

CISO Thought Leadership Engagement

2023 OPPORTUNITIES

“CRA’s integrated offerings help reinforce our position as a trusted partner to CISOs and strengthen the relationships that are critical to our goals.”

Kathie Miley, Vice President
Americas Security Sales, Carbon Black / VMWare



Cybersecurity
Collaboration
Forum

A CyberRisk Alliance Community

www.cybersecuritycollaboration.com

What Sets Our CISO Community Apart

Cybersecurity Collaboration Forums is the nation's fastest growing community of CISOs and other cybersecurity executives. Our success is rooted in a community-centric methodology that has earned the trust and loyalty of our members and creates unique value for our technology partners:

Peer-Driven Content

Our programs are designed and delivered by senior community leaders and based upon regular feedback from the communities to ensure content is timely, cutting-edge, and practitioner-focused.

Vibrant Communities

We deploy one community builder for every 2 markets, creating deep personal relationships between us and our communities that lead to higher engagement.

Exclusive Focus on Cybersecurity

Our team's laser focus on the needs of CISOs increases the potency of our community building, event, and content efforts.

Immersive Opportunities

We work with our clients to prepare them for immersive opportunities and highly productive engagements with CISOs and their teams.

Location, Location

Every event we produce is selected to create optimal environments for our communities and sponsors.

Powerful Investment

We adopt the same approach from start-ups to multi-nationals, working with our clients to maximize their investment, tailoring each program to suit their needs and meet their objectives.

"We all face similar problems securing our companies from an evolving and growing cyber-threat landscape. Learning from peers in other industries helps me develop pragmatic solutions that my company and our customers can benefit from."

Sheldon Cuffie

CISO, American Family Insurance

"The CyberRisk Leadership Exchange is a great opportunity for networking with my local peers to learn how they are solving common problems facing senior security executives."

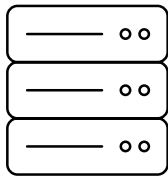
Sr. Director & Deputy CISO, L3 Harris Technologies

Backed By CyberRisk Alliance

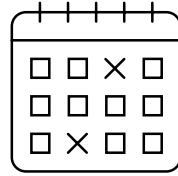
As part of the CyberRisk Alliance family, the Cybersecurity Collaboration Forums is backed by the world's largest pureplay cybersecurity media, events, and education company. As a partner, you will experience enterprise-grade customer success, audience, marketing, content, and operations capabilities that will amplify the success of your CISO engagements.



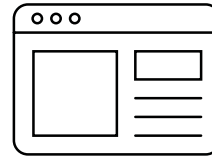
4,000+
ANNUAL CISO
EVENT
REGISTRANTS



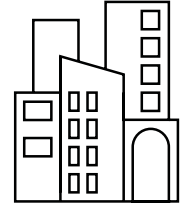
1.1M
DATABASE OF
CYBERSECURITY
PROFESSIONALS



100+
CISO-FOCUSED
EVENTS
ANNUALLY



2.2M
SITE VISITORS



19
LOCAL CISO
COMMUNITIES

CyberRisk ALLIANCE

CYBERRISK ALLIANCE'S PORTFOLIO OF BUSINESSES INCLUDE:

SecurityWeekly



MSSPAlert

ChannelE2E

CRA | Business Intelligence

**CYBERSECURITY
COLLABORATIVE**



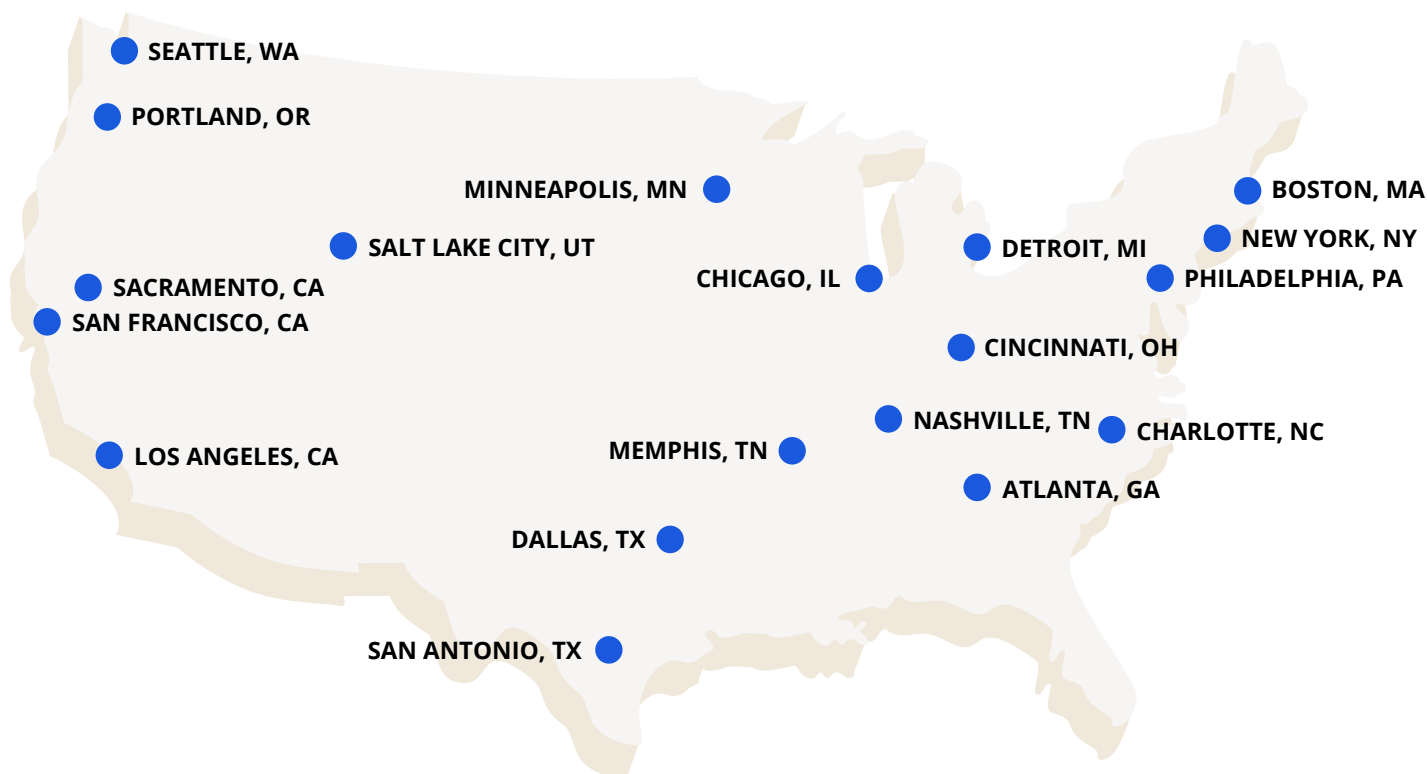
Targeted Engagement

CRA's portfolio of CISO-focused organizations — Cybersecurity Collaboration Forums and Cybersecurity Collaborative – Engages with hundreds of CISOs every month through events, working groups, boardroom meetings, dinners, and content socialization. These decision makers trust CRA for technology and strategy education that shape their strategies and purchasing decisions.

Active Communities for In-Person and Virtual Engagement

National and local Leadership Boards are strategically designed to facilitate account, market, or vertical-based digital and in-person engagement.

Regional Markets (In-Person and Virtual Engagement)



A National Network of CISOs

800+ Engaged CISOs

Leadership Board and Executive Committee members are the lifeblood of our community and keys to our success, driving curriculum, speaking, and attending our events. Our membership includes:

Robert Allen
Global CISO, Gallagher

Sujeet Bambawale
CISO, 7-Eleven

Jason Barnett
VP & CISO, HCA Inc

Joe Bennett
CISO, Adient

Michael Boucher
Americas CISO, JLL

Dan Bouden
Global CISO, Marsh McLennan

Jim Cameli
VP, Global CISO, Walgreens

Tom Dager
CISO, Archer Daniels Midland

Chris Dalton
CISO, Weyerhaeuser

Kirsten Davies
Global CISO, Unilever

Arun DeSouza
CISO, Nexteer Automotive

Brian Elrod
CISO, St. Jude

Dave Estlick
CISO, Chipotle

Mary Gardner
CISO, The Greenbrier
Companies

Jeff Greene
CISO, International Paper

Lisa Heckler
CISO, CareSource

Eric Hussey
CISO, Aptiv

Ricardo Lafosse
CISO, Kraft Heinz

Josh Landuyt
Director of Information
Security, Cracker Barrel

Jason Lee
CISO, Splunk

Chuck Markarian
CISO, PACCAR

Dr. Adrian Mayers
CISO, Premera Blue Cross

Kevin Morrison
CISO, Driven Brands

Sean Murphy
CISO, BECU

Julie Myerholtz
VP, CISO, W. W. Grainger

David Nagel
CISO, Genuine Parts

Elias Oxendine
CISO, Yum! Brands

Jason Powell
VP CISO, Brookdale Senior
Living

Eric Ridder
Deputy CISO

Eric Schmitt
Global CISO, Sedgwick

Michael Scobee
Deputy CISO, Delta Air Lines

Dave Sohmer
CISO, Valero Energy

Mike Varner
CISO, Lowe's

Dan Vickery
CISO, Precision Castparts

2023 Event Calendar

	Q1 2023			Q2 2023			Q3 2023			Q4 2023		
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Atlanta, GA		Dinner	Virtual		Dinner			Dinner				One Day
Boston, MA			Dinner		One Day			Virtual	Dinner		Dinner	
Chicago, IL		Dinner				Dinner		Dinner			One Day	
Cincinnati, OH		Dinner				One Day		Virtual	Dinner		Dinner	
Dallas, TX		Dinner			One Day			Dinner	Virtual		Dinner	
Detroit, MI		Virtual	Dinner		Dinner				Dinner		One Day	
Memphis, TN		Virtual	Dinner		Dinner				Dinner		Half Day	
Nashville, TN		Dinner				One Day		Dinner	Virtual	Dinner		
Philadelphia, PA		Virtual	Dinner			Dinner			Dinner		One Day	
Portland, OR			Dinner			One Day		Virtual	Dinner			Dinner
Sacramento, CA		Dinner	Virtual		Dinner			Virtual	Dinner			Dinner
Salt Lake City, UT		Dinner	Virtual		Dinner			Dinner	Virtual		Dinner	
San Antonio, TX		Virtual	Dinner		Dinner		Dinner			One Day		
San Francisco, CA		Virtual	Dinner			Dinner			Dinner			One Day
Seattle, WA		Dinner	Virtual		Dinner				Dinner			One Day

NEW MARKET LAUNCHES: 2023

Charlotte, NC								Dinner			Dinner	
Los Angeles, CA								Dinner			Dinner	
Minneapolis, MN								Dinner			Dinner	
New York, NY								Dinner			Dinner	

Dinner = CyberRisk Executive Boardroom
 One Day = CyberRisk Leadership Exchange
 Half Day = CyberRisk Leadership Exchange
 Virtual = CyberRisk Virtual Exchange

Sponsorship Opportunities

CyberRisk Executive Dinner

Executive Boardrooms are 3-hour in-person networking events held over dinner in cities across the country, attended by members of local Cybersecurity Collaboration Forums (CSF) leadership boards and other local CISOs. As a co-host of this event, your executive attendees will be integrated into the discussion as experts to collaborate with and learn from CISOs in attendance. Your executive attendee will also have the opportunity to provide a 60-second introduction of themselves and your company.

Dinners are held in all of these regions:

- Atlanta, GA • Boston, MA • Cincinnati, OH • Charlotte, NC • Chicago, IL • Dallas, TX • Detroit, MI
- Los Angeles, CA • Memphis, TN • Minneapolis, MN • Nashville, TN • New York, NY • Philadelphia, PA
- Portland, OR • Sacramento, CA • Salt Lake City, UT • San Antonio, TX • San Francisco, CA • Seattle, WA

Our team is responsible for all event execution including venue, food and beverage selection, logistics, attendee acquisition and confirmation, CISO speaker confirmation, pre- and post-event communication, acquisition and confirmation, CISO Speaker confirmation, pre- and post-event communication.

	GROUP 1		GROUP 2	
	Atlanta, Boston, Chicago, Charlotte, Dallas, New York, Minneapolis, Los Angeles, Philadelphia, Seattle, San Francisco		Detroit, Cincinnati, Memphis, Nashville, Portland, Sacramento, San Antonio, Salt Lake City	
Sponsorship Type	Table Host + Discussion Summary	Table Host	Table Host + Discussion Summary	Table Host
Cost	\$22,000 Additional Access Pass \$4,000 (where available)	\$15,000 Additional Access Pass \$4,000 (where available)	\$19,500 Additional Access Pass \$4,000 (where available)	\$12,500 Additional Access Pass \$4,000 (where available)
Number of Sponsorships Available	1	5	1	5
Attendees	1 + Speaker	1	1 + Speaker	1
Thought Leadership Speaking	20-minute summary of topic alongside CISO	-	20-minute summary of topic alongside CISO	-
Introduction at Dinner	Yes	Yes	Yes	Yes
Attendee List	Yes	Yes	Yes	Yes
Branding	Yes (Premium)	Yes	Yes (Premium)	Yes

Sponsorship Opportunities

CyberRisk Virtual Exchange

Virtual roundtable discussions are single-sponsored, powerful opportunities to create meaningful **customized** engagement with CISOs in key markets around the country. These meetings are scheduled to occur in the months between local boardroom dinners and 1-day events, giving our technology partners exclusive, cost-effective additional touch-points with regional CISOs to further strengthen relationships with these key decision makers.

Virtual Exchanges can also be customized and scheduled around specific key cybersecurity topics and vertical markets. CISOs for these particular events are drawn from our National Leadership Boards.

As the exclusive co-host of this event, your executive attendees will be integrated into the discussion as experts to collaborate with and learn from CISOs in attendance. Post-event, a 1-page summary with your logo is distributed to our national community of CISOs, further establishing your role as a national thought leader.

	GROUP 1	GROUP 2
	Atlanta, Boston, Chicago, Charlotte, Dallas, New York, Minneapolis, Los Angeles, Philadelphia, Seattle, San Francisco	Detroit, Cincinnati, Memphis, Nashville, Portland, Sacramento, San Antonio, Salt Lake City
Sponsorship Type	Exclusive Sponsor	
Cost	\$18,000 - Platinum \$15,000 - Gold	
Number of Sponsorships Available	1	
Attendees	2+ Speakers	
Thought Leadership Speaking	Sponsor Speaker + Community CISO presenting a case study or leading a group discussion on topic selected by Sponsor	
Introduction at Dinner	Yes	
Attendee List	Yes	
Branding	One-page branded summary of key takeaways (includes social media and marketing push)	

Sponsorship Opportunities

CyberRisk Leadership Exchange

Our flagship event, the CyberRisk Leadership Exchange, offers a diverse set of thought leadership opportunities including Keynotes, Private Boardrooms, Lightning Talks, and Breakout Sessions. Each Leadership Exchange kicks off with a pre-event exclusive CISO dinner followed by a full day event at a luxury property including meals, breaks, and a post event reception.

GROUP 1: Atlanta, Boston, Chicago, Charlotte, Dallas, New York, Minneapolis, Los Angeles, Philadelphia, Seattle, San Francisco						
GROUP 2: Detroit, Cincinnati, Memphis, Nashville, Portland, Sacramento, San Antonio, Salt Lake City						
	Platinum Market Cost	Gold Market Cost	Number of Sponsorships Available	Attendees	Thought Leadership / Speaking	Unique Entitlements
Keynote	\$35,000	\$30,000	3	2 + Speaker	Yes	Speaking Alongside CISO on the mainstage (plenary session).
Boardroom	\$25,000	\$20,000	6	2 + Speaker	Yes	Host a Private Boardroom Discussion w/senior most cyber security decision-maker only audience.
Break-Out Session	\$25,000	\$20,000	2	2 + Speaker	Yes	Speaking Alongside CISO during a breakout session.
Pre-Event Dinner	\$25,000	\$20,000	6	3	Yes	Introduce you / your company during the CISO-only dinner. Includes pre- and post-dinner cocktail hour.
Session Host	\$21,000	\$18,000	3	3	Yes	Introduce CISO Session on the mainstage (plenary session).
Emerging Lightning Talk	\$17,500	\$15,000	4	1 + Speaker	Yes	Present a 7-minute case study to the full audience. Reserved for companies less than 5 years old with revenue under \$25M.
Meal/Break Sponsor	\$20,000	\$17,000	1	2	Yes	Branding on every table during lunch, branding on all food / drink break stations. Thank You remarks to close lunch on the mainstage.
Foundation Partner	\$11,000	\$9,000	2	2	No	Tabletop in the partner pavillion plus 2 attendee passes.
Add-On Sponsorships						
Reception Sponsor	\$15,000	\$12,500	1	2	No	Branding at bar, cocktail napkins.
Transportation Sponsor	\$15,000	N/A	1	2	No	Complementary Lyft and Uber codes given out at the sponsor booth & pre-event to qualified attendees. **Only in Platinum Markets.
Registration Sponsor	\$15,000	\$12,500	1	2	No	Branded lanyards & bags at registration.
Digital Sponsor	\$15,000	\$12,500	1	2	No	Custom password, branding and promotion as the Digital Sponsor.
ALL SPONSORS RECEIVE THE FOLLOWING ENTITLEMENTS:						
1. Attendee List for Post-Event Follow-up		2. Digital and On-Site Branding				
3. Table Top in Partner Pavillion		4. Pop-up Sign for Table Top listing Top 3 Capabilities + company logo				

Incentive Pricing

From	To	Volume Incentive	Strategic Partner Incentive (Applied to contracts received before Jan 31, 2023)
\$50,000	\$99,999	3%	5%
\$100,000	\$149,999	4%	5%
\$150,000	\$199,999	6%	5%
\$200,000	\$299,999	9%	5%
\$300,000	\$399,999	10%	5%
\$400,000	\$599,999	12%	5%
\$600,000	\$799,999	14%	5%
\$800,000	\$999,999	15%	5%
\$1,000,000	+	18%	5%

Strategic Partner Incentive:

Contracts received between Oct 1, 2022 and January 31, 2023 for events happening in the 2023 calendar year receive 5% incentive pricing applied prior to the Volume Incentive.

For Example: \$100,000 contract booked on Dec 31st would receive a 5% incentive discount, bringing reducing the invoice to \$95,000, and then a 3% volume incentive further reducing the invoice to \$92,150.

Volume Incentive:

Volume incentives applied to total gross spend on events being held in the 2023 calendar year.

For example, a contract for \$100,000 receives a 4% incentive. A contract for \$400,000 receives a 12% incentive.

Additional Spend:

Sponsors can add to their total sponsorship package throughout 2023 and be pushed into the next incentive tier. However, incentives are not retroactive to previously contracted events.

Contact Us

Contact the Cybersecurity Collaboration Forum team today

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