



CYBERTACOS RSAC 2024

May 6, 2024 | 7:00pm PT | Mercado San Francisco

Packages

Diamond Package - \$7,500

Podcast Interview with Security Weekly in Broadcast Alley at the 2024 RSA Conference:

- Live 15-minute interview on-site
- Live streamed on Twitch, YouTube, Twitter, LinkedIn and Facebook
- In the 60-day post-event period, the interview will be distributed on one episode of a podcast in the Security Weekly network as an interview segment
- Mp4 provided to sponsor for their own promotional use
- Potential reach = 15,000 - 20,000 listeners
- Multi-event discount available

CYBERTACOS @ RSAC Party Sponsorship:

- Logo inclusion in all marketing materials promoting the event
- Up to 10 guests allowed from your company
- On-site recognition as CYBERTACOS @ RSAC Sponsor
- All other benefits included in the "Standard Package"

Media Promotional Package with SC Media:

- 15,000 impressions to run three weeks prior to RSAC, promoting your booth/company on SCMagazine.com
- Inclusion in one SC Media DailyScan newsletter (45,000 subscribers) - Actual date TBD



CYBERTACOS @ RSAC 2023 Registrant Stats

Gold Package - \$6,500

Podcast Interview with Security Weekly in Broadcast Alley at the 2024 RSA Conference:

- Live 15-minute interview on-site
- Live streamed on Twitch, YouTube, Twitter, LinkedIn and Facebook
- In the 60-day post-event period, the interview will be distributed on one episode of a podcast in the Security Weekly network as an interview segment
- MP4 provided to sponsor for their own promotional use
- Potential reach = 15,000 – 20,000 listeners
- Multi-event discount available

CYBERTACOS @ RSAC Party Sponsorship:

- Logo inclusion in all marketing materials promoting the event
- Up to 10 guests allowed from your company
- On-site recognition as CYBERTACOS @ RSAC Sponsor
- All other benefits included in the “Standard Package”

Silver Package - \$4,000

CYBERTACOS @ RSAC Party Sponsorship:

- Logo inclusion in all marketing materials promoting the event
- Up to 10 guests allowed from your company
- On-site recognition as CYBERTACOS @ RSAC Sponsor
- All other benefits included in the “Standard Package”

Media Promotional Package with SC Media:

- 15,000 impressions to run three weeks prior to RSAC, promoting your booth/company on SCMagazine.com
- Inclusion in one SC Media DailyScan newsletter (45,000 subscribers) - Actual date TBD

33%
Senior Executive (C-level/SVP)

20%
IT/Security Practitioner

20%
Marketing/Communications

17%
Director/Manager

10%
Media/Industry Analyst

Standard Package - \$3,000

- Company logo added to CYBERTACOS homepage
- Company logo included on event signage
- Company logo included in all promotional outreach/invites
- Social media promotion leading up to the event
- Opportunity to bring in one pop-up banner
- Opportunity to bring marketing collateral to distribute to attendees
- Copy of attendee list upon request
- Opportunity to add-on as the exclusive name tag sponsor, napkin sponsor or drink sponsor for an additional \$1,000