The Next-Generation Email Security Conference
Sponsorship Prospectus

April 13th & 14th 2021
Overview

Trust 2021, The Next-Generation Email Security Conference, is a highly targeted virtual event dedicated to helping security leaders learn about the evolving threats facing organizations today. Over 5,000 cybersecurity professionals with specific interest in the “The Network Effect” theme are expected to attend this annual summit.

Event Overview

Two Day Event | 8:30 am to 3:00 pm PST (GMT-8)

Event Agenda:
- Leading Keynote Speakers
- Ten Educational Lectures, given by subject matter experts from Vendor Partners
- Four Industry Focused Panel Discussions

Solutions Showcase – virtual exhibits
- Dedicated time slots in the virtual agenda
- Live text and video chat
- Recorded presentations, collateral materials

Immersive, Live Event Structure
- The Virtual Summit Environment is a fully immersive experience
- Interactive presentation and demonstrations
- Voice, video, and text chat in real-time
- Peer-to-peer networking and other interactions through the summit.

Attendee Overview

Attendees will be highly focused on all matters related to Business Email Compromise, Cloud Email Security, and associated threat vectors. By nature of the invitation process, this targeted audience represents a unique opportunity to bring new solutions and thought leadership to a well-qualified prospective client.

Benefits of Sponsoring

Engage with over 5,000 CISOs and IT Security professionals who are keenly focused on protecting their company, customers, and partners from Business Email Compromise, Account Takeover, domain impersonation, and other forms of phishing attacks.

Unique opportunity to demonstrate thought leadership through keynote, panel, and speaker presentations.

Generate well-qualified sales leads through your customizable virtual event booth, digital branding, and other audience interactions.
Sponsorship Packages

Premier Sponsor

Investment $20,000

30 Minute Dedicated Speaking Session
- No competing presentations or breakout sessions in the agenda
- Presentations must be educational, vendor-neutral and presented by a credible subject matter expert (subject to editorial approval by event advisory committee)
- Recording – an interactive video with slides and speakers available on-demand for registered attendees.

25 Minute LIVE Panel Discussion
- Each panel will consist of 4-6 subject matter experts to discuss a specific topic within the cybersecurity threat landscape
- Panelist must be available during the day of the event as it will be Live Streamed
- A prep call will be arranged prior to the summit date to review the format and logistics

Virtual Exhibit (includes all parts of Virtual Exhibit Sponsor below)
- Full list of opt-ins of everyone who registered for the event along with the full contact details – provided the day following the event
- Prime logo placement on event website with links to vendor partner content
- Drive-to Communications:
  - Inclusion in all general pre-conference email outreach
  - Unlimited VIP Invites for current and prospective clients

Presenting Sponsor

Investment $10,000

20 Minute Dedicated Speaking Session
- No competing presentations or breakout sessions in the agenda
- Presentations must be educational, vendor-neutral and presented by a credible subject matter expert (subject to editorial approval by event advisory committee)
- Recording – an interactive video with slides and speakers available on-demand for registered attendees.

Virtual Exhibit (includes all parts of Virtual Exhibit Sponsor below)
- Full list of opt-in of everyone who attends the event along with the full contact details – provided the day following the event
- Prime logo placement on event website with links to vendor partner content
- Drive-to Communications:
  - Inclusion in all general pre-conference email outreach
  - Unlimited VIP Invites for current and prospective clients
Virtual Exhibit Sponsor

Investment $3,000

Exhibit space in the “Solutions Showcase,” a Virtual Exhibit hall

- Ability to include graphics and video
- Add downloadable content for attendees
  - Feature pre-recorded or live product demonstrations
- See who’s at your booth and attending the conference in real time
- Chat with attendees or other sponsors – includes video/voice chat

Name, Company, and Title of opt-in of everyone who attends the event.

Full contact details and analytics of attendees who visit the exhibit and how they engaged with resources and the team – provided the day following the event

Promotion – Company logo, description and links: event website, conference app, social media
  - Inclusion in pre-conference email outreach - 10 - 20,000+ contacts in each city from our database of over 650,000 in the weeks leading up to the conference

Unlimited Invites for current and prospective clients
  - Custom invitation for use in email outreach (*provided to sponsor in ready format for use in their email nurture efforts*)

On-Demand Meetings: Exhibit visitors will have the ability to connect directly with vendor partner sales teams, to schedule 1-1 meeting time, demos, etc. out of conference hours
Sponsorship Add-on Packages

Dedicated Sponsor Email

For this event, Data Connectors will send 8 email invitations to our audience from our membership of 650,000

Request to see sample email.

Overview

- Only One email of the series can be sponsored for this event
- No other vendor partner sponsors are mentioned on the email
- Highlights you as a “featured sponsor”
- If you are a presenting sponsor, your speaker will be highlighted in the dedicated email
- Each link in is tagged with your affiliate code
- Attendees who register from this email can be provided to your team pre-event with full contact details
- Can include a “request a meeting” link - direct to your website | Gain leads outside of those who register for the conference.

Deadlines

- Submit sponsorship agreement and content at least 10 weeks prior to the event

60 Minute Invitation only Session

Only TWO private sessions available, hosted on Day One at 3:30 GMT

Content to be reviewed by the event committee, but can be more promotional than would be accepted as these lie outside the main agenda

Can be formatted as a mix of presentation, panel, demo, virtual happy hour, or other activity.

Sponsor can pick invitees from the registration list two weeks prior to the event, or invite the entire list with right of refusal.
Breaktime Sponsorships

Investment $3,000

These speaking opportunities fall outside the main agenda flow. As such, their content is less restrictive. Solution providers can feature corporate or product overviews, product demonstrations, etc.

Breakfast Briefing
10-minute simu-live speaking sponsorship. Engage with the Virtual Summit Attendees “pre-event” in the 45-60 minutes that precede the opening session. Session will feature an introduction from Data Connectors, and broadcast messages to all attendees. Promotion as “Breakfast Briefing Sponsor” (announcements, email and social)

Lunch Briefing
7-8-minute session during the lunch break. Prominent branding as the “lunch sponsor” in the agenda, website, and event materials. Simu-live session will have an initial introduction, as well as a more detailed intro before the speaker. Promotion as “Lunch Briefing Sponsor” (announcements, email and social)

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<th>PREMIER</th>
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<td>30 Min Presentation (Premier Spot)</td>
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<td>20 Min Presentation (Run of House)</td>
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<td>Panel Session</td>
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<td>Virtual Booth (features: chat, resources, video etc.)</td>
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<td>Prime Logo Placement (Pre &amp; Post promotions)</td>
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<td>Submit a 30 second commercial advert</td>
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