



## Converge Conference 2020 Sponsor Prospectus



Converge Conference's structure creates a higher degree of engagement between decision makers, implementers, and influencers. Sponsoring takes your message beyond the vendor booths and to the heart of the conversation. Our sponsors send technical staff and thought leaders who discuss real world problems and offer practical solutions. Be prepared to be a part of the conference, share ideas, meet people, and interact with the local community.

### Conference Details

Conference name ..... Converge Detroit, 7th Annual  
Conference date ..... Thursday and Friday, May 14<sup>th</sup> & 15<sup>th</sup>, 2020

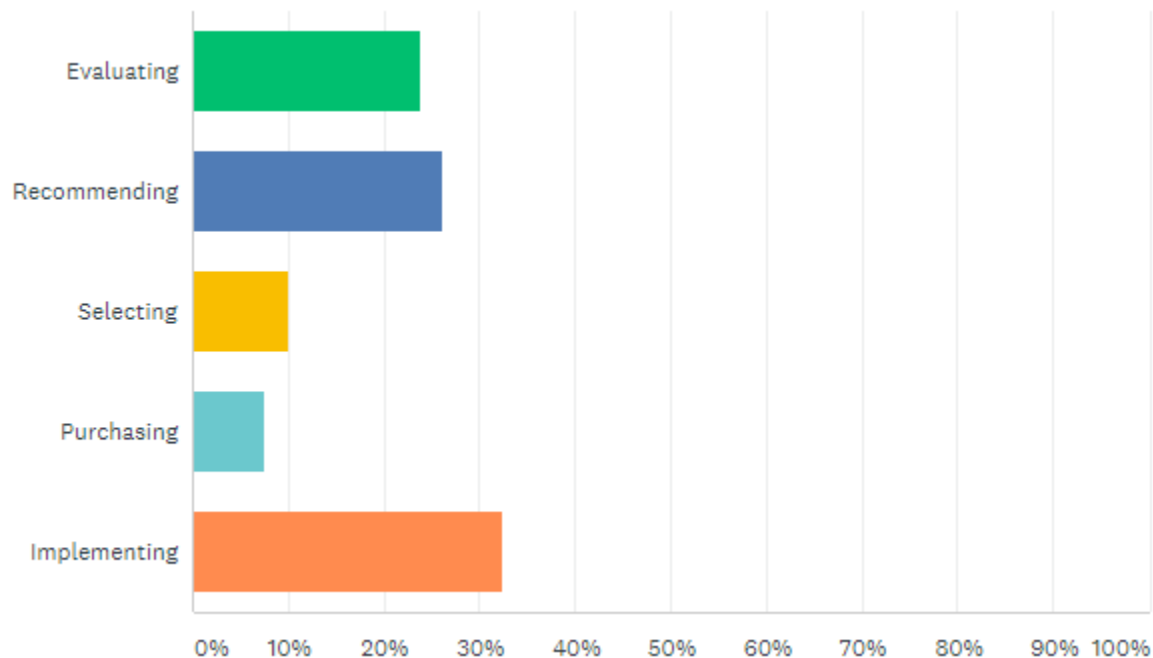
Venue location ..... Cobo Hall and Conference Center  
Audience ..... IT Security (40%), IT Operations (20%), Penetration Testers (15%),  
Developers (10%), Officers / Directors (15%)

## Target Audience

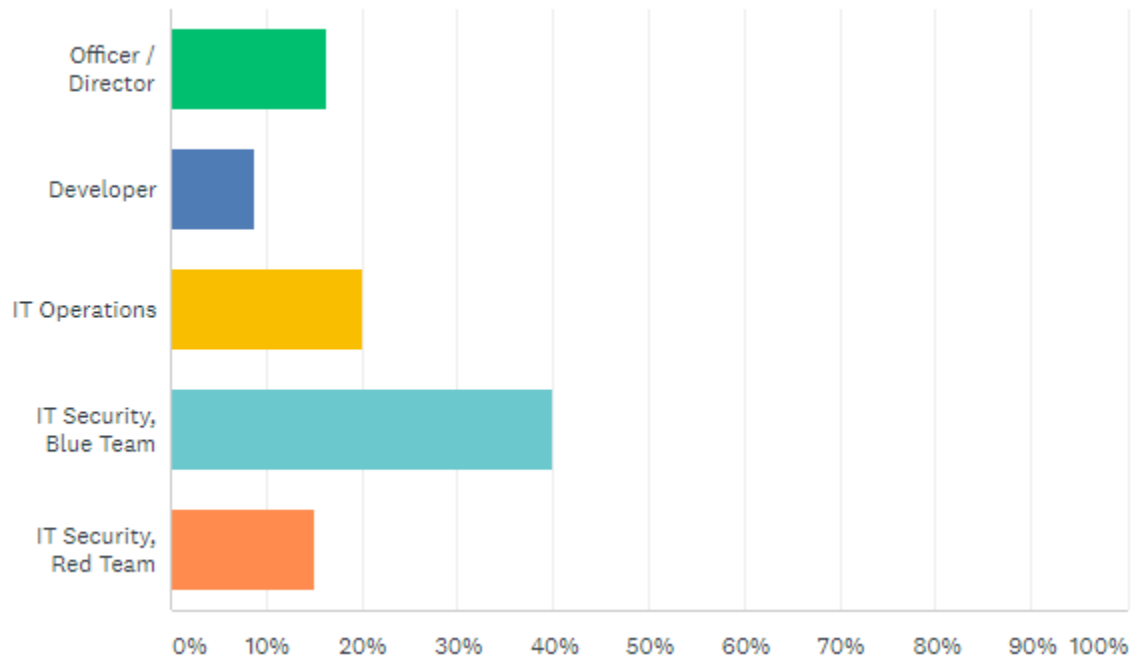
Converge Detroit is Michigan's blue team conference. We target industry professionals looking to offset or augment their current security skill set and protect their organizations' IT and applications. These are industry leaders, thought leaders, IT professionals, security professionals, and even students who wish to expand their body of knowledge. People who attend have various backgrounds in different sectors and verticals. Their common goal is to learn about emerging issues and connect with those who are having them.

Companies represented: AAA, Aisin Word Corp, Ally Financial, Altair Engineering, American 1 Credit Union, Amrock, AMT, Arden Companies, Artisan Partners, AVI-SPL, Baker College, Barton Malow, Blue Cross Blue Shield of Michigan, Bromium, BWR Sec, Carbon Black, CBI, CDW, Censys, Cerner, Checkmarx, Cisco, City of Berkley, Comerica, Consumers Energy, Corelight, County of Saginaw, Cylance, CySAT, Dawn Food Products, Deloitte, Department of Defense, Doeren Mayhew, Domino's, Duo Security, eSentire, Facebook, Fiat Chrysler Automobiles, Flagstar Bank, Ford Motor Company, GE Healthcare, General Motors, Genisys Credit Union, Gold Star Mortgage, Google, GreenPath, Harman, Henry Ford Health System, Jackson National Life, Koch Business Solutions, Lear, Merit Network, Michigan Health Information Network, Michigan State University, Microsoft, Novartis, Oakland Schools, Oakland University, Oracle, Palo Alto Networks, Perched Inc. Picat Labs, Plante Moran, Plex Systems, Proofpoint, PwC, Quicken Loans, RIIS, Secure-24, Secureworks, State of Michigan, Structured, TEKsystems, UberEther, University of Buffalo, Venafi, Verizon, Volkswagen, W.J. O'Neil Company, Walsh College, Wanigas Credit Union, Wayne State University, Western Michigan University, and Yubico.

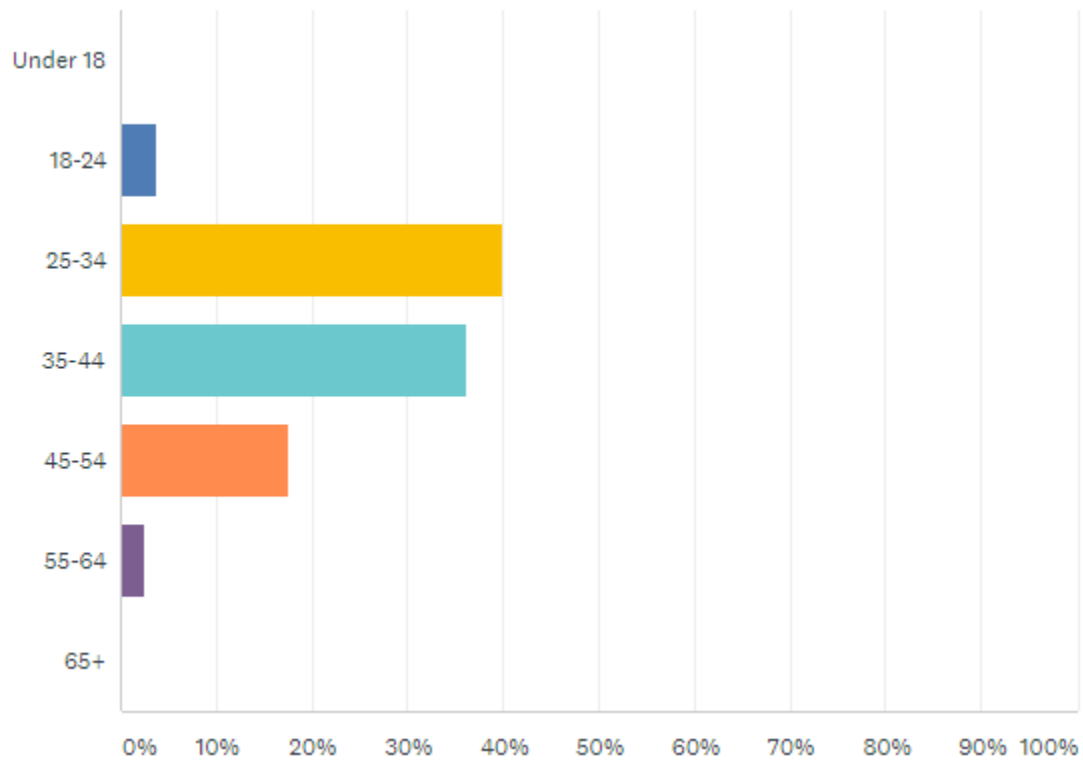
### Function in the decision making process:



Career role:



Demographics:



## Sponsorship Benefits

**Brand recognition and awareness.** Depending on the sponsorship level, sponsors will have brand placement in some or all of the following categories: t-shirts, signage/lanyards, lunch sessions, or attendee badges. Based on the level of participation, custom branding may be arranged for display on transportation, banners, and podcast interviews. **Targeted and direct audience.** You didn't enter the security industry selling your product to everyone the same way, so why approach events that way? Instead of marketing to the broader security community, connect directly with the security practitioners who write about, talk about, recommend, and implement security products and services. **Big fish in a small pond.** For some, sponsoring large events is not within their price range leaving no option for communicating their message. This small, community atmosphere brings together active and engaged participants who want to absorb information. Sponsoring the event enables the ability to better communicate your message to an active audience. **Stay in touch with the industry.** The Converge Conference enables its supporters and participants to identify and connect with industry leaders and voices. These participants represent the social networking of security. They are the people who you want to engage to solicit feedback and bring voice to your conversation.

## Sponsorship Packages

Benefit	Community	Bronze (2)	Silver	Gold(3)
Social media mentions	X	X	X	X
Website logos	X	X	X	X
YouTube Video Logos		X	X	X
Volunteer/Speaker Lounge		X	X	X
Conference Passes (team)	2	3	6	10
Inclusion in marketing materials for Coffee Bar		X		
Inclusion in the Converge Passport			X	X
Sponsor Table			X	X
Inclusion in CTF313			X	X
Media/Press Mentions			X	X
Opt-In Attendee Information			X	X
Speaker Slot				1
Opening Comments				X
Speaker Dinner Invites				2
Sponsorship cost	\$750	\$1500	\$4,000	\$10,000

- **Social media mentions:** Your Company name will be listed on the Converge website as a sponsor and in pre- and post-conference thank you announcements. Continuous Sponsor Tweet outs.
- **Website logos:** Your Company logo will be placed on the Converge website as a sponsor. The recommended size is 60 by 120 pixels.
- **YouTube Video Logos:** Your Company logo will be placed on every speaker video uploaded to the conference's YouTube channel.
- **Volunteer/Speaker Lounge:** Access to the Volunteer/Speaker Lounge area. This area will have refreshments and snacks throughout the conference.
- **Conference Passes:** Your Company's team will be provided with a discount code for complementary tickets for the events.
- **Inclusion in the Converge Passport:** Your Company will be included in a passport that requires attendees to visit specific conference locations to be entered into the final

giveaway drawing at the end of Converge. Only fully completed passports are eligible for prizes.

- **Inclusion in the 313CTF:** The 313CTF team hosts a multi-day capture the flag event at every Converge Conference and depending on your sponsorship level, CTF contestants will be able to earn points by performing a challenge at your sponsorship table. This will drive attendees to you for additional discussion. The 313 team will provide the challenges.
- **Opt-in Attendee Information:** Your Company will be provided all the collected opt-in attendee data. Attendees will have the right to share their data when they purchase a ticket.
- **Speaker lot:** Your company will have a guaranteed speaker slot. Talks should be focused on industry topics and not sales pitches. This will give your brand additional recognition in the Michigan community and create discussion.
- **Speaker Dinner Invites:** Your Company will receive invitations to the speaker dinner.
- **Opening Comments:** Your Company will be invited to open the conference, say a few words about your organization, and introduce the morning keynote.
- **Media/Press Mentions:** Your Company name will be named as an event sponsor in press releases and media mentions.