

RSA CONFERENCE EUROPE 2009

20-22 OCTOBER | HILTON LONDON METROPOLE | U.K.



Event Marketing Opportunities

Take advantage of these highly visible opportunities and highlight your company's presence by prominently featuring your company's logo** and message in a variety of locations and formats. Choose from branding, direct marketing or advertising and make a lasting impression with one of the following options available at RSA® Conference Europe 2009. These options are available to all companies and are purchased a-la-carte (**deadlines apply**). ***

Conference Education Opportunities:

Technology Showcase Theatre Sessions – £2,500

Located in Conference Central, here is a chance for your company's technical expert(s) to educate Delegates with a 30-minute technical discussion/demonstration! Theatre accommodates approximately 40 attendees. RSA® Conference will schedule all speaking slots and content guidelines apply. Speaker title, bio, abstract and session topic are subject to RSA Conference Management approval. Deadlines apply. (2 available)

eFraud Network™ Forum Sponsorship – £2,500

Sponsor this industry leading, invitation-only forum created specifically to help facilitate information sharing within the global anti-fraud ecosystem. This one-day program which takes place on Monday, 19 October will draw a diverse audience consisting of senior executives from business, security and technical functions at some of the world's largest organizations. For more details on this sponsorship opportunity please contact your Sales Manager. (4 available)

Branding Opportunities:

Conference Central Entrance Sponsorship – £1,500 each

Gain immediate branding and recognition with your company logo featured on the entrance unit of Conference Central. Sponsor to provide logo file to RSA Conference Europe. Entrance unit is co-branded with RSA Conference Europe. (4 available)

Conference Central Media Station Sponsor – £2,500 each

Sponsor the hub of Conference Central where delegates will network, relax and be able to catch up on the latest news and event information. Sponsorship includes monitor logos on CATV screens and a 30 second commercial spot that will rotate on the monitors. Sponsor to provide logo artwork and video commercial (subject to approval by RSA Conference). (4 available)

Water Station Sponsorship – £2,500

Realise the benefits of walk-around branding and increased exposure while supporting the effort to "Go Green". Your black and white company logo will be featured on paper water cups which will accompany all water stations located in Conference Central. Your company logo will also be featured on select water stations. Co-branded with RSA Conference Europe, water will be provided to delegates throughout the Conference. (1 available)

Direct Marketing and Lead Generation Opportunities:

Attendee Badge Advertisement – £750

This exclusive sponsorship provides one company's logo to be seen by all delegates. Use this 1-sided space on the attendee badge, measuring 50mm x 100mm to highlight your stand presence and drive traffic. Your ad will be printed in colour on already produced badge stock. Ask your Sales Manager for a sample to illustrate.

Sold Out!

Delegate Email Campaign Sponsorship – £1,500 each

Sponsor one of the email blasts scheduled to go out to 1500 potential delegates per email campaign! Your company logo will be shown as the sender of the email and will include your stand location and a link to your website. Become a sponsor of all three email blasts and really reach this audience! Dates and messaging of the email blasts are available to interested sponsors. (2 available)

Sold Out!

Hilton London Metropole Room Drop Sponsorship – £1,500 each

Available on either Tuesday or Wednesday evening, this is a great way to promote your presence at the event and drive traffic to your stand. The room drop will reach approximately 400 rooms and be placed inside each guestroom. RSA Conference Europe Management approval of the piece is required. Deadlines apply. (2 available)

Digital Brochure and Programme Guide Sponsorship – £3,500

Sponsor these important resources with a banner ad on the Digital Preview Brochure and in the Conference Programme. The banner ad will be featured on the front of the digital Preview Brochure available online to potential delegates prior to the event. The Preview Brochure will also be available for download on the Conference website. Your company's logo, stand location and tagline (RSA Conference approval required) will also be prominently displayed across the bottom front cover of the on-site Programme Guide (image area is tbd). This is a great opportunity to publicise your stand location and drive traffic to your booth! Print Qty of Programme Guide=1200. (1 available)

Advertising Opportunities:

Programme Guide Advertising – £400 each

The official Conference Programme Guide is available to all RSA Conference Europe delegates. This is a highly targeted advertising opportunity in which your advertising message will reach over 1,200 security professionals in a full colour, glossy, take-home reference guide. (4 available -1/2 page horizontal ads only)

Hilton London Metropole Lift Sponsorship – £1,500 each

Reach all Conference delegates by showcasing your A4 size Ad in the lifts located in the west wing of the hotel. These lifts provide access from the ground level to all activities hosted in the west wing and are sure to catch the eye of attending Delegates. Ad content approval by RSA Conference Europe Management is required. (4 available) Graphic Files will need to be supplied by Sponsor.

Conference Bag Insert – £2,500 each

Reach all Conference delegates by inserting one piece of your company's literature or a branded item in the Conference bag distributed at registration. Literature/item approval by RSA Conference Management is required. Qty=approx. 1000 (4 available)

Miscellaneous Opportunities:

Cocktail Reception Sponsorship

Sponsor a cocktail reception which would take place in Conference Central on Tuesday evening. Sponsorship includes signage, serving tray tent cards with your logo and message, logo'd napkins and the opportunity to provide a giveaway to delegates or run a contest/drawing and announce the winner at the reception. This is a great chance to align your company as a major event sponsor. Promotion of the event will include the website, Programme Guide and onsite signage. Talk to your Sales Manager for more details!

Private Meeting Space

Private meeting space may be available for your company to meet with your staff or potential customers. Please contact your Sales Manager for more information on this opportunity.

Contact your Sales Account Manager for more details on these opportunities.

Don Rosette (Companies from A-I) 001-617-848-8766 or drosette@nthdegree.com
Anthony O'Shea (Companies from J-Q) 001-617-848-8767 or aoshea@nthdegree.com
Wendy Anderson (Companies from R-Z) 001-617-848-8756 or wanderson@nthdegree.com

** All sponsorships listed are co-branded with RSA® Conference Europe 2009 unless specifically noted.

***Quantities on all sponsorships are subject to change without notice. All prices exclude applicable VAT.