



**identiverse**®  
A CyberRisk Alliance Production

# 2023 Sponsorship Opportunities

May 30 - June 2, 2023 | ARIA Resort & Casino, Las Vegas

# about identiverse

People, applications and devices are gravitating toward a digital world where they all recognize and interact with each other. This digital world is being built on a foundation of identity security designed by a community of people with a shared vision, from technologists and practitioners to thought leaders and end-users. THIS IS IDENTIVERSE. It lives and breathes every day. And once a year it really shines. It summons the brightest minds in identity and security to gather and share the tools, technology and best practices that are built for today and the future. Identiverse positions enterprises to realize the full potential of a digital economy—one where identity unlocks uncompromising digital experiences that are secure and seamless for everyone.

For sponsor and exhibitor inquiries, contact:

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# historical audience stats

**1900**

Attendees

**90**

Sponsors/Exhibitors

**220+**

Speakers

**30+**

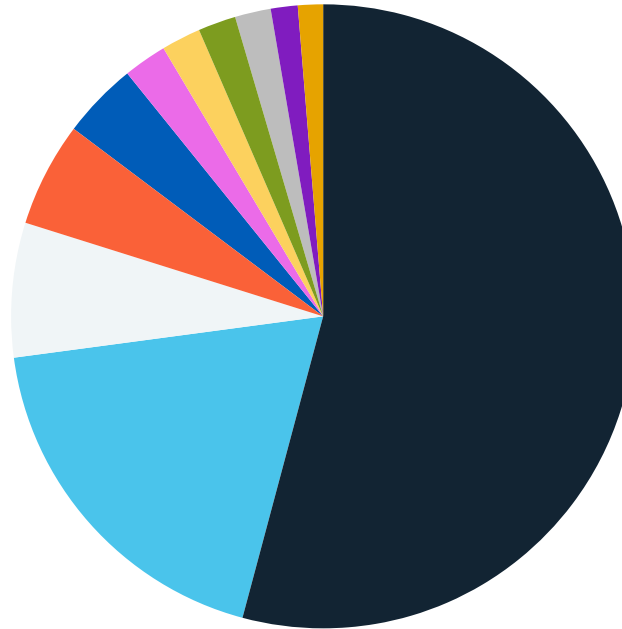
Countries Represented

**46%**

of attendees represent companies that generate \$1.5B+ in revenue

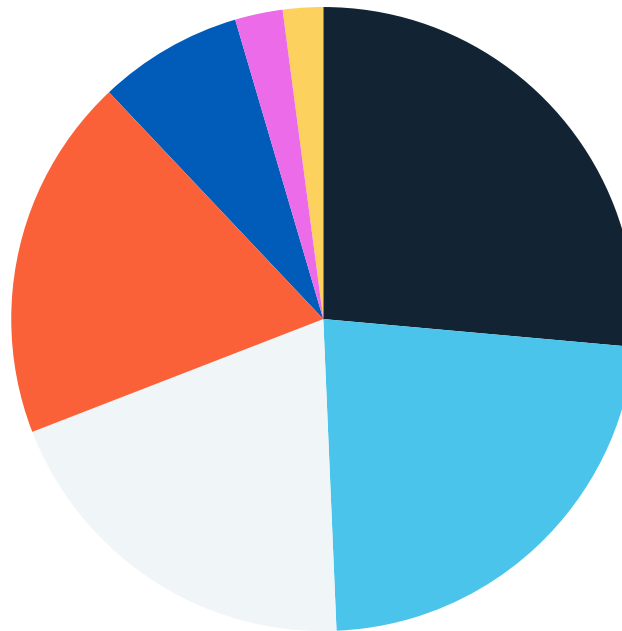
**20.5M**

Twitter impressions during event  
3.33K followers



## attendees by industry

- Technology: 52.9%
- Financial Services: 18.3%
- Business Services: 6.8%
- Healthcare: 5.2%
- Government: 3.8%
- Media and Entertainment: 2.2%
- Consumer Products and Retail: 2%
- Manufacturing: 1.9%
- Non-profit: 1.8%
- Education: 1.4%
- Telecommunications: 1.3%



## attendees by role/department

- Security/IAM Architect: 25.8%
- Engineering/Development: 22.4%
- Executive: 19.4%
- Sales/Marketing: 18.3%
- IT/DevOps: 7.3%
- Product/Program Management: 2.5%
- Press/Analyst: 2.0%

# foundational sponsorship packages at-a-glance

	Platinum	Gold	Silver
Quantity Available	3	4	14
Sponsorship Cost	\$63,000	\$49,000	\$38,000
Complimentary Full Conference Passes for Staff (\$895 additional pass)	15	12	8
Complimentary Full Conference Passes for Customers/Prospects	5	5	3
20% Discount Codes to Invite Customers	unlimited	unlimited	unlimited
Booth Size (Option to increase the size at additional cost)	Up to 20' x 20'	Up to 10' x 20'	Up to 10' x 20'
Session Slots (Topic to be mutually agreed on)	2	1	
Master Class Slots (Topic to be mutually agreed on)	2		
Solutions Theater Slots (15 minutes in length)		1	1
Prominent logo placement on sponsor page of Identiverse website	✓	✓	✓
Recognition on relevant marketing materials (online, social, press releases)	✓	✓	✓
50-word profile and URL on website and event app	✓	✓	✓
Sponsor promo kit (social card, banner ads, event logo, customer invites)	✓	✓	✓
Complimentary basic wireless internet	✓	✓	✓
Recognition on onsite signage	✓	✓	✓
One Push Notification via event app	✓	✓	
Logo on Identiverse website for 3 months post event	✓	✓	✓
Lead Retrieval Unit	✓	✓	✓
1:1 Matchmaking	✓	✓	✓



# exhibit space

## You asked, we heard you!

We're excited to announce that we've expanded the expo at Identiverse for 2023! This new format will allow larger booth footprints outside of designated packages. You select the booth size/footprint that best suits your expo needs!

Like traditional trade shows, expo space will be sold based on square footage in 10'x10' blocks. This gives **YOU** the power to determine your impact and messaging on the expo floor.

## Spaces Are Available in 10'X10' Increments (100 sq. ft.) at \$13,000 Per Space

### Each 10' x 10' (100 sq. ft.) space includes:

- Two (2) full conference passes for staff attendance (\$895 per additional pass)
- One (1) full conference pass for prospect or customer
- 20% discount code to invite your customers
- One (1) six-foot draped and skirted table, two (2) chairs and one (1) waste basket
- Complimentary basic Wireless internet
- 50-word profile, URL, and logo on website and event app
- Exhibitor promo kit with tools to promote your presence at the event
- Lead Retrieval Unit
- 1:1 Matchmaking

### For Example

Looking for a 10' x 20'?

The cost would be \$26,000 and you would get twice the furnishing & pass inclusions listed above.



# additional sponsorship packages

## Industry Partner - \$3,000

(LIMITED AVAILABILITY)

**An investment at this level, subject to verification of 501(c)(3), 501(c)(6), (or equivalent 'non-profit') status, will give your organization and its members the following benefits:**

- One (1) full conference pass for staff attendance (\$895 additional)
- 20% discount code to invite your members
- 10' x 10' booth space (option to upgrade size at additional cost)
- One (1) six-foot draped and skirted table, two (2) chairs and one (1) waste basket
- Logo placement on sponsor page of Identiverse website
- 50-word profile and URL on website and event app
- Acknowledgement via event social channels
- Sponsor promo kit with tools to promote your presence at the event
- One meeting room (max 2 hours, for up to 10 people. A/V, food and beverage additional cost, subject to availability, first come first serve)
- Complimentary basic Wireless internet
- Recognition on onsite signage
- Logo on Identiverse website 3 months post event
- Lead Retrieval Unit
- 1:1 Matchmaking

## Start Up Alley - \$7,000

(LIMITED AVAILABILITY)

**New to the identity security industry? Want to make your mark with top identity influencers and thought leaders? Start-Up Alley is the perfect sponsorship level for you! An investment at this level will give your company the following benefits:**

- One (1) full conference pass for staff attendance (\$895 additional)
- 20% discount code to invite customers
- 10' x 10' booth space in the Start-up area of the expo floor (option to upgrade size at additional cost)
- One (1) six-foot draped and skirted table, two (2) chairs and one (1) waste basket
- 50-word profile and URL on website and event app
- Acknowledgment via social channels
- Sponsor promo kit with tools to promote your presence at the event
- Complimentary basic Wireless internet
- Logo on Identiverse website for 3 months post event
- Lead Retrieval Unit
- 1:1 Matchmaking

*\* Participation in this category is limited to one Conference year only. Participating company must have been incorporated for fewer than 3 years. In order to qualify in the category, company must provide data to support their qualifications.*

# meeting room options

Turn-key Meeting Room options available in the Expo area to complement your booth presence

## Enclosed, Private Meeting Room

(3m x 3m x 8ft with plexiglass window and door)



Includes:

- Furnishings: Table and 2 chairs, grey carpet
- 5A Power drop
- Graphics as depicted above

**Investment \$8,500**

*Please note: Meeting Rooms are ONLY available with the purchase of a minimum 10x10 booth presence in the Expo. For those sponsors looking for 24/7 access or a more private setting akin to a hotel meeting room, Identiverse offers Hospitality Suites. See page 11 for more information.*

# promotional activation opportunities

Incremental sponsorships to extend your Identiverse presence

## WIFI Sponsor \$16,000

Keep the event attendees well connected throughout the conference. As the sole sponsor of the event WIFI, your logo will be on the splash page and include a customized SSID. Plus, we will have your logo and these credentials on name badge of each attendee.

## Mobile Event App \$15,000

The event mobile app is the go-to resource for all conference activities! This app provides attendees the tools to plan their on-site schedules, navigate the event, network with their peers, and get social (our attendees are very social). Your logo will be on the app each time an attendee opens it! What better way to be seen all day, every day! Looking to make a big impact? Secure the WIFI and Mobile Event App sponsorship for a combined discounted rate of \$25,000.

## Identiverse T-Shirts \$16,000

Our attendees love t-shirts! Get your logo on the Identiverse t-shirt given to all attendees at the conference. (Identiverse to provide t-shirts.)

## Welcome Reception \$7,000

The welcome reception kicks off the conference and is your chance to highlight your presence at Identiverse! Your brand will be present on cocktail napkins and signage throughout the reception. A push notification through the event app will also let attendees know that the party has started and you are the sponsor! (Identiverse to provide napkins.)

## Breakfast Briefing Sponsor \$45,000

The early bird catches the worm! These 40-minute sessions on June 22 and June 23 allow companies to showcase their knowledge and thought leadership by presenting a deep dive on a topic of their choice while attendees enjoy breakfast. Also includes a 10 x 20 Expo booth, 12 staff passes, 5 customer passes, plus prominent branding across website, signage etc. as well as standard booth benefits including wireless Internet access, 1 lead retrieval unit, and opportunity for 1:1 matchmaking.





# promotional activation opportunities

(continued)



## Registration Partner \$30,000

Your logo will be featured on the registration page of the event website, in the confirmation email to attendees, as well as branding at the registration desk and area signage on site at the event. Your logo will also be co-branded on the attendee lanyards worn by all conference participants. (Identiverse to provide the lanyard.)

## Fun Run Sponsor \$7,000

New for 2022, this early morning Fun Run/Walk will help invigorate and recharge batteries for Day 2 of Identiverse. This is an opportunity for all to participate regardless of fitness levels. Each Fun Run participant will receive a branded cooling towel. Sponsor has option to provide prizes. We will send out a push notification to remind them of the Run and that you are the sponsor. (Identiverse to provide the towels.)

## Bootcamp Sponsor \$7,000

A long-standing tradition, this early morning workout is facilitated by former Navy Seals, testing the endurance and determination of your peers. Every boot camp participant will receive a branded wristband. We will send out a push notification to everyone that morning to let them know that the workout is about to begin and you are the sponsor! (Identiverse to provide the wristband.)

## Sunrise Yoga Sponsor \$7,000

A new add to the Identiverse activity series, this early morning class is sure to be a memorable experience. Facilitated by certified instructors, this class will help you ease into your day. Each yoga participant will receive a branded towel with your logo on it for them to keep. We will send out a push notification to remind them of the class and that you are the sponsor! (Identiverse to provide the towels.)

## Speaker Reception \$3,000

Get your brand out in front of our 200+ speakers as they gather for the speaker reception at Identiverse. Your brand will be present on cocktail napkins and signage at the reception. (Identiverse to provide the napkins.)

## Charging Station \$3,000 - \$5,000

Attendees always need to recharge their devices. Get your branding prominently featured in these designated charging stations located around the expo and session area.

# promotional activation opportunities

(continued)

## Hydration Sponsor \$15,000

Staying hydrated is key in Denver. As the Hydration Sponsor, your branding will be present at featured water stations as well as printed on refillable water bottles given to all attendees. It's a great reminder as they refill during the event and once they are home! (Identiverse to source water bottles).

## Hospitality Suites \$15,000

Meet and socialize with attendees in a more personal and ideal setting. Reserve a meeting room close to the exhibit hall where you can host quality meetings or have private meals without interruptions. When you reserve a meeting room, it is yours 24/7 Tuesday through Thursday. Our logistics team will work with you to help fulfill your needs. Included is a standard conference room set-up utilizing standard hotel furniture.

\*Price does not include: catering services, extension cords, audio visual, phone lines or hardline internet connections



## Onsite Branded Clings/ Signage Column Wraps

We have several onsite branding opportunities available in high traffic areas throughout the Identiverse meeting space and at ARIA. Please contact us for more details and to customize a solution to meet your needs and budget.

*Promotional activation opportunities are available only to participating companies. Show management reserves the right to approve all related sponsorship marketing materials provided by the sponsor in advance of the event. Additional production, shipping or labor costs are noted. All rates/packages/terms are subject to change.*



# promotional activation opportunities

(continued)

## Momentum Packages

Augment your onsite Identiverse presence and broadcast your message to a targeted online audience specifically interested in IAM

### Digital Momentum Package

(Pre-Event) = \$5,000

30,000 Display Ad Impressions on SC Media targeted to the Identity and Access Management topic page PLUS run of site as needed

### On-site Momentum Package

(At Event/Post Event) = \$6,000

- On-site Conference Interview (up to 15 min.) in Identiverse Studio in Expo
- MP4 file delivered post-event
- 7,500 Brandview impressions post-event on SC Media Website

**Total Package Bundle:** \$9,350 (15% savings)





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Last Updated: June 17, 2022