authenticate 2024

THE FIDO CONFERENCE

2024
Sponsorship
Opportunities

October 14-16, 2024
Omni La Costa Resort
Carlsbad, CA

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About   How to Apply   Signature Sponsor   Platinum Sponsor   Gold Sponsor   Startup Sponsor   Remote Sponsorships   A La Carte Sponsorships

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 2024, 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 2024 will be held at the Omni La Costa Resort & Spa in Carlsbad, California for the second year in a row. This venue includes ample space for our growing audience, a variety of session types for all levels, and more opportunities for networking with peers. The 2024 event will include our most dynamic expo hall yet, where all exhibiting sponsors can showcase their solutions and meet companies looking for partners on their path to passwordless.

Whether you are new to FIDO, in the midst of deployment or somewhere in between, Authenticate 2024 will have the right content – and community – for you.

Questions?
Contact us at authenticate@fidoalliance.org

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Who can you expect to attend Authenticate?

Thought leaders and decision makers in authentication, identity and security across sectors.

Authenticate 2023 Highlights:

850+
Attendees
(600+ on-site in Carlsbad)

50
exhibitors & sponsors

100+
Sessions

75%
of attendees are implementing or plan to implement FIDO

42% of attendees were decision makers from industries including:

- Financial Services
- Mobile / Telecom
- Healthcare

- Hardware
- Software
- Government

- Manufacturing
- Education
- Travel / Hospitality

- Media / Entertainment
- Industry Associations
- Consulting

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

" 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.

" Authenticate is very quickly becoming an essential industry conference."

" 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.

Attendees Were Satisfied

91% | agree the content was what they were looking for

82% | of attendees were in person

89% | of attendees plan to rewatch content on demand

" If you're thinking about implementing FIDO, the best thing to do is just talk to folks that have done it — and Authenticate is the place where you can.

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

50% of attendees were new to Authenticate in 2023

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The Omni La Costa Resort & Spa

The Omni La Costa Resort & Spa is a luxury hotel that is perfectly equipped for both business and pleasure. Sponsors are encouraged to take advantage of the many opportunities available on-property, including:
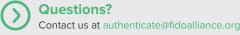
- Modern expo hall with updated amenities, perfect for showcasing products and solutions to potential customers

- Ample meeting space for customer and/or team off-sites (get in touch with us for information on booking)

- Dedicated opportunities for networking with conference attendees

- Various on-site dining, entertainment and spa offerings available to all resort visitors

Property Details

PHOTO GALLERY

RESORT POLICIES

RESORT MAP

DIRECTIONS & PARKING

OMNI JUNIOR CHEFS

REVIEWS

HISTORY

Resort Map

Questions?

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Authenticate On-site Event Sponsorships

	Signature	Platinum	Gold	Startup
Number available	1	11	17	7
Sponsorship Cost (FIDO member)	$35,000	$12,750	$6,500	$3,500
Sponsorship Cost (non-FIDO member)	N/A	$15,750	$8,000	$4,500
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%
Option to purchase a Sponsored Speaking Session on main agenda for $7,000 for Members and $10,000 for Non-Members		✔		
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	✔	✔	✔	✔

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How to Apply for Sponsorship

To request sponsorship, fill out this form.

Past Authenticate Conference sponsors are given the right of first refusal for their previous sponsorship role. Sponsorship will then be allocated based on the FIDO Alliance Sponsorship Policy on a priority basis based on: 1) membership level; and then, 2) by the date and time that we received your request.

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.

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Signature Sponsor

Signature sponsorship is the way to get your brand and ideas front and center at Authenticate 2024. Authenticate 2024 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

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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
- 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

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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 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

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

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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

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 must have qualification data available. Companies must support FIDO technology and/or be FIDO Certified.

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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 2023

85%

of attendees visited the Attendee Hub

Remote Sponsorship options:

STREAMING SPONSOR: $7,500

- 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

- Option for a 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*

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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. In 2023 over 85% of attendees used the mobile app, creating a great branding opportunity for the sponsor. The sole mobile app sponsor will get logo recognition in the app, on-site and on the event website. In addition, the sponsor will be able to send one push notification to attendees.

LANYARD SPONSOR: $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.

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.

AIRPORT SHUTTLE SPONSOR: $7,500
Give attendees a ride from the San Diego airport to the resort on Sunday, October 13 and receive branding on the shuttle and sponsor recognition on-site and on the event website.

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.

Additional a la carte sponsorships will be offered as they become available.

More details will be coming soon on sponsorship options for the Monday welcome reception and the Tuesday evening party.

Have an idea for a bespoke sponsorship? We'd love to hear from you. Contact authenticate@fidoalliance.org.