



# Palmetto Cyber Summit 2024

The premier gathering of South Carolina's cybersecurity professionals.

## **Sponsorship Opportunities**

*Columbia, South Carolina*

*February 21-22, 2024*





# Palmetto Cyber Summit 2024

The premier gathering of SC's cybersecurity professionals.



## DATE

**February 21-22, 2024**

## LOCATION

**Cooperative Conference  
Center | Columbia, SC**

## AUDIENCE

**200+ cybersecurity  
professionals**

**The South Carolina Cyber Association (CyberSC) is once again bringing the cybersecurity community together to connect, share, and convene. Each Summit event features:**

- Connection with the cybersecurity community.**
- Best practices.**
- Camaraderie.**

**Attendees and sponsors share a space to keep everyone together throughout the length of the event, a unique setup to maximize connections.**

**Join us. We have many ways to get involved at various sponsorship levels.**

# Palmetto Cyber Summit 2024

## RESULTS FROM PALMETTO CYBER SUMMIT 2023 (FEB 2023)



### EVENT HIGHLIGHTS

#### 192 attendees

Our events have grown in attendance 10-15%.

#### 18 sessions

including presentations, panels, and keynotes

#### 8 breaks

for networking time, plus a 2 hour networking event

### AUDIENCE PROFILE

#### Job titles

Security Awareness  
Lead/Specialist/Manager/VP  
IT Manager/Analyst/Specialist  
C-Suite: CISO/CEO

#### Sectors

Enterprise Business  
Education  
Local Government

#### Regions

75% local  
25% from across the country  
(primarily within a short flight of the event city)

### FEEDBACK FROM PREVIOUS EVENTS

***"We have 11 opportunities and numerous pipeline leads" - Sponsor***

***"It was a great opportunity for us to get in front of this very targeted audience." - Sponsor***

***"I will be bringing more of my team to the next event. This is so valuable!" - Attendee***

***"Thank you all for hosting such a wonderful event and for letting me share my work" - Presenter***

***"Collaboration between the public and private sectors is effective in educating on the latest trends/capabilities, which leads to better detection and deterrence of cybercrime." - Gov't Presenter***

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## EXHIBIT PACKAGES

**Exhibit Space  
Included with these  
packages!**

**STANDARD  
MARKETING  
SERVICE  
PACKAGE  
\$2,250  
(5 available)**

**PREMIUM STD  
MARKETING  
SERVICE  
PACKAGE  
\$2,750  
(5 available)**

**SILVER  
\$5,000  
(6 available)**

**GOLD  
\$7,500  
(5 available)**

**PLATINUM  
\$10,000  
(5 available)**

### PRE-EVENT MARKETING

	STANDARD	PREMIUM STD	SILVER	GOLD	PLATINUM
Rotating Logo on the home page of event website noting your sponsorship level			★	★	★
Logo on the Sponsors page of the conference website			★	★	★
Logo and 100-word description in the mobile app and exhibit section of the website	★	★	★	★	★
Featured in conference social media campaigns			★	★	★
Company name and/or logo included on promotional email marketing campaigns			1 Email	2 Emails	3 Emails

### ON-SITE MARKETING

	STANDARD	PREMIUM STD	SILVER	GOLD	PLATINUM
Booth space with table & 2 chairs			★	★	★
Tabletop space with table and 2 chairs (no backdrops)	★	Premium Location			
Logo on sponsor signage at the event			Silver Level	Gold Level	Platinum Level
Company listing in the program	★	★	★	★	★
Company logo next to program listing			★	★	★
Ad in the conference program				1/2 Page	Full Page
Two company rep passes. Passes provide access to the exhibit/networking area as well as conference sessions	★	★	+1 additional pass, 3 Total	+4 additional passes, 6 Total	+6 additional passes, 8 Total
Logo on drink coupons to distribute					30

### POST-SHOW MARKETING

	STANDARD	PREMIUM STD	SILVER	GOLD	PLATINUM
Opt-in Attendee List	★	★	★	★	★

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## SPONSORSHIPS

	<b>DAY 1 OR DAY 2 TRACK SPONSOR</b> <b>\$7,500</b> <i>(3 available)</i>	<b>REGISTRATION CO-SPONSOR</b> <b>\$5,000</b> <i>(2 available)</i>	<b>RECEPTION CO-SPONSOR</b> <b>\$3,500</b> <i>(4 available)</i>	<b>CONFERENCE APP SPONSOR</b> <b>\$5,000</b> <i>(Exclusive)</i>
Speaking Opportunity	30-minute session/ presentation and introduce session speakers in the sponsored track		3 Minute welcome & intro to guests	
Conference passes	1		2	
Tickets to the networking reception (reception only)			8	
Logo on specific item	Website and program agendas	Attendee registration page to be seen by all attendees that register	Napkins & 40 drink tickets	App splash screen and landing page
Logo on sponsor signage	Outside of track room	At registration area	At reception	Download the app QR code
Logo on the Sponsors page of the conference website	★	★	★	★
Company logo in the program next to listing	★	★	★	★
Logo in the mobile app	★	★	★	★
Extra logo placement	Screen slide displayed between sessions	Event promotional emails		Download app page in the conference program
Email marketing	Company name or logo on emails promoting the sponsored track	Company name or logo on registration confirmation		
Post-show attendee list (opt-in only)	★	★	★	★

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## SPONSORSHIPS

	<b>CONFERENCE LANYARD CO-SPONSOR</b> <b>\$2,000</b> <i>(2 available)</i>	<b>CONFERENCE BAG CO-SPONSOR</b> <b>\$3,000</b> <i>(3 available)</i>	<b>CONFERENCE BADGE CO-SPONSOR</b> <b>\$1,000</b> <i>(4 available)</i>	<b>CONFERENCE PROGRAM SPONSOR</b> <b>\$5,000</b> <i>(Exclusive)</i>
Logo on the Sponsors page of the conference website	★	★	★	★
Logo and 100-word description in the mobile app	★	★	★	★
Ad in the conference program				Full Page, first placement
Company logo in the program next to listing	★	★	★	★
Logo on signage	Sponsor poster	Sponsor poster	Sponsor poster	Sponsor poster
Logo on specific item	Lanyard	Bag	Backside of conference badges	Program cover
Extra Item	Logo on lanyard stands	Company literature placed in bag		

	<b>LUNCH CO-SPONSOR</b> <b>\$3,000</b> <i>(4 available)</i>	<b>BREAK CO-SPONSOR</b> <b>\$1,500</b> <i>(4 available)</i>	<b>SURVEY/POST EVENT EMAIL CO-SPONSOR</b> <b>\$1,500</b> <i>(2 available)</i>	<b>POPUBANNER SPONSOR</b> <b>\$1,000</b> <i>(5 available)</i>
Logo on the Sponsors page of the conference website	★	★		
Logo and 100-word description in the mobile app	★	★		
Conference attendee passes Company	2	1		
Logo in the program next to listing	★	★	★	Listing only (no logo)
Logo on signage	Lunch signage	Break signage		
Logo on specific item	Thank you slide at the end of the session before lunch		Post event email to all conference attendees	One directional popup banner
Extra Item			Logo on online post event survey	

# Palmetto Cyber Summit 2024



## Become a Platinum Sponsor!

**\$10,000 (5 AVAILABLE)**

### Benefits

- **Dinner Pre-Registration:** CyberSC will give attendees the opportunity to sign up for dinners with Gold Sponsors during the conference. Sponsors are responsible for reservations and logistics.
- **Summit Signage:** Prominent logo visibility on all promotional signage, event pages, and conference swag
- **Exhibitor Booth:** Exhibitor booth space during the expo portion of the conference, 1st priority booth location choice
- **Recognition:** Verbal recognition during opening remarks and closing remarks
- **Social Media:** Recognition on CyberSC social media platforms, Twitter, Facebook, and LinkedIn
- **Summit Program:** Full page ad in event program booklets
- **Newsletter Ad:** 3 sponsor advertisement CyberSC newsletter (2K+ subscribers)
- **Event Attendance:** Six tickets to attend the conference, in addition to 2 booth staff
- **Lead Generation:** Access to full post-event attendee list, as well as opportunities to meet with potential leads during the conference

*To learn more, contact Ryan Mangold, [info@cybersc.us](mailto:info@cybersc.us)*



# Palmetto Cyber Summit 2024

## Become a Gold Sponsor!

**\$7,500 (5 AVAILABLE)**

### Benefits

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- **Dinner Pre-Registration:** CyberSC will give attendees the opportunity to sign up for dinners with Sponsors during the conference. Sponsors are responsible for reservations and logistics.
- **Summit Signage:** Prominent logo visibility on all promotional signage, event pages, and conference swag
- **Exhibitor Booth:** Exhibitor booth space during the expo portion of the conference
- **Recognition:** Verbal recognition during opening remarks and closing remarks
- **Newsletter Ad:** 2 sponsor advertisement CyberSC newsletter (2K+ subscribers)
- **Social Media:** Recognition on CyberSC social media platforms, Twitter, Facebook, and LinkedIn
- **Summit Program:** Half-page ad in event program booklets
- **Event Attendance:** Four tickets to attend the conference, in addition to 2 booth staff
- **Lead Generation:** Access to full post-event attendee list, as well as opportunities to meet with potential leads during the conference

## Become a Silver Sponsor!

**\$5,000 (6 AVAILABLE)**

### Benefits

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- **Exhibitor Booth:** Exhibitor booth space during the expo portion of the conference
- **Recognition:** Verbal recognition during opening remarks and closing remarks
- **Social Media:** Recognition on CyberSC social media platforms, Twitter, Facebook, and LinkedIn
- **Newsletter Ad:** 1 sponsor advertisement CyberSC newsletter (2K+ subscribers)
- **Event Attendance:** One ticket to attend the conference, in addition to 2 booth staff
- **Lead Generation:** Access to full post-event attendee list, as well as opportunities to meet with potential leads during the conference



## About the South Carolina Cyber Association/Foundation

*Empowering a more secure South Carolina.*



## OUR MISSION

Our team works to build a safer and more secure South Carolina for all of the Palmetto State's citizens.

We encourage everyone to do their part to prevent digital wrongdoing of any kind. We build strong partnerships, educate and inspire all to take action to protect ourselves, our families, organizations and nations.

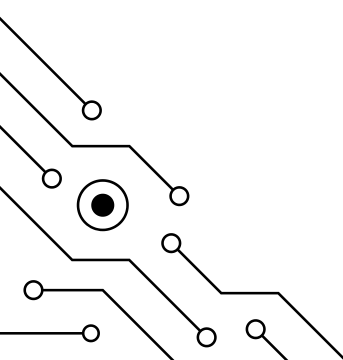
Only together can we realize a more secure, interconnected Palmetto State.

## ABOUT US

We are a non-profit organization on a mission to create a more secure, South Carolina.

We advocate for the safe use of all technology and educate everyone on how best to protect ourselves, our families, and our organizations from cybercrime.

We create strong partnerships between governments and corporations to amplify our message and to foster a greater "digital" good.



## OUR REACH



5,000+

SOCIAL MEDIA  
FOLLOWERS



2,000+

ANNUAL WEBSITE  
PAGEVIEWS



150 - 250

ATTENDEES PER  
SUMMIT ON  
AVERAGE



2,000+

NEWSLETTER  
SUBSCRIBERS

## OUR PREMIUM MEMBER COMPANIES

Armis  
CyberSherpas  
Highpoint  
Janney Financial  
Lumen  
McLeod IT Services  
PCMatic  
Rubrik  
SpartanTec  
Training Concepts

Midlands Technical College  
Beaufort County Schools

## OUR PARTNERS

National Cybersecurity Alliance  
National Cyber Center  
Alliance for Fort Eisenhower  
Cyber Resilience Institute  
Upstate ISSA  
LinkedIn  
Federal Trade Commission  
Federal Bureau of Investigation National Security Agency  
Internal Revenue Service  
U.S. Secret Service  
Cybersecurity and Infrastructure Security Agency (CISA)  
SC Infragard  
SC Assn of Counties  
Municipal Assn of South Carolina  
Cyber Concierge  
Cyber Bulldog  
ColaSEC  
Coastal Carolina Cyber Guild

