

authenticate 2023

THE FIDO CONFERENCE

October 16-18, 2023

Omni La Costa Resort
Carlsbad



2023 SPONSORSHIP OPPORTUNITIES

Last updated September 1, 2023

authenticatecon.com

About Authenticate

It's time to modernize your authentication! Organizations around the globe are embracing a new way to authenticate with FIDO standards, moving past passwords and legacy forms of multi-factor authentication to provide users with passkeys for phishing-resistant sign-ins. Their results? Strong security, lessened data breach risk, improved user experiences, faster sign-in rates, and reduced costs.

Join these industry leaders as they come together at Authenticate 2023, and get the latest tools and insights to get your organization on the path to strong, modern passwordless authentication.

Hosted by the FIDO Alliance, Authenticate is the industry's only conference dedicated to all aspects of user authentication – including a focus on FIDO-based sign-ins. It is the place for CISOs, business leaders, product managers, security strategists and identity architects to get all of the education, tools and best practices to roll out modern authentication across web, enterprise and government applications.

Authenticate 2023 will be held at the Omni La Costa Resort in San Diego with a bigger footprint for more attendees, sessions for all levels, a larger expo hall for companies bringing passwordless to fruition, and added opportunities for networking with your peers. The agenda will feature 101s, detailed case studies, technical tutorials, developer meetups, hands on labs, expert panels, and more.

Whether you are new to FIDO, in the midst of deployment or somewhere in between, Authenticate 2023 will have the right content – and community – for you.



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 2022 Highlights:

950+
Attendees

20+
On Demand
Sessions

90+
Sessions

30
Exhibitors
& Sponsors

75%

of attendees are
implementing or plan to
implement FIDO

Attendees included decision makers from these industries:

- Financial Services
- Mobile / Telecom
- Healthcare
- Hardware
- Software
- Government
- Manufacturing
- Education
- Travel / Hospitality
- Media / Entertainment
- Industry Associations
- Consulting

SOLD OUT

SPONSORSHIPS AND IN-PERSON REGISTRATION SOLD OUT IN 2022

Attendees Were Satisfied

82%

of attendees
were in person

“

Authenticate is very quickly becoming an essential industry conference.”

91%

agree the content
was what they were
looking for

“

The quality of the sessions sets Authenticate apart – the content is concise and data-driven.”

”

50%

of attendees were
new to Authenticate
in 2022

“

With passkeys being such a hot topic in authentication, this was the conference to get all of the information and take back to unleash them into the wild.

”

89%

of attendees plan
to rewatch content
on demand

“


This conference has helped me build an amazing network, particularly of other women in authentication and identity.”

“

“FIDO is the way of the future and Authenticate gives us the opportunity to talk to other companies deploying and hear their experiences first-hand in the expo and the hallways.”

”

Authenticate On-site Event Sponsorships

				
	Signature	Platinum	Gold	Startup
Sponsorship Cost (FIDO member)	\$35,000	\$12,500	\$6,000	\$3,000
Sponsorship Cost (non-FIDO member)	n/a	\$15,000	\$7,500	\$4,000
Booth space (location selection and booth size based on sponsor level)	✓	✓	✓	✓
Full conference passes for staff attendance	5	3	2	1 + 1 at 50%
Number of discount passes for customers / partners	5 @ 30%	3 @ 30%	2 @ 20%	1 @ 20%
Attendee registration data (opt-in)	✓	✓	✓	✓
Webpage within event platform with full exhibitor profile marketed to all attendees	✓	✓	✓	✓
Logo placement on event homepage, event platform & marketing material (size/placement tiered by level)	✓	✓	✓	✓
Logo placement within on-site signage and on-site show guide (size/placement tiered by level)	✓	✓	✓	✓
Logo placement in hold slides and acknowledgement from podium	✓	✓		
Recognition in all press release associated with the event	✓			
Acknowledgement via Authenticate and FIDO Alliance social channels	✓	✓	✓	✓

ACT FAST! THESE SPONSORSHIPS SOLD OUT QUICKLY FOR 2022, DON'T MISS OUT!

How to Apply for Sponsorship

To request sponsorship, fill out this [form](#).

You have 14 days to sign the contract before the sponsorship is released to other parties.

Once your signed contract is received we will generate an invoice with net 30 payment terms. Sponsorship benefits begin upon receipt of payment.



Signature Sponsor

Signature sponsorship is the way to get your brand and ideas front and center at Authenticate 2023. Authenticate 2023 Signature Sponsors will 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 event platform with link to company homepage
- 5 full-conference passes for staff attendance
- 5 additional passes at 30% discount for customers or partners
- Recognition in all press releases associated with the event
- Recognition in all email marketing campaigns

During Show

- Sponsored speaking session
- Largest size booth space with first choices of booth location (choice within sponsor class determined by date of contract execution)
- Webpage within event platform with full exhibitor profile marketed to all attendees
- Logo placement in keynote and breakout presentation slides, plus verbal acknowledgements from the stage
- Logo placement within on-site signage and on-site show guide (most prominent placement)
- Logo placement on event platform homepage
- Social media acknowledgement via Authenticate and FIDO Alliance social channels

After Show

- Opt-in registration data for all attendees
- Right of first refusal for same sponsorship level in 2024
- Social media acknowledgement via Authenticate and FIDO Alliance social channels

Platinum Sponsor

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

Pre-Show

- Logo placement on event homepage and marketing materials
- Logo and company description on Authenticate website and event platform with link to company homepage
- Social media acknowledgement via Authenticate and FIDO Alliance social channels
- 3 full-conference passes for staff attendance
- 3 additional passes at 30% discount for customers or partners
- Recognition in select email marketing campaigns

During Show

- Largest size booth space (selected based on sponsor level; choice within sponsor class determined by date of contract execution)
- Webpage within event platform with full exhibitor profile marketed to all attendees
- Logo placement in keynote and breakout presentation slides, plus verbal acknowledgements from the stage
- Logo placement within on-site signage and on-site show guide
- Social media acknowledgement via Authenticate and FIDO Alliance social channels

After Show

- Opt-in registration data for all attendees
- Right of first refusal for same sponsorship level in 2024
- Social media acknowledgement via Authenticate and FIDO Alliance social channels

Gold Sponsor

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 website and event platform with link to company homepage
- Social media acknowledgement via Authenticate and FIDO Alliance social channels
- 2 full-conference pass for staff attendance
- 2 additional passes at 20% discount for customers or partners

During Show

- Booth space (selected based on sponsor level; choice within sponsor class determined by date of contract execution)
- Webpage within event platform with full exhibitor profile marketed to all attendees
- Logo placement within on-site signage and on-site show guide
- Social media acknowledgement via Authenticate and FIDO Alliance social channels

After Show

- Opt-in registration data for all attendees
- Right of first refusal for same sponsorship level in 2024
- Social media acknowledgement via Authenticate and FIDO Alliance social channels

Startup Sponsor

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 website and event platform with link to company homepage
- 1 full-conference pass for staff attendance, plus 1 additional pass at 50% off
- 1 additional pass at 20% discount for customers or partners

During Show

- Booth space (selected based on sponsor level; choice within sponsor class determined by date of contract execution)
- Webpage within event platform with full exhibitor profile marketed to all attendees
- Logo placement within on-site signage and on-site show guide
- Social media acknowledgement via Authenticate and FIDO Alliance social channels

After Show

- Opt-in registration data for all attendees
- Social media acknowledgement via Authenticate and FIDO Alliance social channels

*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.

Authenticate Remote Sponsorships

In order to reach the broadest possible audience, Authenticate will have remote participation options for FIDO enthusiasts that are unable to travel to the in-person conference. Authenticate remote sponsorship packages will give your company broader brand exposure and lead generation capabilities – for both on-site and remote attendees.

The Authenticate event platform, Attendee Hub will be a one-stop shop for all attendees to watch live streamed and on-demand content, manage their event calendars, network and view exhibitor content. In 2022, 85% of attendees visited the Attendee Hub.

Remote Sponsorship options:

STREAMING SPONSOR: SOLD OUT



- Listed as streaming sponsor for the duration of the event on Attendee Hub homepage
- Logo on event stream frame
- Webpage within event platform with full exhibitor profile marketed to all attendees
- 1 sponsored ~25 minute on-demand session with ability to re-use video file after conference materials are published (content subject to review/approval by Authenticate program committee)
- Opt-in registration data for all attendees

ON-DEMAND SESSION SPONSOR: \$5,000

- 1 sponsored ~25 minute on-demand session with ability to re-use video file after conference materials are published (content subject to review/approval by Authenticate program committee)
- Opt-in registration data for any conference attendees

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

A La Carte Sponsorships

WIFI SPONSOR: \$7,500 (LIMIT 1)

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

*+ 1 full conference pass
(not including member plenary)*

MOBILE APP SPONSOR: \$6,500 (LIMIT 1)

The mobile app will be the source of all event information on-site at Authenticate. 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!

*+ 1 full conference pass
(not including member plenary)*

LANYARDS: \$6,500 (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.

*+ 1 full conference pass
(not including member plenary)*

BREAK/MEAL SPONSOR: \$5,500

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.

*+ 1 full conference pass
(not including member plenary)*

AIRPORT SHUTTLE SPONSOR: \$7,500

Give attendees a ride from the San Diego airport to the resort on Sunday, October 15 and receive branding on the shuttle and sponsor recognition on-site and on the event website.

*+ 1 full conference pass
(not including member plenary)*

SPEAKER ROOM SPONSOR: \$5,000

Give speakers a quiet place to prep for their session. This sponsorship includes on-site signage and branding opportunities, as well as recognition on the event website.

*+ 1 full conference pass
(not including member plenary)*

UX WORKSHOP SPONSOR: SOLD OUT

Host the UX Workshop on Tuesday afternoon! As the workshop sponsor, you have the opportunity to provide an MC to introduce, moderate, and conclude the track. Plus, benefit from sponsor recognition on-site and on the event website.

*+ 1 full conference pass
(not including member plenary)*

+ 1 speaker pass

DEVELOPER WORKSHOP SPONSOR: SOLD OUT

Host the Developer Workshop on Wednesday afternoon! As the workshop sponsor, you have the opportunity to provide an MC to introduce, moderate, and conclude the track. Plus, benefit from sponsor recognition on-site and on the event website.

*+ 1 full conference pass
(not including member plenary)*

+ 1 speaker pass

More a la carte sponsorships will be added soon. Have an idea for a bespoke sponsorship? We'd love to hear from you. Contact authenticate@fidoalliance.org.

Welcome Reception Sponsorship Opportunities

Authenticate's first-night welcome reception will be held in the exhibit hall and out onto the attached open lawn area on Monday, giving you a prime location to highlight your brand!

This reception provides ample opportunities to receive brand recognition from the variety of food truck stations and interactive entertainment options.

Interested in more than one sponsorship?

Get in touch for a customized package.



Food Truck Alley

Give attendees an opportunity to try a variety of cuisines by sponsoring one or more food trucks at the welcome reception! Choose two to three options from the truck's menu and take advantage of unique branding and engagement opportunities.



OPTION 1:

Be the sponsor for Food Truck Alley! This includes brand exposure at all three (3) food trucks at the opening networking reception on Monday, an opportunity to scan for leads at each food truck, and two (2) full conference passes (not including member plenary).

Pricing:
\$17,500



OPTION 2:

Be a co-sponsor of Food Truck Alley. Choose to sponsor one (1) or more food trucks and receive brand exposure, the opportunity to scan for leads, and one (1) full conference pass (not including member plenary).

Pricing:
\$7,500 each



Welcome Reception: Entertainment Sponsorships - \$5,000

Make your brand the life of the party!

Sponsor one or more of these exciting and unique entertainment interactions to capture the attention of Authenticate attendees.

All interactions have options to showcase your brand!

BICYCLE BUFFETS



THE AMAZING ETCH MAN®



POSTCARD STATION



MYSTERY FORTUNE READING



LIVING RED CARPET



LAMPSHADE MODELS



COASTER CARTOONS



Closing Reception Sponsorship - \$30,000

Become the sponsor of the party on the second night of Authenticate! This sponsorship gives you the opportunity to customize Authenticate's biggest party so our attendees won't forget it – or your company!

