

2026 Sponsorship Opportunities

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



authenticatecon.com

To learn more and sign up today, email us at authenticate@fidoalliance.org

Signature Sponsors

Google



mastercard



Microsoft

yubico

Table of Contents

Pg. 3	About Authenticate
Pg. 4	Authenticate 2025 By The Numbers
Pg. 6	See Who Sponsors Authenticate
Pg. 7	Attendee Testimonials
Pg. 8	Applying for Sponsorship
Pg. 9	Premier Sponsorship Package Matrix
Pg. 10	Premier Package Details (Silver & Startup)
Pg. 11	Event Platform Sponsorship Details
Pg. 12	A La Carte Sponsorships
Pg. 13	Expo Kickoff Reception Activations
Pg. 15	Passwordless Party Sponsorship
Pg. 17	About the Venue

FEW REMAINING!



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



Authenticate 2025 By The Numbers

45%

of attendees
have opted
in to receive
information from
sponsors.

We drive traffic to the Exhibit Hall by:

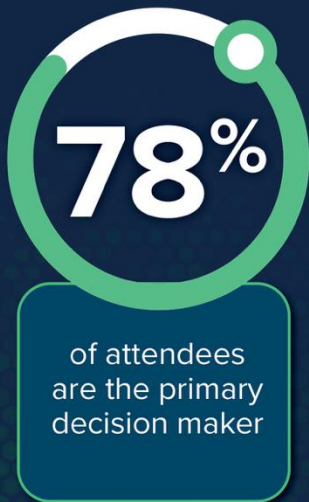
- Hosting two receptions inside the Exhibit Hall
- Providing options for engaging activations
- Placing Food Stations inside
- Housing Solutions Theatre Speaking Sessions

Projected 2026
In-Person attendees

800



Authenticate 2025 By The Numbers

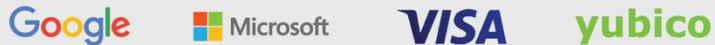


40+ Countries/Regions
Represented



2025 Event Sponsors

Signature



Platinum



Gold



Silver



Startup



Supporting



➤ See who's sponsoring in 2026!

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

	SOLD OUT			FEW LEFT	
	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	✓	✓	✓	✓	✓

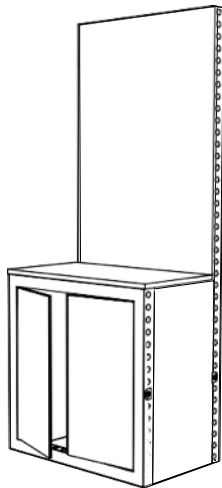
Included in Premier Sponsorship Packages: Booths

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.

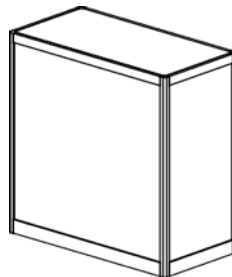


SPONSORSHIP LEVEL

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

SOLD OUT!

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

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)

SOLD OUT

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.

CUSTOM-BRANDED COFFEE CART: \$8,000 (LIMIT 3)

ONE LEFT!

Host the ever-popular coffee cart from 12:00 - 4:00 PM! Package includes an espresso station with two baristas, custom-branded decals, latte art (unlimited prints and images) and a full cafe menu.



Questions?

Contact us at authenticate@fidoalliance.org

CAMP FIDO

Monday, October 19, 2026 | 6:00 PM

Connect with attendees during our Expo Kickoff Reception, where this year's Camp FIDO theme brings a fun, relaxed atmosphere with a strong community feel to the Expo Hall.

Sponsoring an interactive reception activation is an excellent way to increase brand visibility, create memorable attendee experiences, and drive meaningful booth traffic. Each activation is designed to encourage participation and conversation, giving your team additional opportunities to engage with prospective customers and partners throughout the evening. For sponsors utilizing lead retrieval, attendee badge scanning can be incorporated into the activation experience to help capture qualified leads while creating a positive and lasting brand impression.



DEADLINE:

**Contracts must be executed
by September 11, 2026**

CAMP FIDO

Monday, October 19, 2026 | 6:00 PM



S'MORES STATION:

\$4,500 (LIMIT 1)

Includes one s'more's bar with custom-branded marshmallows, a 2'x6' custom-made firepit, an attendant, and a full setup with tables and linens.



WOOD BURNING STATION:

\$5,000 (LIMIT 1)

Includes two wood burning artists and branded signage.



POLAROID PHOTOGRAPHER:

\$4,000 (LIMIT 1)

Includes two specialized photographers and branded Polaroid prints.



AIRBRUSH TRUCKER HATS:

\$7,000 (LIMIT 1)

Includes two artists and two assistants, one word or name per hat and branded signage.



FANNY PACK PATCH BAR:

\$7,000 (LIMIT 1)

Includes three artists, 150 fanny packs and 300 custom-branded patches. Patch art is due on or before September 11. Art format requirements include a high-resolution PNG or PDF.

DEADLINE:

Contracts must be executed by September 11, 2026

DEATH TO PASSWORDS

Wednesday, October 21, 2026 | 6:00 PM

\$25k Title Sponsor Participation

Max 6 sponsoring partners

The Passwordless Party is one of Authenticate's signature networking events and a highlight of the conference experience - an evening every attendee looks forward to! Centered on the "Death to Passwords" theme, this year's event celebrates the incredible momentum and progress the industry has made towards a passwordless future whilst recognizing Authenticate's final year at this venue!

Sponsorship puts your brand at the center of the experience, helping you:

- Increase visibility with high-impact branding throughout the event
- Engage customers and partners in a memorable, high-energy setting
- Showcase your technology and leadership across authentication, credentials, biometrics, and FIDO
- Generate leads and conversations with a highly engaged industry audience
- Align your brand with one of Authenticate's most anticipated events

Contact authenticate@fidoalliance.org for details.

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

