

authenticate 2026

THE FIDO CONFERENCE

Last updated May 15, 2026

# 2026 Sponsorship Opportunities

October 19-21, 2026  
Omni La Costa Resort, Carlsbad, CA

To learn more and sign up today, email us at [authenticate@fidoalliance.org](mailto:authenticate@fidoalliance.org)

[authenticatecon.com](https://authenticatecon.com)



## About Authenticate

Authenticate is the industry's only conference dedicated to user authentication – with a focus on phishing-resistant authentication with passkeys. Authenticate brings together CISOs, business leaders, product managers, security strategists and identity architects to share expertise and get the tools to roll out passkeys, while gaining a deeper understanding of the technologies and approaches to secure the broader identity and access management lifecycle.

Now in its 7th year, the FIDO Alliance-hosted Authenticate Conference has become renowned for its high-quality content and vibrant community of professionals committed to advancing passkeys and related technologies to create a more secure web.

Join us at Authenticate 2026 and be part of shaping the future of digital identity and security.



**Questions?**

Contact us at [authenticate@fidoalliance.org](mailto:authenticate@fidoalliance.org)

## The Authenticate Community

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

### Authenticate 2025 Highlights

**875+**

Attendees

(750+ on-site  
in Carlsbad)

**50+**

partners &  
sponsors

**150+**

Sessions

**80%**

of attendees are  
implementing  
or plan to  
implement  
FIDO

**77% 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

## Attendees Love Authenticate

In 2025

**84%** of attendees were in person

**76%** of RPs attended in-person

**77%** of attendees influence or make buying decisions

**99%** of attendees agree the content was what they were looking for

“I am impressed with the conference’s expansion into credential lifecycle management digital credentials. The content exceeded expectations.”

“This is the best industry conference of the year. I have amazing, intelligent conversations with the best minds in the industry - many of whom have become friends.”

“Authenticate felt more than a conference, like being part of a real community. Diversity of the attendees as well as the quality of the content presented by all speakers was top notch. The venue, social events and activities made it all even better.”

“Authenticate 2025 created a feeling of closeness and intellectual intimacy unlike any other conference I’ve been to before. It felt like all the participants were truly there to help each other. I will definitely attend next year and will recommend this conference to my colleagues and partners”

“There are so many great learning opportunities at this conference! Not to mention the opportunities to network with people from start-ups and major tech companies alike.”

## Apply for Sponsorship

To request sponsorship, fill out the below 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.

[REQUEST SPONSORSHIP](#)



## Authenticate 2026 Premier Sponsorship Packages

	Signed	Signature	Platinum	Gold	Silver	Startup
FIDO member 2026 pricing		\$42,000	\$25,000	\$15,000	\$8,000	\$4,000
Non-member 2026 pricing		Member exclusive	\$30,000	\$18,000	\$10,000	\$5,000
Booth space (location choice determined by sponsorship level and date of contract execution)		Booth	Booth	Booth	Kiosk	Counter
Complimentary in-person Authenticate Conference passes (excludes Member Plenary)		5	4	3	2	1
Authenticate Conference & Plenary passes at flat rate of \$750 (members only)		4	3	2	1	0
Complimentary in-person Expo Only passes for staff		1	1	1	1	1
Unlimited 20% discount (in-person, full conference only)		✓	✓	✓	✓	✓
Session Slot (topic to be mutually agreed upon; includes one comp speaker pass)		1	1			
Keynote (topic to be mutually agreed upon; includes one comp speaker pass)		1				
Masterclass (topic to be mutually agreed upon; includes one comp speaker pass)		1				
Solutions Theater slot (no speaker pass included)		1	1	1		
Pre- and post-event attendee registration data (opt-in)		✓	✓	✓		
Banner ad on rotating on-site signage located throughout event		✓	✓			
Push notification via event app		2	1	1		
50-word profile and URL on Authenticate website, event mobile app, and Attendee Hub (streaming platform)		✓	✓	✓	✓	✓
Logo placement on Authenticate website, Attendee Hub (streaming platform), and marketing collateral (placement and size by sponsor level)		✓	✓	✓	✓	✓
Sponsor promo kit		✓	✓	✓	✓	✓
Logo in conference presentation template		✓				
Logo placement in hold slides and acknowledgment from the podium		✓	✓			
Recognition in all press releases associated with the event		✓				
Acknowledgment via Authenticate and FIDO Alliance social channels		✓	✓	✓	✓	

SOLD OUT

SOLD OUT

# Sponsored Session Formats

## Track Session

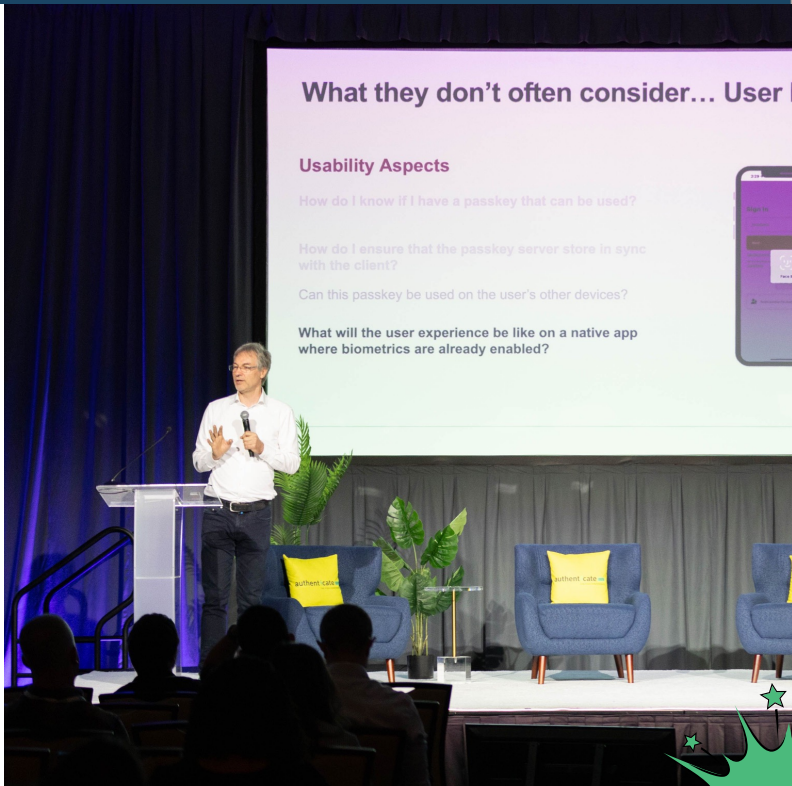
This 25-minute session can accommodate 1-2 speakers and is included in a main agenda track. Topic must be agreed upon between the sponsor and the Authenticate Program Committee. Authenticate sponsors that submit proposals via the call for speakers may have their talk selected for their sponsored track session. Includes one complimentary speaker pass.

## Masterclass

This is an interactive education session that gives attendees the opportunity to build and improve their skills and/or knowledge on a particular topic. This session be 50 minutes and have up to 3 instructors. Topic must be agreed upon between the sponsor and the Authenticate Program Committee. Includes one complimentary speaker pass.

## Solutions Theater

Solutions Theater sessions will be held on a stage area within the expo hall where eligible sponsors give 10-minute talks on the topic of their choice, typically a product talk or demo to provide attendees with more insights into their offering. Time slots will be determined based on the order of sponsorship confirmation (i.e. first come, first served). No speaker pass included.



### What they don't often consider... User

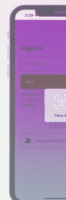
#### Usability Aspects

How do I know if I have a passkey that can be used?

How do I ensure that the passkey server store in sync with the client?

Can this passkey be used on the user's other devices?

What will the user experience be like on a native app where biometrics are already enabled?

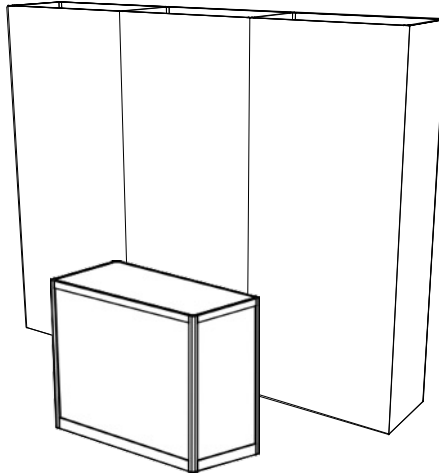


## Included in Premier Sponsorship Packages: Booths

SPONSORSHIP LEVEL  
**SIGNATURE, PLATINUM, GOLD**

- 10x10 Booth space
- 3M x 8'H brandable PVC backwall
- 1M Counter w/ brandable full-color front and side infill panels
- Two (2) Bar stools
- One (1) Wastebasket

Booth branding included in sponsorship fee.

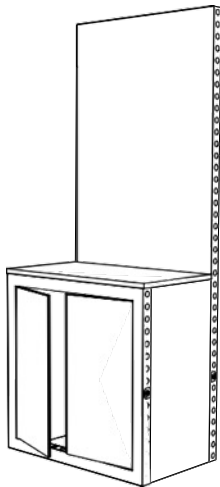


## Included in Premier Sponsorship Packages: Booths

### SPONSORSHIP LEVEL SILVER

- 1M Kiosk w/ counter and brandable full-color front panel
- 1.25M Full-color backwall
- Two (2) Bar stools
- One (1) Wastebasket

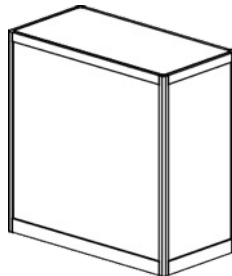
Booth branding included in sponsorship fee.



### SPONSORSHIP LEVEL STARTUP

- 1M Counter w/ brandable full-color front and side infill panels
- Two (2) Bar stools
- One (1) Wastebasket

Booth branding included in sponsorship fee.



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.

## Additional Sponsorship Opportunities

### Event Platform Sponsor (Exclusive - limit 1) \$10,000

Authenticate's online event platform, Attendee Hub, is the one-stop shop for all attendees to watch live-streamed and on-demand content, manage their event calendars, network and view exhibitor content.

Become the exclusive event platform sponsor and get your brand front and center to Authenticate attendees. In 2025, 85% of attendees visited and viewed content on Attendee Hub.

#### This exclusive sponsorship includes:

- Logo on the Attendee Hub homepage for the duration of the event
- Logo on event stream frame for all sessions
- 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



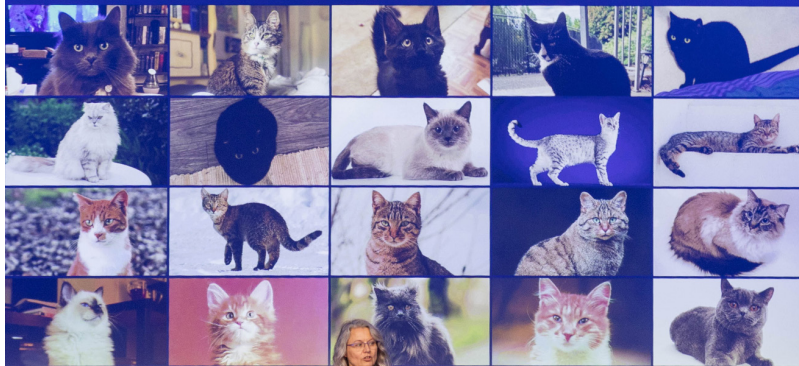
## Additional Sponsorship Opportunities

### Sponsored Luncheon \$10,000 (Limited availability)

Get the opportunity to present to a captive audience while they enjoy lunch. This sponsorship - limited to one per day – includes:

- 40-minute session on the topic of your choice in assigned Authenticate breakout room with AV and designated technician
- Catered lunch for session attendees
- Conference passes for up to 2 speakers
- 1 push notification from the event app to all attendees with details to attend the luncheon
- Session and speaker(s) listed on agenda
- Logo placement and company description on Authenticate website and Attendee Hub (streaming platform)
- Webpage within event platform with full sponsor profile marketed to all attendees
- Logo placement within on-site signage

“and they told 2 friends, and so on...”



## Additional Sponsorship Opportunities

Extend your exposure at Authenticate 2026 with these a la carte sponsorships!

### WIFI SPONSOR: \$8,500 (EXCLUSIVE - 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.

### MOBILE APP SPONSOR: \$7,500 (EXCLUSIVE - 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.

### LANYARDS: \$7,500 (EXCLUSIVE - LIMIT 1)

SOLD OUT

This co-branded lanyard will put your logo on every Authenticate attendee! Plus, get sponsor recognition on-site and on the event website.

### SPEAKER ROOM SPONSOR: (EXCLUSIVE - LIMIT 1) \$5,000

Give speakers a quiet place to prep for their sessions and recharge with drinks and snacks throughout the event. This sponsorship includes on-site signage, branding inside the speaker room, and recognition on the event website.

### BRANDED KEY CARD SPONSOR: \$7,500 (EXCLUSIVE - LIMIT 1)

SOLD OUT

Put your brand in front of all of Authenticate's hotel guests and be part of their stay at the Omni La Costa Resort and Spa. This sponsorship also includes the registrant opt-in list and branding on Authenticate materials and signage leading up to and during the event.

### 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.

### MEETING ROOMS (LIMITED AVAILABILITY - CONTACT US FOR PRICING)

Host a team or customer meeting during Authenticate with a meeting room on-site. Contact us for pricing on these limited spaces.

More details on sponsorship for our networking receptions coming soon!



### Questions?

Contact us at [authenticate@fidoalliance.org](mailto:authenticate@fidoalliance.org)

## Additional Sponsorship Opportunities

### Industry Partner \$3,500 (limited availability)

Industry partners\* have an exclusive opportunity to have an impactful presence at Authenticate with these benefits:

- 6ft table on expo floor
- 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\*
- Logo placement and company description on Authenticate website and Attendee Hub (streaming platform)
- Webpage within event platform with full exhibitor profile marketed to all attendees
- Logo placement within on-site signage

\*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.



## 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



### Resort Map



### Questions?

Contact us at [authenticate@fidoalliance.org](mailto:authenticate@fidoalliance.org)

