

Unified Security: Improving the Future

INTERCONTINENTAL BERLIN
BERLIN, GERMANY
14-19 JUNE 2015

FIRST is an international confederation of trusted computer incident response teams who cooperatively handle computer security incidents and promote incident prevention programs.

Become a Trusted Connection

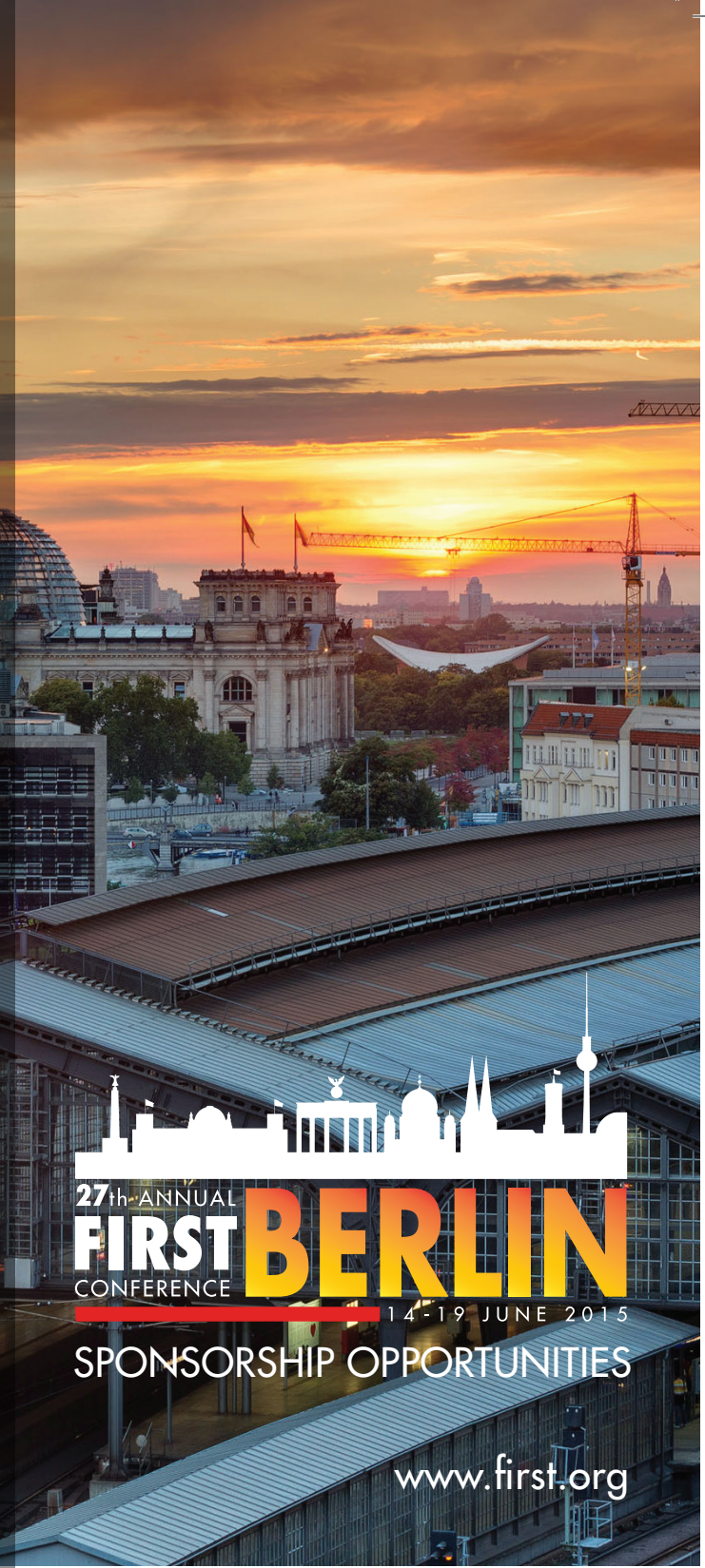
Computer security incidents do not respect geographical or administrative boundaries in the global Internet. FIRST is designed to facilitate global communication between incident response and security teams to assist in promoting prompt and effective resolution to computer security incidents.

For more information on FIRST, visit <http://www.first.org>.

FIRST is the premier organization and recognized global leader in incident response. Membership in FIRST enables incident response teams to more effectively respond to security incidents reactively as well as proactively.

<http://www.first.org>
<http://www.first.org/conference/2015>

 <http://www.twitter.com/firstdotorg>
 <http://www.facebook.com/firstcon>



27th ANNUAL
FIRST BERLIN
CONFERENCE
14-19 JUNE 2015
SPONSORSHIP OPPORTUNITIES

www.first.org

For a full sponsorship prospectus, please send an email to first-2015@first.org.

- Incident response and security teams with responsibility for coordinating computer security incidents
- Policy and decision-makers who direct overall computer security
- Senior managers directly charged with protecting their corporate infrastructure
- Technical staff charged with determining security product needs and implementing solutions
- Law enforcement staff that investigate cyber crimes
- Legal counsel who work with policy and decision-makers in establishing security policies
- Government directors, managers and senior executives who are responsible for protecting government systems and national critical infrastructure

Attendees include:

You do not need to be a member of FIRST to attend or sponsor.
Attendance will include representatives from 300 FIRST Member Teams from OVER 60 countries such as: Cisco, Microsoft, Deutsche Bank, Symantec, Citl, Siemens, Hewlett Packard, Goldman Sachs, British Telecom, Hitachi, Google, IBM, Boeing, NASA, NATO, Northrop Grumman, Verisign and Oxford University to name a few.

WHO ATTENDS?

"Our incident response team sponsors the FIRST conference because we want internet users to understand the vital work that FIRST performs in fostering collaboration between Computer Incident Response Teams throughout the world." ~ Hitachi

- Reach an expected target audience of 500-550 attendees
- Increase worldwide awareness of your organization's brand, products, and services
- Gain access to computer security decision-makers from governments, corporations, and academia
- Be recognized as a key supporter of FIRST and FIRST's goals of worldwide coordination and cooperation for the handling of computer security incidents
- Demonstrate your organization's commitment to best practice security in a fast-growing community of security practitioners

FIRST sponsorship provides a unique opportunity to show your organization's commitment to best practice security. For those in computer security, networking and telecommunication industries, sponsorship opens the doors to a highly influential community of computer security incident response experts and decision-makers from around the globe.

SPONSORSHIP OPPORTUNITIES

ACCESS TO GLOBAL COMPUTER SECURITY EXPERTS

"It's both unique and essential that FIRST is a non-commercial organization, and by supporting FIRST through sponsorship we help the organization to remain non-partisan." ~ Cisco Systems

Be a part of the 2015 FIRST Sponsorship Team!

Well-attended and well-received, the Annual FIRST Conference attracts over 500 participants from more than 60 countries around the globe. The Annual Conference is by far one of the most unique international assemblies of incident response and computer security professionals. Sponsorship opportunities are limited and are on a first-come, first-served basis. Interested parties must act quickly to ensure sponsorship participation for the 2014 Annual Conference.

FIRST, the Forum of Incident Response and Security Teams, seeks sponsorships for its 27th Annual Conference to be held at the InterContinental Berlin, Germany, 14-19 June 2015.



EXHIBITORS

Values	Details
Quantity Available	10
Cost USD	\$5,000
Logo on Conference Sponsor Page	Yes
Logo and 50-word Description for Program Booklet	Yes
Exhibitor Passes ¹	2
Vendor Showcase Participation	Yes

¹ Exhibitor passes exclude entry to all conference sessions and special functions. Passes include lunches and breaks. Tickets for special functions can be purchased separately. Additional exhibitor passes may be purchased at the rate of \$350 US per pass.

Terms & Conditions

- All sponsorships will be awarded on a first-come, first-served basis. Sponsors need to be committed to computer security improvement, concerned about the security infrastructure of the Internet and associated communications elements and be supportive of FIRST's mission to participate in this conference as a sponsor. FIRST.Org, Inc. retains the right to reject any sponsor that it deems inappropriate.
- After written acceptance by FIRST.Org, Inc., the sponsor must provide a signed copy of the sponsorship form, sponsorship funds, logo image (in .AI or .EPS, the format required by FIRST.Org, Inc.) and other details required (such as correct use of the sponsor's name, trademarks etc.) to FIRST.Org, Inc., within **30 days of receipt of acceptance**.
- Sponsorship pledges cannot be processed without payment. Funds must be payable in US dollars. All checks should be made payable to FIRST.Org, Inc. For further information, contact first-2015@first.org.
- The sponsorship fee does not include free conference registration unless specifically stated in the sponsorship opportunity details.
- Provision of FIRST conference sponsorship does not entitle the sponsor to a waiver of any applicable annual FIRST membership fee.
- Accommodation costs are not included in the conference registration fee. Attendees are responsible for making their own lodging arrangements.
- All sponsorship materials must be submitted before April 1, 2015 to ensure inclusion in productions schedule. Sponsorship pledges after this date may still be accepted with caveats.
- Sponsors may not sublet, assign, or apportion any part of the item(s) sponsored nor represent, advertise, or distribute literature or materials for the products or services of any other firm or organization except as approved in writing by FIRST.Org, Inc.
- FIRST.Org, Inc. will not be liable for damage or loss to a sponsor's properties through fire, theft, accident, or any other cause, whether the result of negligence or otherwise.
- No part of an exhibit and no signs or other materials may be pasted, nailed, or otherwise affixed to walls, doors or other surfaces in a way that mars or defaces the premises or equipment and furnishings. Damage from failure to observe this notice is payable by the sponsor.
- Participation at FIRST Steering Committee and FIRST AGM meetings is restricted to FIRST members only, the FIRST Steering Committee, and their invited guests.
- At the wish of the FIRST membership, the FIRST conference program itself is not open to sponsorship. However, sponsors are welcome to respond to the conference call for speakers for consideration with other submissions.
- Sponsorship is not limited to financial support per se, but can also take the form of provision of material hardware/ software etc. Should your company be interested in sponsorship package not listed in this brochure then please feel free to contact us to discuss your preferences.
- FIRST reserves the right to select and finalize design of each branded conference item.
- Sponsors are allowed to offer pledges for single or multiple items/events.
- For sponsorship opportunities that include signage, please note - signage space may be limited. The conference organizers will inform each sponsor of the maximum size, number of signs, etc.
- In order to limit costs, FIRST.Org, Inc. and the conference organizers may limit the number of colors used for the printing of sponsor logos.
- If a sponsor wants to negotiate for a higher priced item (e.g., higher quality shirt, bag, menu, etc) than FIRST has budgeted for then the sponsor must pay any additional cost for that item in addition to the applicable sponsorship fee.
- The attendee list shall remain the property of FIRST.org, Inc. The Sponsor is granted a limited, nonexclusive license to use the list for legitimate correspondence related to computer security incident response matters only. The Sponsor may not transfer the list to another party nor allow another party access to the list. Any Sponsor violating these restrictions may be subject to an infringement claim. In addition, the Sponsor may not be allowed to Sponsor subsequent FIRST events, at the sole discretion of FIRST.org, Inc.

PRIMARY SPONSORSHIPS

Values	Diamond	Platinum	Gold	Silver
Quantity Available	1	5	10	12
Cost USD	\$30,000	\$25,000	\$15,000	\$8,000
Full Conference Registrations	3	2	1	1
Address Participants	Yes			
Joint Press Conference	Yes			
Logo on Official Conference Bag ¹	Exclusive			
Logo on Official Conference Folder ²		Exclusive		
Logo on Official Gold Sponsor Branded Item ³			Exclusive	
Logo on Conference Homepage	Yes	Yes	Yes	
Logo on Main Ballroom Backdrop	Yes	Yes	Yes	Yes
Food & Beverage Sponsor Signage	Yes	Yes	Yes	
Conference Bag Insert	Yes	Yes	Yes	Yes
Exhibit Space	Yes	Yes	Yes	
Exhibitor Passes ⁴	4	2	2	
50-word Description for Program Booklet	Yes	Yes	Yes	Yes
Mention in Conference Press Release	Yes	Yes	Yes	Yes
Podcast Interview Opportunity	Yes	Yes	Yes	
Access to Conference Attendee List ⁵	Yes	Yes	Yes	Yes

¹ The Diamond sponsor is the official sponsor of the conference bag. Only the Diamond sponsor logo and official conference logo will be branded on the official conference bag. FIRST reserves the right to select and finalize design of the conference bag.

² Platinum sponsors are the official sponsors of the conference folder. Only Platinum sponsor logos and the official conference logo will be branded on the official conference folder. FIRST reserves the right to select and finalize design of the conference folder.

³ Gold sponsor logos will be branded on an exclusive item that will highlight only Gold Sponsors. FIRST reserves the right to select and finalize design of the branded item.

⁴ Exhibitor passes exclude entry to all conference sessions and special functions. Passes include lunches and breaks. Tickets for special functions can be purchased separately. Additional exhibitor passes may be purchased at the rate of \$350 US per pass.

⁵ The attendee list contains Name, Company, Mailing Address and Phone. Absolutely no email addresses will be shared.

EVENT & SERVICE SPONSORSHIPS

Values	Banquet	Ice Breaker Reception	Vendor Showcase Reception	Closing Vendor Reception	Network	Internet
Quantity Available	2	2	2	2	1	1
Cost USD	\$25,000	\$12,000	\$12,000	\$12,000	In Kind	In Kind
Full Conference Registrations	2	1	1	1	2	2
Address Participants During Sponsored Event	Yes	Yes	Yes	Yes		
Logo on Conference Homepage	Yes				Yes	Yes
Logo on Main Ballroom Backdrop	Yes				Yes	Yes
Branding at Respective Event	Yes	Yes	Yes	Yes		
Exhibit Opportunity	Yes	Yes	Yes	Yes	Yes	Yes
Exhibitor Passes ¹	2	2	2	2	2	2
50-word Description for Program Booklet	Yes	Yes	Yes	Yes	Yes	Yes
Mention in Conference Press Release	Yes	Yes	Yes	Yes	Yes	Yes
Podcast Interview Opportunity	Yes	Yes	Yes	Yes	Yes	Yes
Access to Conference Attendee List ²	Yes	Yes	Yes	Yes	Yes	Yes

¹ Exhibitor passes exclude entry to all conference sessions and special functions. Passes include lunches and breaks. Tickets for special functions can be purchased separately. Additional exhibitor passes may be purchased at the rate of \$350 US per pass.

² The attendee list contains Name, Company, Mailing Address and Phone. Absolutely no email addresses will be shared.

SUPPORTING SPONSORSHIPS

Values	Long Sleeve Tee	Geek Lounge	Polo Shirt ¹	Tee Shirt ¹	USB Drive ¹	Water Bottle	Mobile Charging Cable	Name Badge Holder ¹	Challenge Coin ^{1,2}
Quantity Available	1	1	1	1	1	1	1	1	1
Cost USD	\$9,000	\$8,000	\$8,000	\$5,000	\$5,000	\$5,000	\$4,000	\$3,000	\$3,000
Logo on Respective Official Sponsorship Item	Yes		Yes	Yes	Yes	Yes	Yes	Yes	On Packaging
Logo on Conference Sponsor Page	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Logo on Official Conference Program Booklet & Website	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Branding in Respective Event Room		Yes							
Full Conference Registration		1							

¹ FIRST reserves the right to select and finalize design of all official conference gifts.

² Challenge Coin will be packaged with acknowledgement of sponsor.

MEDIA SPONSORSHIPS Terms of sponsorship can be negotiated in kind.

Values	Media	Podcast	Book ²
Quantity Available	Unlimited	4	Unlimited
Cost USD	In Kind	In Kind	In Kind
Full Conference Registrations	NA	1	NA
Press Passes ¹	1		1
Logo on Conference Sponsor Team page	Yes	Yes	Yes
Logo on Official Conference Program	Yes	Yes	Yes
Logo on Signage in Registration Area	Yes	Yes	Yes

¹ Press passes exclude food functions including - lunches, breaks, welcome reception and banquet dinner. Tickets for each food function can be purchased separately.

² FIRST welcomes members who publish.

For more information on sponsorship and access to the sponsorship request form, please visit <http://www.first.org/conference/2015>. If you have any additional questions, please send email to the Conference Coordination Office at first-2015@first.org.