

2024 Industry Partner Program

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

Last updated May 5, 2024



authenticatecon.com

About Authenticare

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 Authenticare 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, Authenticare 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.

Authenticare 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, Authenticare 2024 will have the right content – and community – for you.



 Questions?

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 | • Hardware | • Manufacturing | • Media / Entertainment |
| • Mobile / Telecom | • Software | • Education | • Industry Associations |
| • Healthcare | • Government | • Travel / Hospitality | • Consulting |

“

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.

”

50%

of attendees were new to Authenticate in 2023

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.”

What are the benefits of being an Industry Partner?

This partnership provides many benefits and opportunities, including:

- Engage with the Authenticate attendees to drive awareness of your organization and mission
- Attend sessions to learn, hear new perspectives, and get actionable takeaways for your organization
- Grow awareness of your organization and mission with conference and plenary attendees
- Network with peers, colleagues, and potentially members from your organization
- Opportunity for discounted expo presence or luncheon seminar
- Meeting space for board / executive committee meetings

Who can participate as an Industry Partner?

Companies with Liaison Partnership agreements that are in good standing with the FIDO Alliance, and other non-profit organizations with missions that are in line with the goals of the FIDO Alliance may participate as an Authenticate Industry Partner.



What is the cost to participate as an Industry Partner?

There is no cost required to participate, although Partners are encouraged to take advantage of discounted exhibition and meeting options.

Industry Partners will receive the following:

- 1 full conference and plenary pass for a liaison representative (must be employed by the Industry Partner itself with an associated email address)
- 15% off of a full conference pass or full conference and plenary pass for Industry Partner members. (Plenary passes are only available to Industry Partner members who are also FIDO Alliance Liaison Partners)
- Logo cited as an Industry Partner on the Authenticate conference website, the official Authenticate attendee streaming website for remote attendees, and on the mobile app for in-person attendees
- Inclusion as an Industry Partner in relevant emails promoting the event
- Inclusion as an Industry Partner in relevant digital and printed materials on-site during the event
- Inclusion in social media graphics and posts as appropriate

Industry Partners will provide:

2 HTML email blasts to your readership promoting registration for the Authenticate 2024 conference (HTML provided by Authenticate; dates of distribution to be agreed upon by both parties)

And a minimum of 2 of the following options:

- Inclusion of event details and registration information in 3 of your existing external newsletters as appropriate
- 2 posts to social channels as appropriate (content provided by Authenticate)
- Inclusion of event details and registration information on your events calendar (public)

Add-on Sponsorship Opportunities

Participate in additional sponsorship opportunities at discounted rates and/or which are exclusive to Industry Partners.



Industry Partner Sponsor

\$3,500 (a \$1,000 discount)

This sponsorship gives Industry Partners the opportunity to have a more impactful presence at the event with these benefits:

PRE-SHOW

- Logo placement on event homepage and marketing materials as an Industry Partner Sponsor, in addition to Industry Partner listing
- Logo and company description on Authenticate website and event platform with link to company homepage
- 1 full conference for an Industry Partner representative*
 - » This pass is in addition to the full conference and plenary pass provided as part of the baseline Industry Partnership
 - » *Must be employed by the Industry Partner itself with an associated email address or provide a written letter from an Industry Partner executive detailing representatives role in the organization and why they are suited to represent the partner in the expo hall

DURING SHOW

- Booth space (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 within on-site signage and on-site show guide as Industry Partner Sponsor
- Social media acknowledgement via Authenticate and FIDO Alliance social

AFTER SHOW

Social media acknowledgement via Authenticate and FIDO Alliance social channels

Host a Luncheon

\$5,500

PRE-SHOW

- Logo placement on event homepage and marketing materials as an Industry Partner Sponsor, in addition to Industry Partner listing
- Logo and company description on Authenticate website and event platform with link to company homepage

DURING SHOW

- Catered lunch with presentation(s) from Industry Partner; full slot time TBD based on date chosen and space available, estimated 90 minutes
 - » Full use of AV and staging in assigned room with designated AV technician
 - » Luncheon sessions are not streamed and/or recorded by Authenticate
- Conference passes for up to 2 speakers
- 1 push notification from the event app to all attendees with details to attend the luncheon

POST-SHOW

- Social media acknowledgement via Authenticate and FIDO Alliance social channels

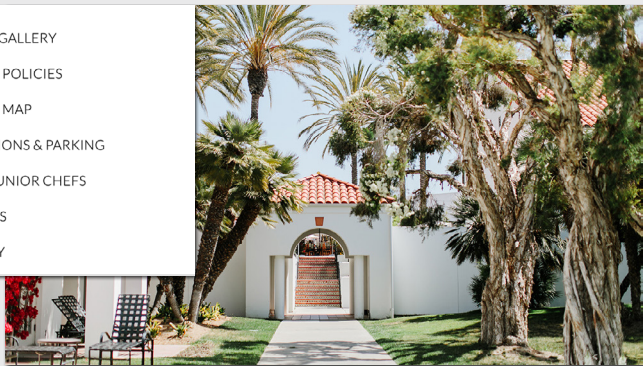
Host Your Board Meeting

\$1,000 for 4 hours

Take advantage of our closed-door meeting space to host your board or other executive meetings at Authenticate. Our meeting room can accommodate AV as needed through our on-site AV provider at your cost. This space can be reserved for up to four hours. Meeting space is limited and will be granted on a first-come, first-served basis. To qualify for this sponsorship, the Industry Partner must have 4+ registered Authenticate attendees.

Property Details

PHOTO GALLERY
RESORT POLICIES
RESORT MAP
DIRECTIONS & PARKING
OMNI JUNIOR CHEFS
REVIEWS
HISTORY



SPONSORSHIP TERMS

Sponsorships will be allocated following the [FIDO Alliance Sponsorship Policy](#) based on date and time of requests received. You have 14 days to sign the contract once received before it 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.

To become an official Authenticate 2024 Industry Partner or Industry Partner Sponsor, please contact Adrian Loth (adrian@fidoalliance.org).

Resort Map

