



FloCon 2024

Situational Awareness: Beyond the Network

JANUARY 9-11, 2024 | MOBILE, ALABAMA

Sponsorship Opportunities



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The 20th annual FloCon conference will take place at the Renaissance Mobile Riverview Plaza Hotel, in Mobile, Alabama on January 9–11, 2024.

About FloCon

At FloCon, data analysis and security professionals gather from around the world to showcase the next generation of data analytics to improve security.

FloCon focuses on applying any and all collected data to defend enterprise networks. We now collect enormous amounts of data from our networks—at endpoints, on the wire, and in the cloud. How can we apply the power of scalable analytics to this large-scale data to protect our systems from cyber threats—both internal and external? FloCon 2024's theme, *Situational Awareness: Beyond the Network*, focuses on using these analytics to safeguard organizations and networks.

FloCon attendees are security professionals, operational analysts, tool developers, researchers, and others interested in using advanced data analysis and visualization techniques to enhance security operations. In 2024, FloCon celebrates twenty years of gathering together professionals from around the world to showcase the next generation of data analytics to improve security.

Why You Belong at FloCon

As a FloCon sponsor, you can meet face-to-face with experts and decision makers from government, academia, and the private sector.

Sponsorships are designed to maximize your investment by giving you opportunities to directly demonstrate, showcase, promote, and introduce products and services to conference attendees.

Demonstration Session

You can conduct hands-on demonstrations at the FloCon Demonstration Session. This session is a great way to interact with professionals in the information security industry who are interested in discovering new products and solutions to help secure their organization's networked systems. The Demonstration Session takes place in a high-traffic area, where snacks and beverages are served throughout the event.

Sponsorship Packages

Sponsoring FloCon 2024 showcases your organization's solutions to attendees who are interested in applying innovative, large-scale data analytics to improve security operations.

Explore the complete set of sponsorship options and benefits. Contact us at flocontact@cert.org to reserve the sponsorship level that fits your needs, or secure your sponsorship now.

FloCon 2024 offers many sponsorship opportunities. All sponsors receive a reserved slot in the Demonstration Room and enjoy many other benefits as well.

Sponsors get a 10' x 6' exhibit space with one 6' table, two chairs, one power strip, wireless Internet service, and a 120V power source in the Demonstration Room. Exhibitors are responsible for additional equipment and materials not listed.

Sponsorship Benefits

FloCon 2024 sponsors have a unique opportunity to showcase their organization's commitment to security. As a FloCon sponsor, you can meet face-to-face with experts from government, academia, and the private sector. You can also demonstrate your organization's products and services to prospective customers and key thought leaders in the field. At the FloCon Demonstration Session, you can show your dedication to developing the next generation of security-oriented data analysis capabilities, hardware, and tools.

All sponsors have a reserved slot in the Demonstration Session and their logo will appear on the

- FloCon 2024 website with a link to the sponsor's website
- conference program
- conference signage (depending on sponsorship type)



Who Attends FloCon?

- | | | |
|------------------|----------------------|--------------------------------|
| CEOs | CTOs | Security Engineers |
| Chief Scientists | Cyber Analysts | Enterprise Security Architects |
| CSOs | Directors of IT | Researchers |
| CISOs | Operations Engineers | Graduate Students |
| CCIOs | Project Managers | |



\$12,000 Gold Sponsor Limited to 1 company	
FREE REGISTRATIONS	4 full conference registrations
SPEAKING SLOT	Introduction of keynote or panel
SESSION SPONSOR	Session sponsorship with pre-recorded video
BANNER	Logo on the conference banner
CONFERENCE PROGRAM	Half-page recognition in the conference program; logo in the conference program
WEBSITE PRESENCE	Logo presence on the conference website
DEMONSTRATION ROOM	Reserved table in the demonstration room

\$10,000 Silver Sponsor Limited to 2 companies	
FREE REGISTRATIONS	3 full conference registrations
SPEAKING SLOT	<i>Not included with this option</i>
SESSION SPONSOR	Session sponsorship with pre-recorded video
BANNER	Logo on the conference banner
CONFERENCE PROGRAM	Quarter-page recognition in the conference program; logo in the conference program
WEBSITE PRESENCE	Logo presence on the conference website
DEMONSTRATION ROOM	Reserved table in the demonstration room

\$5,000 Bronze Sponsor Limited to 4 companies	
FREE REGISTRATIONS	2 full conference registrations
SPEAKING SLOT	<i>Not included with this option</i>
SESSION SPONSOR	<i>Not included with this option</i>
BANNER	Logo on the conference banner
CONFERENCE PROGRAM	Logo in the conference program
WEBSITE PRESENCE	Logo presence on the conference website
DEMONSTRATION ROOM	Reserved table in the demonstration room

\$3,500 Demonstration Room Sponsor Limited to 5 companies	
FREE REGISTRATIONS	1 full conference registration
SPEAKING SLOT	<i>Not included with this option</i>
SESSION SPONSOR	<i>Not included with this option</i>
BANNER	<i>Not included with this option</i>
CONFERENCE PROGRAM	Logo in the conference program
WEBSITE PRESENCE	Logo presence on the conference website
DEMONSTRATION ROOM	Reserved table in the demonstration room

Additional Sponsorship Opportunities

\$3,000 Session Sponsor Limited to 4 companies	
BENEFIT	Session sponsorship with pre-recorded video

\$2,000 WiFi Sponsor Limited to 2 companies	
BENEFIT	Logo featured in conference program and on slides during program breaks; logo also displayed on tabletop signs featuring the WiFi login and access code

\$1,500 A/V Sponsor Limited to 2 companies	
BENEFIT	Logo featured during all breaks

\$1,000 Meal Sponsor Limited to 6 companies	
BENEFIT	Logo displayed on tabletop signs during 1 meal

Terms & Conditions

Carnegie Mellon University (“CMU”), acting through its Software Engineering Institute (“SEI”) is hosting the FloCon 2024 Conference (“Conference”), to foster collaborations in network analysis between government, industry, and academia. The Conference is planned for January 9–11, 2024, at the Renaissance Mobile Riverview Plaza Hotel, Mobile, Alabama.

The SEI is seeking sponsors to help defray costs related to the conference. If you are interested in supporting FloCon 2024, please complete the agreement form, sign, scan, and email it to us at flocontact@cert.org.

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2. AFTER RECEIVING WRITTEN ACKNOWLEDGMENT BY THE FLOCON PLANNING COMMITTEE, THE SPONSORS MUST PROVIDE A SIGNED COPY OF THE SPONSORSHIP FORM, SPONSORSHIP FUNDS, LOGO IMAGE (JPG IS THE FORMAT REQUIRED BY FLOCON), AND OTHER DETAILS REQUIRED (SUCH AS CORRECT USE OF SPONSOR'S NAME, TRADEMARKS, ETC.) TO THE FLOCON PLANNING COMMITTEE WITHIN 30 DAYS OF RECEIPT OF ACCEPTANCE.
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Conference Sponsorship Agreement Form

ALL CONFERENCE SPONSORSHIP REQUESTS FOR FLOCON 2024 MUST USE THIS FORM. ALL REQUESTS ARE HANDLED ON A FIRST-COME, FIRST-SERVED BASIS. PRIOR TO COMPLETING THIS FORM, PLEASE REVIEW THE OFFICIAL TERMS AND CONDITIONS. PLEASE COMPLETE THE FORM AND EMAIL A SIGNED COPY TO flocontact@cert.org.

Contact Information

Company Name		
Contact Person		
Address		
City		
State	Zip Code	Country
Phone Number		
FAX Number		
Email Address		
Website URL		

Sponsorship Levels (Please select your level of sponsorship.)

Level	Cost (USD)
Gold Sponsor	\$12,000.00
Silver Sponsor	\$10,000.00
Bronze Sponsor	\$5,000.00
Demonstration Room Sponsor	\$3,500.00
Session Sponsor	\$3,000.00
WiFi Sponsor	\$2,000.00
A/V Sponsor	\$1,500.00
Meal Sponsor	\$1,000.00

BY SIGNING THIS AGREEMENT, YOU ARE AGREEING TO ALL TERMS & CONDITIONS SET FORTH IN THIS APPLICATION.

Signature of Conference Sponsor Representative
Name of Conference Sponsor Representative
Date

Please fill out this form and return it to the FloCon 2024 Planning Committee at flocontact@cert.org.

About the SEI

Always focused on the future, the Software Engineering Institute (SEI) advances software as a strategic advantage for national security. We lead research and direct transition of software engineering, cybersecurity, and artificial intelligence technologies at the intersection of academia, industry, and government. We serve the nation as a federally funded research and development center (FFRDC) sponsored by the U.S. Department of Defense (DoD) and are based at Carnegie Mellon University, a global research university annually rated among the best for its programs in computer science and engineering.

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CARNEGIE MELLON UNIVERSITY
SOFTWARE ENGINEERING INSTITUTE
4500 FIFTH AVENUE; PITTSBURGH, PA 15213-2612

sei.cmu.edu
412.268.5800 | 888.201.4479
info@sei.cmu.edu

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