



Sponsorship Prospectus 2018

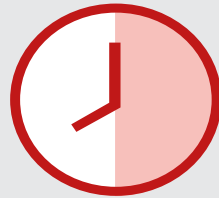
Asia Pacific, Sydney

The logo for the MPOWER Cybersecurity Summit features the word "MPOWER" in a large, bold, white, sans-serif font. Below it, the words "CYBERSECURITY SUMMIT" are written in a smaller, bold, white, sans-serif font. The text is centered within a large, stylized white shield shape that is set against a dark red background. The shield shape is composed of several overlapping geometric shapes, creating a sense of depth and movement.

Event Snapshot

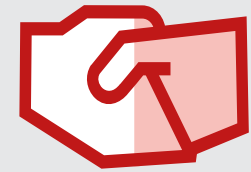
When

Tuesday 30th October
8.00am to 5.30pm
Networking reception until late



Format

One Day Summit
30 Sessions
Free to enter
Annual event in its 2nd year
Keynotes and 5 breakout streams after lunch
Large sponsor exhibition
Closing reception drinks



Where

Hilton Hotel
Sydney, Australia



Delegates

900+ Attendees
Even mix of management and tech



Speakers Goals

75% External
9 Female presenters
10 C-levels from customers
50% Technical & Security Operations content



What's New

Speaking

Multiple speaking spots
Longer breakouts
Diversity - Skills / Training



Exposure

Increased social promotion
Greater branding opportunities
More press opportunities for sponsors
On-site push notifications to delegates



Exhibition

More delegates in the expo
Less competing sessions during breaks



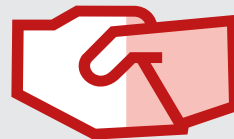
Location

Central city location
Accommodation on-site
Executive stream and main summit stream on the same floor



Sessions

Skills diversity breakout
Student Cyber Education Summit
Executive management breakout stream
Large closing reception



Delegates

15% Increase
More c-suite attendees
Additional APAC attendees



Agenda 2018

8.00am	Exhibition Opens					
8.30am	Keynote - Rajiv Gupta, SVP Cloud Business Unit, McAfee					
9.15am	Keynote - Steve Grobman, Senior Vice president and Chief Technology Officer, McAfee					
10.00am	Break and Sponsor Exhibition					
10.30am	Keynote Guest Panel					
11.15am	Guest Keynote					
12.00pm	Guest Keynote					
12.45pm	Lunch and Sponsor Exhibition					
1.45pm	Platinum Sponsor Breakout Session	Platinum Sponsor Breakout Session	Platinum Sponsor Breakout Session	Platinum Sponsor Breakout Session	Platinum Sponsor Breakout Session	
2.25pm	Breakout Session	Breakout Session	Breakout Session	Breakout Session	Breakout Session	
3.05pm	Break and Sponsor Expo	Break and Sponsor Expo	Break and Sponsor Expo	Break and Sponsor Expo	Break and Sponsor Expo	
3.40pm	Breakout Session	Breakout Session	Breakout Session	Breakout Session	Breakout Session	
4.20pm	Diversity Sponsor Breakout Session	Breakout Session	Breakout Session	Breakout Session	Breakout Session	
5.00pm	Breakout Session	Breakout Session	Breakout Session	Breakout Session	Breakout Session	
5.35pm	MPOWER Closing Reception	MPOWER Closing Reception	MPOWER Closing Reception	MPOWER Closing Reception	MPOWER Closing Reception	

Keynote Room
Diversity Sponsor
Student Cyber
Education Summit

Event Themes

Themes throughout the Summit on main stage keynotes, panels and breakouts

Device to Cloud Data Security

Recent high-profile events and regulation have placed additional focus on the protection of personal and sensitive data. The ubiquity of data and its increased collection and use across devices, networks, cloud, and “things” places additional pressure on organisations and their security teams to address an already complex challenge. Explore how organisations are solving data security issues across heterogeneous environments.

Solving Complexity with Collaboration

Governments, industry groups, solution providers, enterprises of all sizes, and McAfee experts are working together to achieve the ultimate goal; to make the world safer. There are many initiatives aiming to bring the industry closer including public-private sector partnerships, sharing of information and threat intelligence, and integrating disparate solutions and environments. Hear from industry experts to gain insights into how we can best work together in the name of improving cyber safety.

Emerging Trends and Innovations

The Internet of Things, machine learning, artificial intelligence, data science, security analytics, blockchain. These are but a few of the frequently mentioned innovations in the industry that are aiding the attackers and making it more difficult for defences, as well as playing an increasingly significant role in how security teams build more effective capabilities and operations. Learn from the experts to demystify the buzzwords and uncover the reality of what these really mean and how they are being used..

The Human Factor in Cyber Resiliency

Technology is only a part of the holistic cybersecurity picture. Most cyber attacks prey on the human aspect in compromising an environment. Education and awareness plays a major role in reducing this risk. From a defensive standpoint, there is an often-quoted skills shortage in the industry. More needs to be done to address this. Better awareness and education, cross-skilling and recruitment from non-traditional backgrounds, and increased diversity all play a big part in helping to solve the problem. Discover how you can play your part and well as benefitting from the work that is already underway.

Shifts in the Cybercrime Landscape

Ransomware; Advanced malware; Cryptojacking; Phishing; Whaling; File-less attacks; Financial fraud; IP theft; State-sponsored attackers; Insider threat; are a few of the latest threats that organisations have to deal with. How real are they? What impact do they have on organisations? What is happening in the cybercriminal underworld? How are these evolving? How do attackers think? What is this really costing us? Get answers to these questions and ask some of your own to get yourself up to speed.

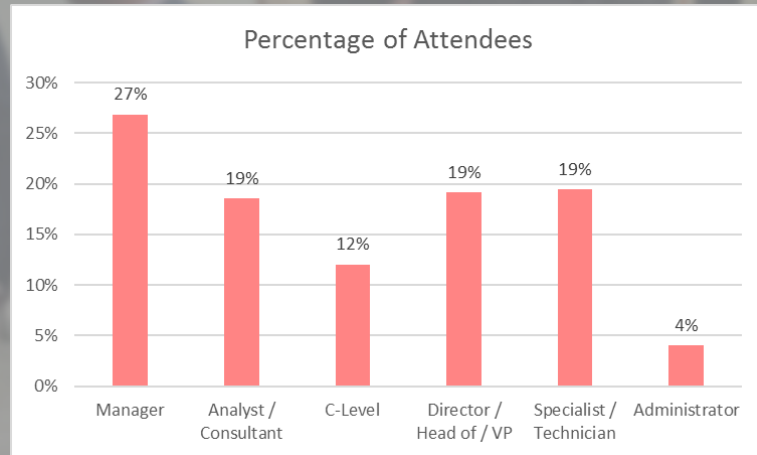
Mastering Business and Cyber Risk

Business risk, privacy, government regulation (e.g. EU GDPR, AU NDB), audit, and compliance are major drivers of cybersecurity investment in organisations. In addition, cybersecurity has increasingly become a major concern for C-level executives and boards. Gain insights and learn from real experiences to understand what cybersecurity really means for businesses and how to best address cyber-related issues holistically and strategically across the whole organisation.

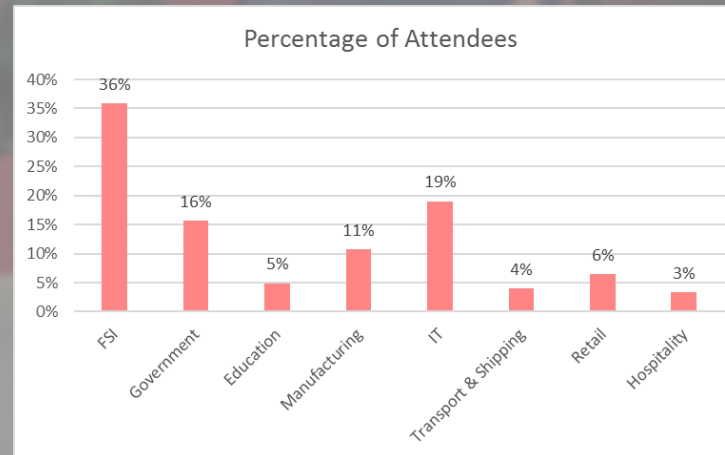
2017 Snapshot



Job Roles



Attendee Industry



Post Event Evaluations

79% said the summit was 'extremely valuable'

75% are 'extremely likely' to attend in 2018

"Well organized event, I will recommend security professional to attend" IBM

"The event was sensational! The event was very well run. Great balance of technical and non technical. Adam did great job of mc." QLD Transport & Main Roads

MPOWER 2017 Event Testimonies

"Best security event so far among other security vendors." Information Security IT Analyst, Westpac

"The chance to spend a day absorbing the knowledge and experience of Industry leaders and Security Professionals is not one to miss. MPOWER delivered in spades." System Administrator from Federation Council, Melbourne.

"Was a great event, learnt new ideas, plenty to take away and think seriously about" Network Ops Manager, Savills Australia.

"One of the best technical events attended in this year. The content was pretty much spot on with the current threat scenarios in the world and how to neutralize the plethora of threats with the Connected Security Landscape." Chief Information Security officer, Elecon Engineering Co. Ltd.

"I found the MPOWER summit very relevant to my role. It was a valuable insight into developments in the cyber security space." VP IT Operations, Deutsche Bank.

Exhibitor Packages

BENEFITS	PLATINUM	GOLD	DIVERSITY	SILVER	EXHIBITOR
Investment (all prices are exclusive of GST)	\$27,000USD	\$19,500USD	\$15,000USD	\$12,500USD	\$5,000USD
Availability	5	7	1	3	2
Speaker in a breakout session	✓ 35 minutes				
Panelist on the main stage	* Optional add on				
Panelist in a breakout session			✓		
Presentation to students			✓ 10 minutes		
Expo Stand Size	3mx3m	2mx2m	1.5mx1m	1.5mx1m	1.5mx1m
Branding on pre event communication	✓	✓	✓ - Diversity award promotion	✓	✓
Digital branding in your breakout session	✓		✓		
Substantial Branding Inclusions	✓	✓ - Choose 1 Hospitality Package		✓ - Choose 1 Branding Package inclusion	
Lead Scanner	1	1	1	1	1
Branding on event app	✓	✓	✓	✓	✓
Push notifications through event app	✓	✓	✓		
Promotion by MC on main stage	✓	✓	✓		
Post event email marketing campaign	✓	✓			
Branding at the networking reception	✓	✓ main bar within reception package			
1:1 meeting with sponsor's senior executive and a McAfee global executive	✓				
55 inch TV on expo stand	✓	✓	✓	✓	✓
Wifi	✓	✓	✓	✓	✓

Packages In Detail

Platinum Sponsorship

\$27,000 USD (5 available)

Platinum sponsorship gives you the second largest branding presence for sponsors, letting you reach a larger number of delegates.

- Speaking opportunity in breakout session 35 minutes
- For details on additional optional speaking opportunities that can be purchased, contact McAfee
- Branding in your breakout session
- Branding on pre-event communications
- 3mx3m exhibition booth
 - 1 Lead scanner
 - 2m(w)x2m(h) custom branded wall
 - 0.8mx0.5m logo branded plinth with lockable storage
 - 55" LCD screen on stand
 - Choice of 2 chairs and a coffee table OR 2 stools & high bar table
 - Branding on the event app
 - Free Wifi
- Sponsor can book a guaranteed 1:1 meeting with their senior executive and a McAfee global executive



- Branding and company link on registration page, pre-event emails, social media posts via official McAfee channels.
- Verbal mention by the MC on main stage
- Digital branding exposure during keynote sessions to promote breakout session
- Branding at the networking reception
- Branding on event app
- Registration updates
- Post event dedicated sponsor email, co-branded to the leads captured by the sponsor ^^

^^Platinum sponsors have rights to nurture all their leads directly but McAfee marketing are offering to help deliver a co-branded email through their email systems to follow up on leads, on request. Copy and content to be supplied by the sponsor and McAfee content can also be used. Follow up call done by the partner. McAfee reserves the right to do final approvals.

Gold Sponsorship

\$19,500 USD (7 available)

This package allows you to interact and engage the security audience on the exhibition floor as well as receive fantastic branding. Choose a hospitality branding, as well as generate leads from your gold sized sponsor stand.

- Your choice of a 'Hospitality Package' inclusion, choose between a single coffee cart, break, lunch or the post event reception (ref to next page)
- 2mx2m exhibition booth
 - 1.5m(w)x1.5m(h) custom branded wall. Artwork supplied by sponsor
 - 0.5mx0.5m logo branded plinth with lockable storage
 - 55" LCD screen on stand
 - 1 Lead scanner
 - Free Wifi



- Branding and link on registration page, pre-event emails, social media posts via official McAfee channels
- Verbal mention by the MC and digital branding exposure on main stage to promote your hospitality choice
- Branding on event app
- Registration updates
- Push notification from event app
- Post event MPOWER email to delegates with sponsor logo inclusion

Hospitality Packages

Gold Sponsors may choose 1 hospitality package to include in their sponsorship package

BENEFITS	COFFEE CART	NETWORKING BREAK	NETWORKING LUNCH	NETWORKING RECEPTION
Availability	2 1 single cart per sponsor	2 1 sponsor per break	2 sponsors for lunch	1 sponsor for reception
Additional Branding	✓ Sponsor branded coffee cart and co-sponsored branded coffee cups	✓ logo placed around exhibition area	✓ logo placed around exhibition area	✓ Branding in networking bar area*
Additional Branding	✓ MC to promote the sponsor on main stage	✓ MC to promote the sponsor on main stage	✓ MC to promote the sponsor on main stage	✓ MC to promote the sponsor on main stage
Additional Branding	✓ 1 Push notification sent from the event App to promote sponsor	✓ 1 Push notification sent from the event App to promote sponsors break	✓ 1 Push notification sent from the event App to promote sponsors break	✓ 1 Push notification sent from the event App to promote sponsors break

* Shared branding elements with Platinum sponsor

Diversity Sponsorship

\$15,000 USD (1 Available)

This sponsorship allows you to be the sole brand aligned with this important industry issue. Become the named sponsor of the Diversity Award and participate in the breakout session.

- Panelist speaking opportunity in 35min breakout session
- Presentation students on main stage for 10 minutes
- Dedicated award registration page on the event site to promote the award with sponsor logo and name throughout
- Digital branding presence in your breakout session
- 1mx1.5m exhibition booth
 - 0.5mx0.5m logo branded plinth with lockable storage
 - 55" LCD screen on stand
 - Free Wifi
 - Your choice of 1 Branding Package inclusion
 - Lead scanner



- Mention by the MC on the main stage promoting the award
- Multiple social media posts promoting your award via official McAfee channels.
- Dedicated email to promote your award with sponsor logo and name mentioned throughout
- McAfee marketing will work with Sponsor marketing/PR agencies to generate press interest
- Branding and link on registration page, pre-event emails
- Digital branding exposure during keynote sessions
- Branding in breakout session
- Branding on event app
- Push notification from the event app
- Registration updates

Silver Sponsorship

\$12,500 USD (3 available)

Silver sponsorship enables you to have a dedicated sponsor stand with a screen to allow you to speak to delegates and promote your message.

Choose a 'Branding Package' to gain exposure by either a prize sponsor or the lanyard sponsor (ref to next page)

- 1mx1.5m exhibition booth
 - 0.5mx0.5m custom plinth branded with logo with lockable storage
 - Screen surround on LCD screen branded with logo
 - 55" LCD screen on stand
 - Free Wifi
 - Lead scanner



- Your choice of 1 Branding Package inclusion
- Branding and link on registration page, pre-event emails, social media posts via official McAfee channels.
- Digital branding exposure on main stage
- Branding on event app
- Registration updates



Branding Packages

Silver Sponsors may choose 1 of these Branding Packages included in their sponsorship package

BENEFITS	PRIZE	LANYARD
Availability	1	2
MC mention in plenary session	✓	
Additional Branding		✓ co-branding on all event lanyards
Custom question in evaluation form and leads generated from that question	✓	

Exhibitor Sponsorship

\$5,000 USD (2 available)

Exhibitor sponsorship enables you to have a dedicated Sponsor stand with a screen to demonstrate your solutions and generate leads.

- 1mx1.5m exhibition booth
 - 0.5mx0.5m logo branded plinth with lockable storage
 - 55" LCD screen on stand
 - Free Wifi
 - Lead scanner



- Branding and link on event site, pre-event emails
- Digital branding exposure during keynote sessions
- Branding on event app
- Registration updates



All Sponsors Please Note :

All Packages are subject to change without notice if contracts are not in place.

All prices are ex GST.

All sponsorships must be paid in advance of the event or late payment charges may be apply

Sponsorship Prospectus Version v0406

How to Sponsor

Choose your package

Contact Tim Moodie

+61 2 9761 4237

tim_moodie@mcafee.com
