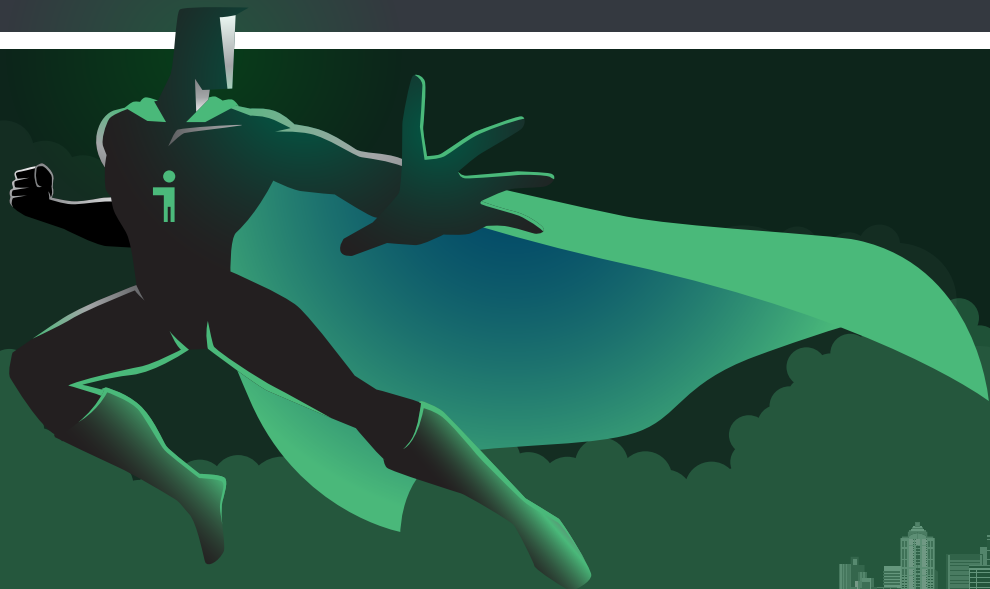


authenticate 2022

THE FIDO CONFERENCE

Sponsorship Opportunities

Last updated June 13, 2022



October 17-19, 2022

authenticatecon.com

About Authenticate

After years of increasingly severe password and data breaches and user login frustration, now is the time to embrace a new way to authenticate!

Authenticate 2022 is 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.

Hosted by FIDO Alliance, Authenticate 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.

Modern authentication systems and standards have emerged to provide more efficient ways for organizations to provide strong security and better interactions with their brands. Authenticate 2022 will feature detailed case studies, technical tutorials and expert panels — all helping educate attendees on business drivers, technical considerations and overall best practices for deploying these modern authentication systems. In addition to excellent content, attendees will also experience a dynamic expo hall and other networking opportunities.



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 2021 Highlights:

650+
Attendees

70+
Sessions

3,330
streams

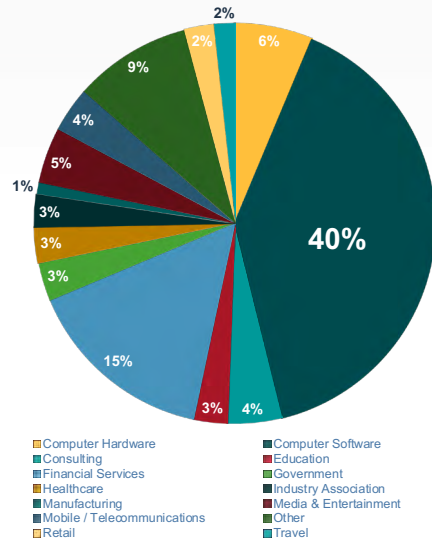
25
Exhibitors
& Sponsors

1/3

of attendees are
implementing FIDO

Authenticate attendees also attend...RSAC, Identiverse, Money2020, KNOW Identity, Connect:ID, CES, Gartner Conferences, Black Hat/DEFCON, other FIDO events, and other identity/security industry events.

**41% of attendees were decision makers
from industries including:**



Attendees Were Satisfied

97%

agree the content was what they were looking for

“

Overall a very well run conference that I have no problem recommending to others.”

“

It was very useful to hear from industry folks with their journey of passwordless and avoid phishing of users credentials. Great way to learn and adopt

”

“

I met a lot of great industry contacts at the final night event which was helpful. The overall conference was well executed, particularly given current circumstances.

”

“

On-demand videos made it worthwhile for even busy execs”

“

Great event! Appreciate the opportunity to network with key folks from companies driving FIDO forward. Very useful for many to develop the strategy for my company.

”

“Well run conference, great to have both virtual and in-person capabilities, super content.”

72%

of online attendees are interested in attending in person in 2022



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

6% know nothing about FIDO

31% want to learn more

30% know a fair amount

21% know enough to be dangerous

12% are FIDO pros!

Attendees come to Authenticate to learn how to become authentication superheroes — and you have a chance to reach them!



Authenticate Remote Sponsorships

We have developed two sponsorship packages that will give your company broader brand exposure and lead generation capabilities - for both on-site and remote attendees.

In order to reach the broadest possible audience, Authenticate will have remote participation options for FIDO enthusiasts that are unable to travel to Seattle to be there in person. The Authenticate Attendee Hub will be a one-stop shop for *all* attendees to manage their event calendars, to network, and to see a variety of live and on-demand content.

All in-person sessions will be live streamed to remote attendees. We will also be producing 15-20 on-demand sessions with content from expert speakers around the world. Lastly, there will be a limited number of sponsored on-demand sessions.

Sponsorship options:

STREAMING SPONSOR:

(4 available); \$7,500

- Listed as streaming sponsor for the duration of the event on Attendee Hub
- Logo on primary event page and remote attendee page - on frame surrounding event stream
- 1 sponsored ~25 minute on-demand session
- Ability to insert a 30-second clip for remote viewers, played throughout the day between sessions
- Opt-in registration data for any conference attendees

ON-DEMAND SESSION SPONSOR

(6 available); \$5,000

- One ~25-minute on-demand session
- Opt-in registration data for any conference attendees
- Content subject to review by Authenticate program committee
- Ability to re-use video file after conference materials are published

Note: On-site sponsors get 25% discount any remote package



Authenticate On-site Event Sponsorships

	Signature Sponsor	Platinum Sponsor	Gold Sponsor	Startup Sponsor
Quantity	Sold Out	12 (4 available)	9 (3 available)	Sold Out
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	2	1	1
Full conference passes for staff attendance	5	3	1	1
Number of discount passes for customers / partners	5 @ 40%	3 @ 30%	2 @ 20%	1 @ 20%
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 (1 left- members only)	1	\$2,500	\$4,000	N/A

Signature Sponsor (Sold Out)

Signature sponsorship is the way to get your brand and ideas front and center at Authenticate 2022. 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 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)
- Dedicated company page on virtual platform and mobile app

After Show

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

Platinum Sponsor (4 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 30% discount
- Opt-in registration data for any conference attendees

During Show

- Sponsored speaking session
- 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
- Two (2) items of collateral placed in attendee welcome folder
- Dedicated company page on virtual platform and mobile app

After Show

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

Gold Sponsor (3 available)

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
- Dedicated company page on virtual platform and mobile app

After Show

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

Startup Sponsor (Sold Out)

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
- One (1) item of collateral placed in attendee welcome bag
- Dedicated company page on virtual platform and mobile app

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.

A La Carte 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.

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

Become the sponsor of the networking reception at the Museum of Pop Culture (MoPOP) on the second night of Authenticate! This networking reception will provide fun and unique branding opportunities throughout the venue. This soul sponsorship will get brand recognition throughout the reception, on cocktail napkins, on food stations, on the event agenda and website.

