similar FIRST events held in other locations, or at any other time.

SPONSOR OBLIGATIONS

Sponsor agrees to meet all published deadlines provided by FIRST. Failure to meet stated deadlines may impact the quality of the Event. FIRST bears no responsibility for any issues that may arise due to Sponsor not meeting deadlines, and reserves the right to cancel the Sponsor's participation with no recourse by the Sponsor.

POLICY ON SUITCASING, OUTBOARDING, COMPETING EVENTS, AND SUBLETTING

In order to protect FIRST's valued Sponsors, exhibitors and their investment in attending the Event, FIRST rules strictly prohibit "suitcasing" or "outboarding" by individuals, attendees, or companies who transact business at the Event or at official Event hotel(s), who have not purchased a Sponsorship or exhibit or display space. By suitcasing or outboarding the show, an individual, attendee, or company gains an unfair competitive advantage over Event exhibitors that have invested money and other resources to exhibit. Event rules also prohibit any individuals, attendees, or companies from scheduling an event that competes with an official event sanctioned and publicized by FIRST. "Competitive events" seek to draw conference attendees away from an official event sanctioned by FIRST and are therefore detrimental to the success of the official event, and the investment by Event sponsors. "Suitcasing" refers to those non-exhibiting companies or persons who go to the Event as an attendee, but "work the aisles" from their suitcase/briefcase and solicit business in the aisles or lobby area. "Outboarding" refers to non-exhibiting companies that set up exhibits or events at off-site locations, hotel hospitality suites, or restaurants, and encourage Event attendees to leave the conference and spend time with them. "Competitive Events" are any events that compete for conference attendees by being scheduled during the same or overlapping timeframe as an official event scheduled by FIRST, whether the event is educational, an exhibition, or a social event. Also, Sponsors may not sublet or assign any part of their display space, nor advertise or display goods or services other than their own, except with the express written approval of FIRST. Those found to be in noncompliance with this policy may, in the sole and absolute discretion of the FIRST, be asked to leave the Event, and may no longer be welcomed at, or allowed to attend, exhibit, or sponsor, at any future FIRST events.

FORCE MAJEURE

Neither Party shall be liable by reason of any failure or delay in the performance of Event obligations hereunder on account of war, government authority, disaster, fire, acts of God, recommendations by the World Health Organization (WHO) or similar organization against non-



essential travel to or from the Event location, or other emergencies, any of which make it illegal, impracticable, or impossible for FIRST, the Event hotel(s), or convention centers to provide the facilities and/or services for the Event, or make it illegal, impracticable, or impossible for the Sponsor to utilize the hotels or convention centers for the Event.

CANCELLATION

FIRST Sponsorship opportunities are limited and require advance funding. Sponsorship commitments are non-cancellable and non-refundable.

INDEMNITY

Each Party agrees to indemnify and hold harmless the other Party, its members, directors, officers, employees, agents, affiliates, successors, and assigns, from and against any and all liabilities, obligations, losses, damages, penalties, actions, judgments, suits, costs, expenses, including reasonable attorneys' fees, or disbursements of any kind or nature whatsoever, which may be imposed on, incurred by, or asserted against the indemnified Party directly arising out of the obligations outlined in the Terms and Conditions, except to the extent such loss arises out of the gross negligence or willful misconduct of the indemnified Party.

CODE OF CONDUCT AND NONDISCRIMINATION

FIRST is committed to providing safe, productive, and welcome event environments. Sponsors are expected to behave professionally and to adhere to and comply with the FIRST Code of Conduct – see <https://www.first.org/about/policies/code-of-conduct>. If you are subject to or witness unacceptable behavior, or have any other concerns, please notify a community organizer as soon as possible by visiting the registration desk or emailing conduct@first.org

ATTENDEE LIST

The attendee list shall remain the property of FIRST. Applicable Sponsors are granted a limited, one-time, nonexclusive license to use the list for legitimate correspondence related to the Event, and to describe such Sponsor's product or service being featured at the Event only. Sponsor may not transfer the list to another party nor allow another party access to the list. A sponsor violating these restrictions may be subject to an infringement claim and/or theft of intellectual property claim. In addition, Sponsor may not be allowed to sponsor subsequent FIRST events, at the sole discretion of FIRST

PRIVACY POLICY

FIRST uses its best efforts to comply with all applicable data protection laws in sharing appropriate data with Sponsors. Sponsors who receive the personal data of attendees shall comply with all applicable data protection laws. Reference is made to the FIRST Privacy Policy (<https://www.first.org/about/policies/privacy>).

GOVERNING LAW

This Agreement will be governed by and construed in accordance with the laws of the State of North Carolina, in the United States, without giving effect to any conflicts or choice of law rules.

ENTIRE AGREEMENT

This Sponsor Agreement and the Exhibits hereto constitute the entire agreement between the Parties with regard to the subject matter hereof.



SPONSOR AGREEMENT

YOUR CONTACT & BILLING INFORMATION

COMPANY NAME

BILLING CONTACT PERSON

BILLING ADDRESS

CITY

STATE / PROVINCE

ZIP / POSTAL CODE

COUNTRY

TAX ID OR VAT NUMBER

EMAIL

PHONE (INCLUDE COUNTRY CODE)

PO NUMBER (IF APPLICABLE)

SPONSORSHIP POINT OF CONTACT

SPONSOR CONTACT NAME

SPONSOR CONTACT NAME

PLEASE INDICATE YOUR SELECTIONS:

X	LEVEL	COST USD	
		Non-member	Member Team
<input type="checkbox"/>	Diamond	\$75,000	\$65,000
<input type="checkbox"/>	Platinum	\$50,000	\$40,000
<input type="checkbox"/>	Gold	\$40,000	\$30,000
<input type="checkbox"/>	Silver	\$30,000	\$20,000
<input type="checkbox"/>	Bronze	\$20,000	\$10,000
<input type="checkbox"/>	Exhibitor	\$10,000	\$8,000
<input type="checkbox"/>	Champion	\$3,000	\$2,000

X	LEVEL	COST USD
<input type="checkbox"/>	Sunday Welcome Reception	\$25,000
<input type="checkbox"/>	Monday Sponsor Showcase	\$25,000
<input type="checkbox"/>	Conference Internet/Wifi	\$25,000 or In Kind
<input type="checkbox"/>	Networking Break	\$8,000
<input type="checkbox"/>	Capture the Flag Support	\$5,000
<input type="checkbox"/>	Charging Station	\$3,000

X	LEVEL	COST USD
<input type="checkbox"/>	T-Shirt	\$20,000
<input type="checkbox"/>	Challenge Coin	\$10,000
<input type="checkbox"/>	Lanyard	\$8,500

PLEASE INDICATE YOUR PREFERRED PAYMENT METHOD (you will receive an invoice separate from this agreement):

- Corporate Check Corporate Wire Transfer Credit Card

By signing this agreement, you agree to comply with the Sponsorship Terms and Conditions (as set forth on pages 7,8 and 9) for the **38th Annual FIRST Conference to be held in Denver, Colorado, USA over the dates of June 14-19, 2026**. Please scan and email a copy of the completed application to events@first.org.

FOR AUTHORIZED SPONSOR REPRESENTATIVE

FOR AUTHORIZED FIRST OFFICER

PRINT NAME

PRINT NAME

SIGNATURE

SIGNATURE

DATE

DATE

