

fwd:cloudsec 2024 Sponsorship Prospectus

<https://fwdcloudsec.org/>

Conference Details

Conference Overview

Thank you for your interest in supporting fwd:cloudsec 2024!

fwd:cloudsec is a grassroots, nonprofit conference focused on cloud security, bringing together industry leaders who are doing hands-on work to shape the future of this increasingly important industry. Our vision is world-class cloud security for all, so we focus on being practical, open, independent, and accessible for those interested in all areas of cloud security.

Expect discussions about the major cloud platforms, attack and defense research, limitations of security features, pros and cons of different security strategies, and generally the types of things cloud practitioners need to know, but that don't fit neatly into a cloud provider's conference schedule.

fwd:cloudsec has delivered on our vision of bringing leaders in the cloud security community together for talks presenting the latest knowledge as well as informal discussions, community building, and networking. We couldn't have been happier with the results and look forward to building on our success with fwd:cloudsec 2024!

Conference Location: [Westin Arlington](#), Arlington, VA, and streamed online

Conference Date: Monday and Tuesday, June 17 and 18, 2024

Audience: Cloud Security Practitioners and anyone with interest for Cloud Security topics

Expected Number of In-Person Attendees: 350

Organizers: Aaron Zollman, Chris Farris, Houston Hopkins, Jerin Saji, Joel Thompson, Patrick Sanders, Scott Piper, Shinesa Cambric

Sponsorship Interest

In past years, we've sold out of sponsorships quickly. As always, we want to prioritize sponsors who will best support our mission - not just vendors who will show up with a product demo and sales development reps. To that end we ask that our sponsors be ready to contribute to the atmosphere of the event: bring experts, run contests, show off something new. In our experience, sponsors who go above and beyond get better returns on investment. fwd:cloudsec is about building relationships, not collecting leads, and successful sponsors will prioritize building quality relationships over transactional interactions.

If you would like to move forward with sponsoring fwd:cloudsec, please fill out the Google Form at <https://forms.gle/NS3MqQTtLK2ytGCR9> providing your company's information and indicating your preferred level of sponsorship. All responses received by December 15th 2023, will be given equal consideration (earlier responses will **not** be treated as first-come-first-served), so if you are interested, please take some time and think about how you can make fwd:cloudsec a successful experience for both your organization and the broader community.

In the interest of protecting attendee privacy, fwd:cloudsec will not be providing information about any attendees. We also do not require any sort of registration to view our live streams and do not have a way of scanning badges for leads.

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Key Dates

December 15th, 2023 - Initial call for sponsors closes

January 15th, 2024 - Sponsors notified

February 15th, 2024 - Signed Sponsor agreements returned to fwd:cloudsec

May 1st, 2024 - Sponsor logos and 280 character descriptions due

May 15th, 2024 - Sponsorship payments due

Virtual Conference Details

In addition to the in-person conference, the conference will be streamed online and will be free for virtual attendees. In the unfortunate and unlikely circumstances that a public health emergency prevents us from meeting in person, the conference will still be held virtually. If fwd:cloudsec does not host an in-person event, fwd:cloudsec will refund 50% of your payment while maintaining logo related obligations in the streamed content and on social media

2023 Conference Review

Our 2023 conference sold out in less than 24 hours over two rounds of ticketing, and we saw over 350 attendees from all over the world. There were 39 sessions presented by some of the leading figures in the cloud security community, focused on attack, defense and governance. The live stream and the sessions on YouTube registered nearly 1700 views during the conference.

With the money from our sponsors, we were able to provide travel stipends to folks early in their careers. Our sponsors enable us to keep ticket prices at a reasonable cost and the live stream free to everyone. We were able to cover hotel rooms for a number of our speakers.

Testimonies from industry figures:

"I see a lot more traffic / impact from fwd:cloudsec." - [Corey Quinn](#)

"Genuinely the best conference I've ever been to. Got to listen to some extremely impressive talks and hang out with very clever people. The catered lunch even included a brownie, what's not to love?!" - [Aidan Steele](#)

"Best conference of the year, @fwdcloudsec" - [Ian Mckay](#)

"My favourite con of all time, think I learned more in the ~12-18 hours of talks and after parties last year than I have at any other con I've attended." - [Nick Jones](#)

"~~100~~ agree. If you work in Cloud, responsible for some part of it or are just wanting to learn from the best minds in CloudSec, @fwdcloudsec is by far and away the best conference to attend." - [Chester Le Bron](#)

"One final @fwdcloudsec appreciation post: It was legitimately the best con I have ever attended. Hands down. Gathering some of the brightest minds in the cloud security community for two days of AMAZING talks. I had never been in person before and now I will never miss it." - [Nick Frichette](#)

Previous year's conference recordings can all be found at <https://www.youtube.com/@fwdcloudsec/videos>

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Sponsorship Packages

Sponsorship Packages

We are offering three tiers of sponsorships: Gold, Silver, and Bronze. Below is a comparison of these tiers..

	Gold	Silver	Bronze
Conference Badges Included ¹	3	2	1
Packages Available	4	5	6
Guaranteed Speaking Slot	×	×	×
Logo on Website ²	✓	✓	✓
Social Media Acknowledgement ³	✓	✓	✓
Acknowledgement During Conference ⁴	✓	✓	✓
Preferred Table ⁵	✓	×	×
Standard Table ⁶	×	✓	×
Select Table ⁷	×	×	✓
Cost	\$8,000	\$6,000	\$4,000

¹ Conference Badges are transferable and only required to attend the sessions. Sponsors are entitled to a reasonable number of booth-staff badges for staffing their table.

² The gold sponsor logos will appear the largest and at the top of the web page, followed by the silver sponsor logos as the next largest and in the middle of the page. Bronze sponsor logos will appear the smallest and at the bottom of the page relative to the other logos. Logos will be added to the website when payment is received, but no later than two weeks before the start of the conference.

³ A tweet from the Twitter account, [fwdcloudsec](https://twitter.com/fwdcloudsec), as well as a post from our Mastodon account, [@fwdcloudsec@infosec.exchange](https://fwdcloudsec@infosec.exchange), will be posted to acknowledge the sponsorship

⁴ A 280 character description (that the sponsor will provide) will be shared between sessions in the conference (one sponsor before each session). It will be displayed on a slide visible to both in-person attendees as well as online attendees, and announced verbally by the MC.

⁵ The Preferred Table benefit allows for the gold sponsors to choose a table location among the table location options provided to them. A table location map will be provided for selection.

⁶ The Standard Table table benefit allows for the silver sponsors to choose a table location among the table location options provided to them. A table location map will be provided for selection.

⁷ The Select Table benefit allows for the bronze sponsors to choose a table location among the table location options provided to them. A table location map will be provided for selection.

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A-la-carte Sponsorship Opportunities

New this year, we're experimenting with options to enhance attendee experiences with more reasons to congregate, mingle, and come up with epic solutions to cloud security challenges. All a-la-carte sponsors will get prominent mentions on our website, during our opening remarks, and right before (or after) the chosen event. A-la-carte sponsors are welcome to have representatives at fwd:cloudsec to engage with our attendees, however *a-la-carte sponsorships do not include a sponsor table.*

Happy Hour

Price: \$7500 (one available)

What attendees get: As we did in 2023, there will be a formal fwd:cloudsec happy hour on Monday night. At registration, attendees will get two complimentary drink tickets with your logo to be used for an alcoholic beverage of their choice. The Happy Hour will overlap with the Monday night Food Truck for dinner offerings.

What you get: As the exclusive Happy Hour sponsor, you'll get premier signage at the bar and soft drink stations. The fwd:cloudsec MC will introduce you, your company and your team. You'll also get 20 additional drink tickets you can hand out at your sponsorship table or during the happy hour. We're also open to branded cocktail napkins or other give-aways near the hotel provided bar. The exclusive happy hour sponsor will get two complimentary tickets to fwd:cloudsec.

Breakfast

Price: \$5000 (per day - two available)

What attendees get: New this year, we'll have a continental breakfast on both Monday and Tuesday morning for attendees.

What you get: As each morning's breakfast sponsor, you'll get premier signage at catering and coffee stations (till 11:30 am). We can print custom coffee cups, or provide space for morning giveaways while the breakfast is out. Each breakfast sponsor will get a complimentary ticket to fwd:cloudsec.

Food Trucks

Price: \$3000 (two truck sponsorships per meal - Monday Lunch, Monday Happy Hour, Tuesday Lunch)

What attendees get: Rather than just another boring hotel boxed lunch, we're going to experiment with Food Trucks! Attendees will get vouchers (with the sponsors' logos) for a complimentary entree from a selection of food trucks that will set up near the ballroom at the Westin.

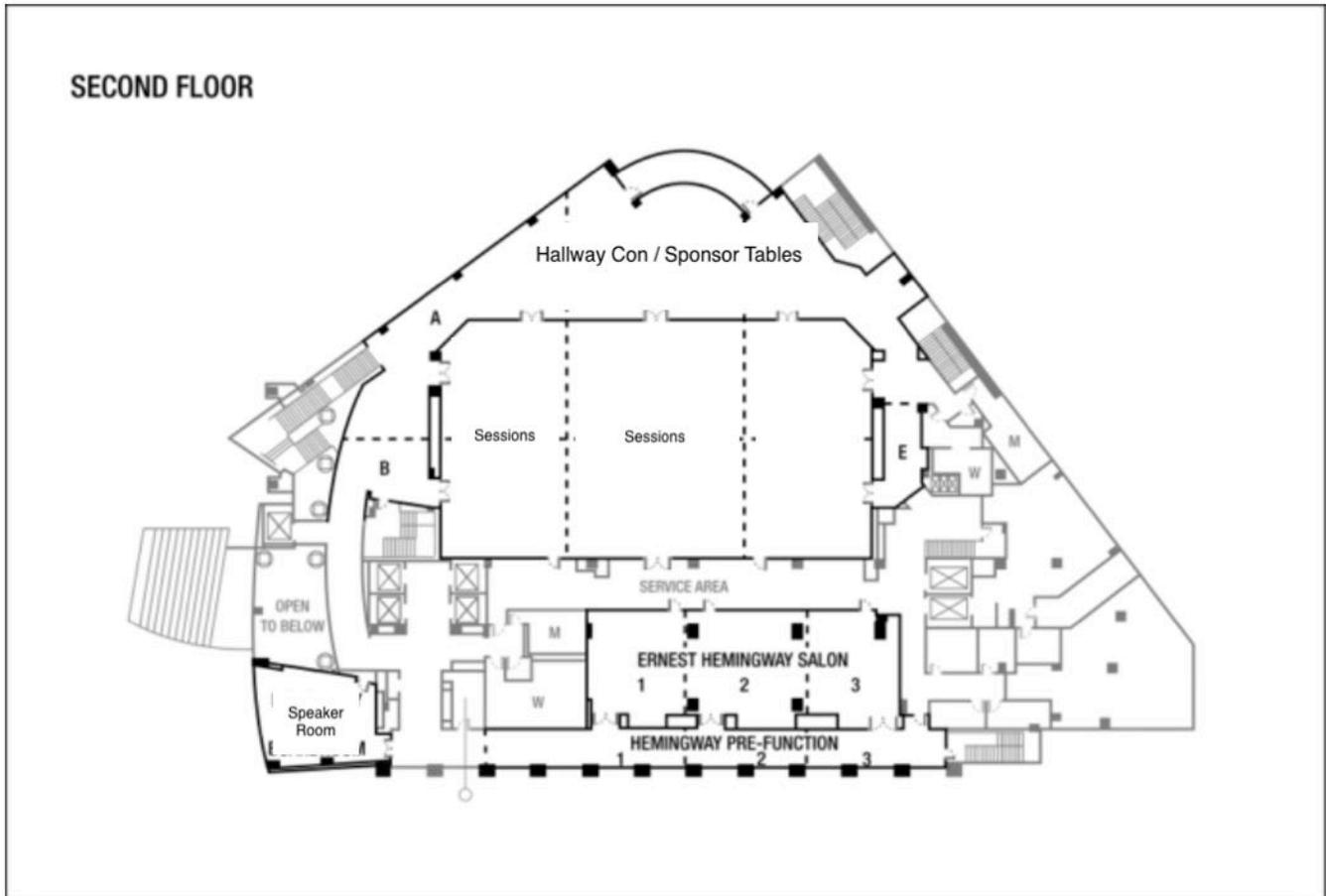
What you get: As a food truck sponsor, you'll get signage at your food truck. You'll also have input as to which food trucks we select. Each breakfast sponsor will get a complimentary ticket to fwd:cloudsec.

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Venue Information

The [Westin Arlington](#) is located 1500 ft from the Balston Metro station and 7 miles from Reagan National Airport.



fwd:cloudsec has negotiated a Hotel Room rate of \$269 (before tax). Confirmed sponsors will be provided a booking link as soon as it is available. The Westin has an in-lobby Starbucks and Bar. There are a number of restaurants within walking distance of the hotel.