

authenticate 2021

THE FIDO CONFERENCE

Sponsorship Opportunities



October 18-20, 2021

authenticatecon.com

About Authenticate

Relying on passwords is passé. Modern authentication systems and standards have emerged to provide more efficient ways for organizations to provide strong security and better interactions with their brands.

Welcome to Authenticate, the industry's only conference dedicated to the who, what, why and how of user authentication – with a focus on the FIDO standards-based approach. Authenticate, hosted by FIDO Alliance, is the place for CISOs, security strategists, enterprise architects, and product and business leaders to get all of the education, tools and best practices to roll out modern authentication across web, enterprise and government applications.

After years of increasingly severe data breaches and user login frustration, now is the time to embrace a new way to authenticate. Join us at Authenticate 2021, and come away with the tools to move past passwords.



Building on a Successful Foundation

Authenticate 2020 featured 50+ sessions, including detailed case studies, technical tutorials and expert panels -- all helping educate attendees on business drivers, technical considerations and overall best practices for deploying modern authentication systems. The 2021 event will again focus on providing excellent content - attracting a strong mix of decision-makers that are eager to network and learn about in-market solutions that will help turn their FIDO-related objectives into reality.

The goal is for Authentication to be a physical event first, with some remote participation aspects to allow added exposure for sponsors. The Authenticate team is working closely with the event venue and has a strong plan in place that will enable an expo hall and other networking opportunities while adhering to all CDC and local health and distancing requirements. Understanding there could be changes to the health landscape, Authenticate can adapt to virtual if necessary.



Questions?

Contact us at authenticate@fidoalliance.org

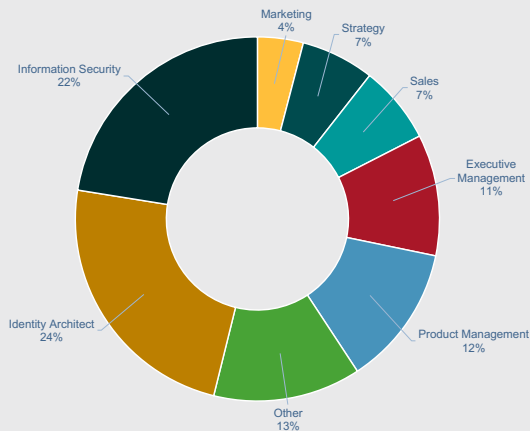
The Authenticate Community

Who can you expect to attend Authenticate? Thought leaders and decision makers in authentication, identity and security across sectors.

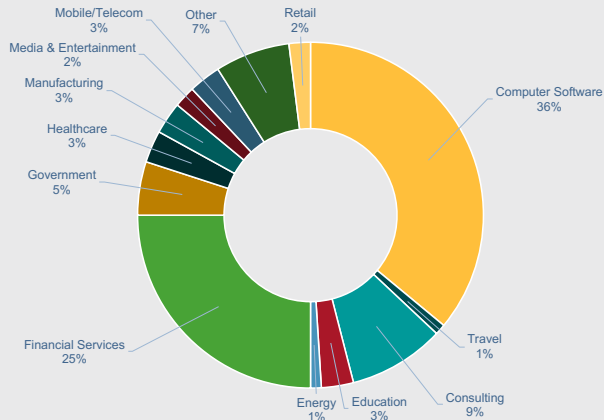
Authenticate 2020: 1282 Attendees | Average of 100 attendees per session

Our inaugural event attracted attendees...

With these job functions:



From a range of industries:



Attendees Were Satisfied

94% agree the content was what they were looking for

88% said they would attend again

Quotes from the Authenticate Community

"I found the content to be great and very helpful to organizations looking to adopt FIDO."

"It was my first time attending a FIDO event, and it was great!"

"Great support for speakers—the team and the comms were first rate"

"For an inaugural conference, I think the content was very relevant/timely and you had great list of sponsors"

"The attendees to a conference like this are a target audience for us so I am hopeful that we'll be able to sponsor again next year."

Sponsorship Packages Overview

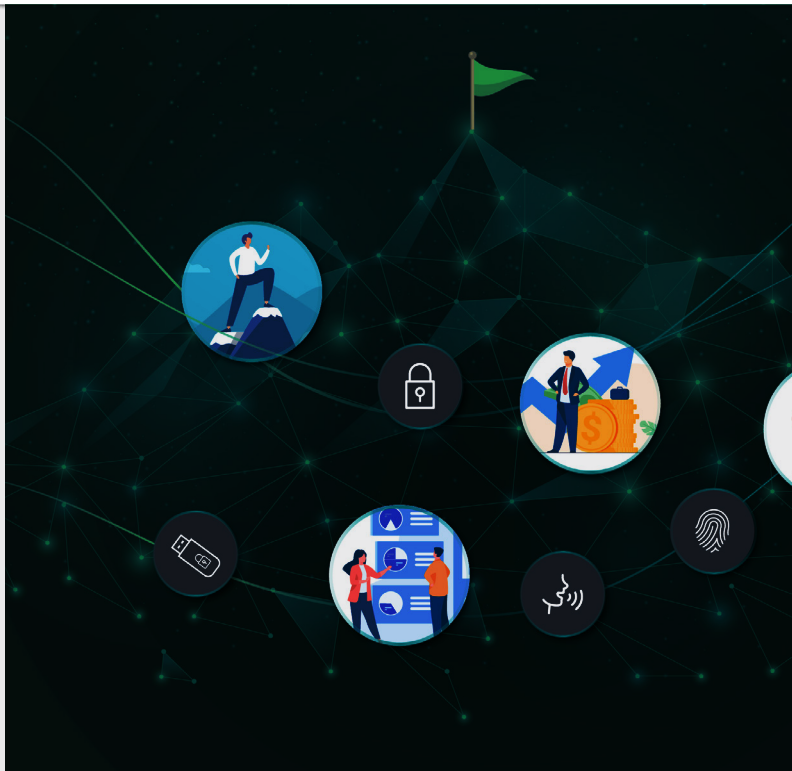
	Signature Sponsor	Platinum Sponsor	Gold Sponsor	Startup Sponsor
Quantity	4	7	8	3
Sponsorship Cost (FIDO member)	\$25,000	\$10,000	\$5,000	\$2,500
Sponsorship Cost (non-FIDO member)	n/a	\$12,000	\$6,500	\$3,500
Logo placement on event homepage, mobile app & marketing material (size/placement tiered by level)	✓	✓	✓	✓
Social Media acknowledgement via Authenticate and FIDO Alliance social channels	✓	✓		
Recognition in all press release associated with the event	✓			
Items of collateral in attendee welcome folder	2	1	1	
Full conference passes for staff attendance	4	2	1	1
Number of discount passes for customers / partners	5 @ 40%	3 @ 30%	2 @ 20%	1 @ 20%
Opportunity to serve as a content block facilitator	✓			
Editorial coverage in email marketing campaigns	✓	✓		
Booth space (location selection based on sponsor level)	10x10	10x10	Tabletop	Tabletop
Logo placement in hold slides and acknowledgement from podium	✓	✓		
Recognition in on-site mobile application (splash screen)	✓			
Sponsored speaking session (max 8 - members only)	1	\$1,000	\$2,500	n/a

How to Apply for Sponsorship

Sponsorship requests will be filled on a first-come, first-serve basis, with timing determined by request for a sponsorship sent to **authenticate@fidoalliance.org**

Upon receiving your request for a sponsorship contract. You have 14 days to sign the contract before the sponsorship is released for other parties.

Once your signed contract is received we will generate an invoice with net 30 payment terms. Upon receipt of payment your sponsorship benefits will commence.



Signature Sponsor (4 Total) 1 Available

Signature sponsorship is the way to get your brand and ideas front and center at Authenticate 2021. Signature sponsors receive the most exposure, with these benefits:

Pre-Show

- Logo placement on event homepage and marketing materials, largest / most prominent placement
- Social media acknowledgement via Authenticate and FIDO Alliance social channels
- Logo and company description on Authenticate 2021 website and mobile app with link to company homepage
- Keynote address
- 5 full-conference passes for staff attendance
- 5 Additional passes at 40% discount for customers or partners
- Recognition in all press releases associated with the event
- Editorial coverage in email marketing campaigns
- Opt-in registration data for any conference attendees

During Show

- Sponsored speaking session
- Booth space (10x10) with first choices of booth location (choice within sponsor class determined by date of contract execution)
- Includes one six foot skirted and draped table, two chairs and one trash can
- Customizable back walls with company branding are available at added cost
- Two (2) items of collateral placed in attendee welcome folder
- Logo placement in keynote and breakout presentation slides as well as on-site signage and related materials
- Recognition in event mobile application (splash screen)

After Show

- Opt-in registration data for any remote attendees
- Right of first refusal for same sponsorship level in 2023

Platinum Sponsor (7 Total)

2 Available

Sponsors that invest at the platinum level get great exposure, with these benefits:

Pre-Show

- Logo placement on event homepage and marketing materials
- Social media acknowledgement via Authenticate and FIDO Alliance social channels
- Logo and company description on Authenticate 2021 website and mobile app with link to company homepage
- 2 full-conference passes for staff attendance
- 3 Additional passes at 20% discount
- Opt-in registration data for any conference attendees

During Show

- Booth space (10x10) (selected based on sponsor level; choice within sponsor class determined by date of contract execution)
- Includes one six foot skirted and draped table, two chairs and one trash can
- Customizable back walls with company branding are available at added cost
- One (1) items of collateral placed in attendee welcome folder

After Show

- Opt-in registration data for any remote attendees
- Right of first refusal for same sponsorship level in 2023

Gold Sponsor (8 Total)

Sponsors that invest at the gold level get these great benefits:

Pre-Show

- Logo placement on event homepage and marketing materials
- Logo and company description on Authenticate 2021 website and mobile app with link to company homepage
- 1 full-conference pass for staff attendance
- 2 Additional passes at 20% discount
- Opt-in registration data for any conference attendees

During Show

- Booth space (selected based on sponsor level; choice within sponsor class determined by date of contract execution)
- Includes one six foot skirted and draped table, two chairs and one trash can
- One (1) item of collateral placed in attendee welcome bag

After Show

- Opt-in registration data for any remote attendees
- Right of first refusal for same sponsorship level in 2023

Startup Sponsor (3 Total)

Startups* have the opportunity to have a great presence at the event at a lower cost, with these benefits:

Pre-Show

- Logo placement on event homepage and marketing materials
- Logo and company description on Authenticate 2021 website and mobile app with link to company homepage
- 1 full-conference pass for staff attendance
- 1 additional pass at 20% discount
- Opt-in registration data for any conference attendees

During Show

- Booth space (selected based on sponsor level; choice within sponsor class determined by date of contract execution)
- Includes one six foot skirted and draped table, two chairs and one trash can

After Show

- Opt-in registration data for any remote attendees

*Startups are defined as having been in business for less than 5 years, have less than 50 employees, and less than \$5M in funding. Companies should have qualification data available. Companies should support FIDO technology and/or be FIDO Certified.

Add On Sponsorships

WiFi Sponsor - \$5,000 (Limit 1)

Keep Authenticate attendees connected during the event. As the official WiFi sponsor, you'll receive logo recognition throughout the conference and on the event webpage.

Mobile App Sponsor - \$5,000 (Limit 1)

The mobile app will be the source of all event information on site. The sole mobile app sponsor will get logo recognition in the app, on-site and on the event website. Plus, this sponsor will be able to send one push notification to attendees!

Lanyards - \$5,500 (Limit 1)

This co-branded lanyard will put your logo on every Authenticate attendee! Plus, get sponsor recognition on-site and on the event website.

Morning or Afternoon Break Sponsor - \$1,500 Breakfast or Lunch Sponsor - \$2,500

Help attendees refuel between sessions and get brand recognition at the same time! This sponsorship includes recognition on-site, on food stations, on the agenda and on the event website.

Welcome Reception - \$10,000 (Limit 1)

Authenticate's first-night welcome reception will be held in the exhibit hall area, giving you a prime location to highlight your brand! The sole sponsor of the welcome reception will receive brand recognition through the reception, on food stations, on the agenda and on the event website.

authenticate



To learn more and signup today, email us at authenticate@fidoalliance.org



twitter.com/@authenticatecon



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