

2024

Media Partner Program

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

Last updated May 5, 2024



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 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

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 |

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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.

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“

Authenticate is very quickly becoming an essential industry conference.”

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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.

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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.

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

What are the benefits of being a Media Partner?

This partnership provides many benefits and opportunities, including:

- Engage with the Authenticate attendees to drive awareness of your publication, programs and mission
- Attend sessions to learn, hear new perspectives, and gain fodder for articles
- Network with thought leaders in authentication, identity, IoT and more

What is the cost to participate as a Media Partner?

There is no cost to participate – this is a full barter trade relationship.

Media Partners will receive the following:

- 1 full conference pass for editorial staff
- Logo on the Authenticate conference website as a Media Partner
- Logo on the official Authenticate attendee streaming website for remote attendees
- Logo on the official Authenticate mobile app for in-person attendees
- Inclusion as a Media Partner in relevant emails promoting the event
- Inclusion as a Media Partner in relevant digital and printed materials on-site during the event
- Inclusion in social media graphics and posts as appropriate

Media 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)

Plus one or more of the following (Media Partner's choice):

- 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)

Digital banner advertisements may also be considered on a pay-for basis as agreed upon by the Media Partner and Authenticate.

Authenticate will gladly consider other proposed options as part of the barter agreement.

To become an official Authenticate 2024 Media Partner, please contact adrian@fidoalliance.org.