

DevSecCon24 Sponsorship



Opportunities 2020



Welcome

This year has proven to be quite the challenge for the world around us as we navigate the uncertainty of the COVID-19 crisis. We're learning to adapt to a virtual world, working from home, and maintaining a physical distance to heal our world.

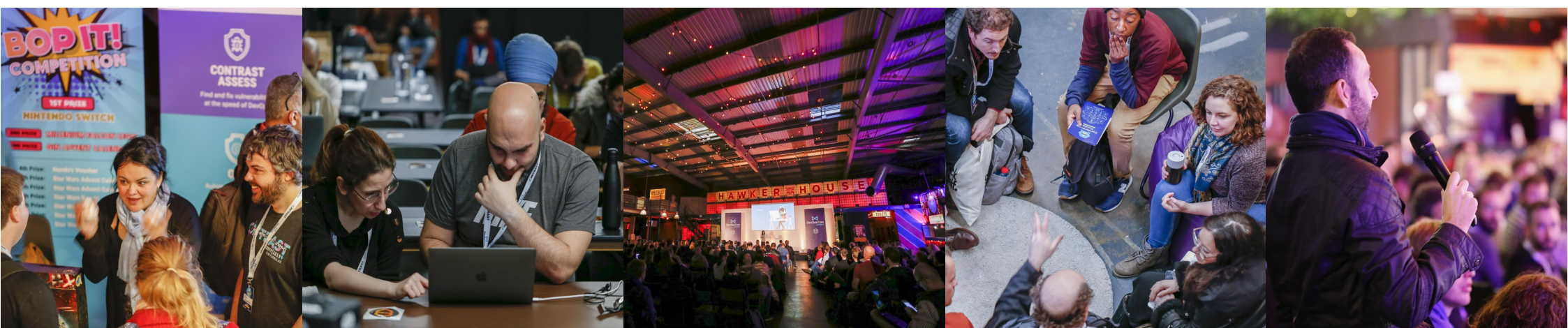
Last year, we decided to host our first virtual conference in 2020 and little did we know that it would prove to be a very important event for our community. It is with great pleasure and excitement that we invite you to partner with us in this inaugural event.

We're taking DevSecCon, the premiere conference dedicated to DevSecOps, truly global with a virtual platform as close to gathering in person as possible. From session theaters and networking spaces, to a virtual expo complete with booths and lots of bells and whistles, it's a space to engage with attendees, meet your company goals, and keep the momentum of the community going strong as we face the current challenges.

Please join us as we gather virtually as a global community, not only during these uncertain times, but in the future as well. Looking forward to chatting with you about your participation in our first of many global online conferences.

Thank you,
Team DevSecCon

About the virtual conference



4,000+ knowledgeable attendees with DevOps and/or Security backgrounds

24 Speakers well-respected global thought leaders from companies across all industries, sharing their DevSecOps experiences

24 Hours of talks and activities, a virtual expo, networking opportunities and more

Who attends DevSecCon?

CTOs, CEOs, Consultants, Software Developers, Quality Assurance Analysts, DevOps Team Leads, Security Architects, Site Reliability Engineers, Program Managers, Security Analysts, System Architects, Software Engineers, DevOps Engineers, Head of Platforms, DevSecOps Team Leads, Engineering Managers, Product Security Managers, Product Innovation Managers, Pentesters, Cloud Security Strategists, Platform Engineers, Bugfinders, Project Managers, Security Advisors, Directors, Application Security Experts, Systems Engineers

... from small, medium and large-sized companies.





Platform images provided by Ivent

Why sponsor?

→ Promote and showcase

Showcase your company and services to decision makers, influencers, future employees and users at all levels of IT Security and DevOps. Prior to the conference you can increase your reach and exposure to new clients, customers, team members and businesses via our outreach activities.

→ Diverse global audience

Reach your target audience via the diverse DevSecCon audience - a mix of contractors, business owners and company employees, who are eager to learn and exchange ideas. We're taking the experience virtual to provide a safe place for learning, sharing, networking and a bit of fun.

→ Network, connect and reconnect virtually

During a time when we are all on lockdown, or very close to it, you have the opportunity to connect with talented Developers, DevOps, Security professionals and influential experts from around the world.

→ Enhance your profile in the DevSecOps world

DevSecOps promotes a strong shift in the way DevOps and Security work together, which is changing IT culture as we know it. You have the opportunity to be positioned as a leader in the new age for continuously secure IT development and influence the discussion around the future of DevSecOps.

2020

The Platform



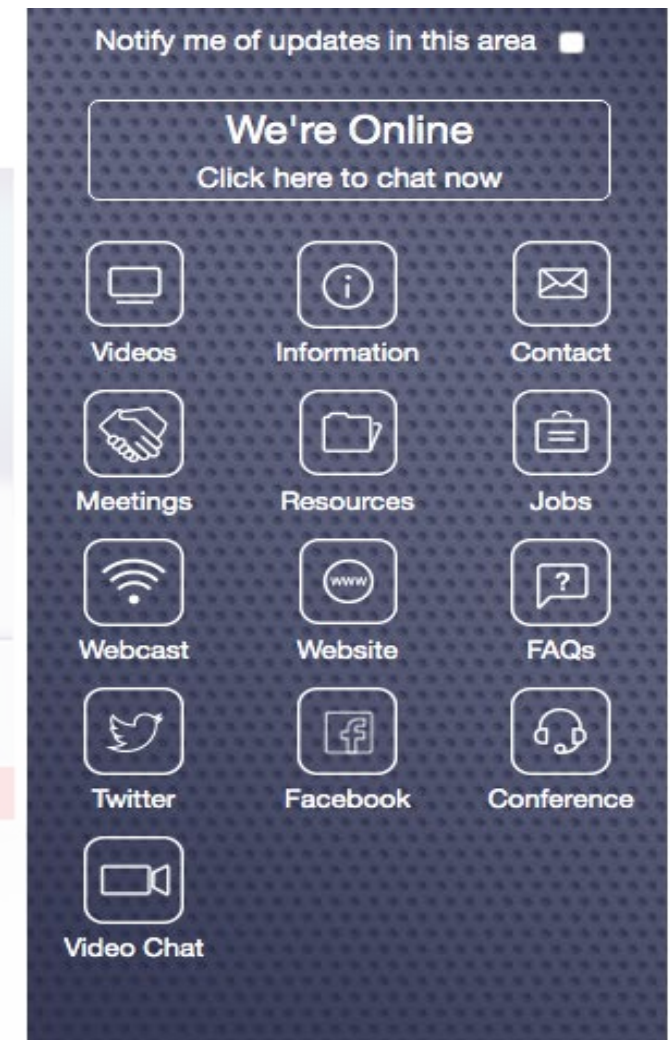
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Customizable booth spaces



Booth features

- many booth designs to choose from
- live chat: 1:1 or group
- logo and link to website
- upload staff profiles
- upload documents: brochures, price sheets, cheat sheets, etc.
- photo & video albums
- schedule meetings
- view booth visitors
- social media integration
- attendees “event bag” to collect your available information
- ability to host live streams from the booth
- collect virtual business cards
- post job announcements
- data & analytics specific to booth activity



Data & Analytics

Post conference, you'll receive a general Data & Analytics report for a bit of insight into the activities and preferences of the community while on the platform. This includes: where attendees are based, platform areas most visited, what they downloaded and viewed, and how they interacted. In addition, each booth has its own analytics and data capture section with the ability to download chat transcripts.





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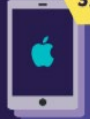
Sponsor Passport

At every DevSecCon, an additional opportunity for engagement is provided through the Sponsor Passport program. Each attendee receives a Passport at registration and is encouraged to visit Sponsors to learn more about their offerings and receive a stamp. We collect the Passports at the end of the conference and give away 3 iPad mini tablets. At DevSecCon24, we're taking it digital!



Passport belongs to (first & last name):

 **WIN AN iPad**



Win one of three
9.7-inch Apple iPad
with Wi-Fi and 32 GB storage






How does it work?

For a chance to win, visit our friendly sponsors in the exhibitor area and use your sponsor passport to collect stamps from all depicted sponsors.

When you're done, write your first and last name in the field above and hand the passport back to a member of the DevSecCon team at the registration desk. The winners will be announced at the end of conference day 2.

RULES:

- Only one passport per person allowed
- Only one stamp per sponsor accepted
- You must be present during the winner announcement to be able to win

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Partner with us

→ VIRTUAL GLOBAL CONFERENCE → 24 HOURS → FREE TO ATTEND

Our first virtual conference will be attended by DevOps, DevSecOps, and Security professionals globally and will run for a full 24 hours. Expect the same great content and quality of speakers DevSecCon is known for in a virtual environment and accessible to DevSecOps professionals everywhere. The only online DevSecOps conference in the world!

- 24 speakers
- 1 track
- 4,000 + anticipated global attendees
- Sponsor passport program to draw attendees to your booth

Help us spread the word to make this virtual event a success! You'll be provided with a unique registration code and *for every 100 registrations, you'll receive \$500 off* your Platinum or Gold sponsorship. Your reward will be refunded within 30 days post conference. Stay tuned for more engagement opportunities!



| INCLUSIONS | PLATINUM \$8,000 (3) | GOLD \$4,000 (18) |
|---|-------------------------|----------------------|
| Booth in virtual expo; includes booth design, brochure upload, photos album, videos, live chat and more | | |
| Logo on conference website (linked) | | |
| Company description on sponsor page | | |
| Announcement of partnership on social channels | | |
| Participation in Sponsor Passport program | | |
| Sponsored standalone slide preceding Keynote and regular sessions (no conflict of interest*) | 1 Keynote 1 Regular | 1 Regular |
| Sponsorship mention in online agenda | | |
| Logo on holding slide between sessions | | |
| Branded swag sent to participating communities | | |

In 2019, we did our best to be environmentally responsible.

In 2020, we're renewing our dedication, time, and resources to do better.



There's no better way to go **green** than going virtual.



Our past sponsors include

GitHub

hackerone

Signal Sciences

Sonatype

bugcrowd

avatao

ThoughtWorks

CYBERARK

fastly

OWASP
Open Web Application
Security Project

VENAFI

SCYTALE

HUNTER2

SECURE CODE
WARRIOR

BLACKDUCK

GOVTECH
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CYBRIC

SYNOPSYS

CHECKMARX
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VERACODE
You change the world, we'll secure it.

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EXPERTS

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**Let's
Chat!**

Sponsorship inquiries: info@devseccon.com