

Sponsorship Opportunities

The 12th annual FloCon conference takes place at the Hilton Daytona Beach Hotel in Daytona Beach, Florida, on January 11–14, 2016.

This open conference provides a forum for large-scale network analytics. Showcasing next-generation analytic techniques, FloCon is geared toward operational analysts, tool developers, researchers, and other parties interested in applying the latest analytics against large volumes of traffic.

Sponsorship Benefits

FloCon 2016 sponsors have unique opportunities to showcase their organization's commitment to network security. As a FloCon sponsor, you can meet face to face with experts and decision makers from government, academia, and the private sector. You can also demonstrate, showcase, promote and introduce products and services to decision makers and key thought leaders in the field. At the FloCon Demonstration Session you can show your commitment to developing the next generation of network analysis capabilities, hardware, and tools.

All sponsors have a reserved slot in the Demonstration Session and each sponsor's logo will appear on

- conference signage
- the conference program
- the FloCon 2016 website with a link to the sponsor's website

Demonstration Session & Briefing Center

Attendees participate in hands-on demonstrations at the FloCon Demonstration Session. This session is a great way for attendees to interact with vendors in the information security industry and discover new products and solutions to help secure their organization's network.

The Demonstration Session runs Wednesday afternoon for two hours and takes place in a high-traffic area, where snacks and beverages are served throughout the event.

Briefing Center

The Briefing Center is a dedicated, semi-private area featuring a podium/lectern, projector with screen and seating for approximately 10-15 attendees located directly in the Demonstration Room. This sponsorship opportunity consists of a 15 minute speaking slot on Wednesday during the Demo Session hours in the Briefing Center (FloCon Conference approval of speaker and topic required). Unless otherwise noted, The Briefing Center speaking slot option must be purchased separately from the other Sponsorship Opportunities.



Sponsorship Packages

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.

\$30,000 | Diamond

LIMITED TO 1 COMPANY

FREE REGISTRATIONS	6 full conference registrations
EVENT SPONSOR	Exclusive sponsorship of the Tuesday evening Networking Event, to be held at the Daytona Speedway
TRANSPORTATION SPONSOR	Exclusive Networking Event Transportation sponsor <ul style="list-style-type: none"> • 4 buses • Head rest overlays • Ability to play promo DVD
SPEAKING SLOT	10-minute introductory speaking slot at the Networking Event
STUDENT SPONSORSHIP	1
CONFERENCE PROGRAM	Full-page ad
WEBSITE PRESENCE	Logo on the conference website
PROMOTIONAL MATERIALS	Company insert or giveaway item in the conference bag
POSTER	Logo on the conference poster
DEMONSTRATION ROOM	Reserved table in the Demonstration Room
BRIEFING CENTER	Reserved time slot in the Briefing Center

\$11,000 | Gold

LIMITED TO 1 COMPANY

FREE REGISTRATIONS	4 full conference registrations
EVENT SPONSOR	Exclusive sponsorship of the Orientation Reception
STUDENT SPONSORSHIP	1
CONFERENCE PROGRAM	<ul style="list-style-type: none"> • Quarter-page ad • Logo and 75-word company description in the conference program
WEBSITE PRESENCE	Logo on the conference website
SIGNAGE	Logo on signage during conference breaks
POSTER	Logo on the conference poster
DEMONSTRATION ROOM	Reserved table in the Demonstration Room
BRIEFING CENTER	Reserved time slot in the Briefing Center

\$7,500 | Lunch Sponsor

LIMITED TO 2 COMPANIES

FREE REGISTRATIONS	3 full conference registrations
FREE PASSES	2 exhibitor-only passes
TABLES	Logo on tables
CONFERENCE PROGRAM	Logo in the conference program
WEBSITE PRESENCE	Logo on the conference website
DEMONSTRATION ROOM	Reserved table in the Demonstration Room

\$6,000 | Breakfast Sponsor

LIMITED TO 2 COMPANIES

FREE REGISTRATIONS	2 full conference registrations
FREE PASSES	2 exhibitor-only passes
TABLES	Logo on tables
CONFERENCE PROGRAM	Logo in the conference program
WEBSITE PRESENCE	Logo on the conference website
DEMONSTRATION ROOM	Reserved table in the Demonstration Room

\$13,000 | Platinum

LIMITED TO 1 COMPANY

FREE REGISTRATIONS	5 full conference registrations
EVENT SPONSOR	Exclusive sponsorship of the Monday night Welcome Reception
SPEAKING SLOT	10-minute introductory speaking slot at the Welcome Reception
STUDENT SPONSORSHIP	1
CONFERENCE PROGRAM	<ul style="list-style-type: none"> • Half-page ad • Logo and 100-word company description in the conference program
WEBSITE PRESENCE	Logo on the conference website
SIGNAGE	Logo on signage at the Welcome Reception
POSTER	Logo on the conference poster
DEMONSTRATION ROOM	Reserved table in the Demonstration Room
BRIEFING CENTER	Reserved time slot in the Briefing Center

\$8,000 | Silver

LIMITED TO 2 COMPANIES

FREE REGISTRATIONS	3 full conference registrations
SIGNAGE	Logo on signage during conference breaks
STUDENT SPONSORSHIP	1
CONFERENCE PROGRAM	Logo and 50-word company description in the conference program
WEBSITE PRESENCE	Logo on conference website
POSTER	Logo on conference poster
DEMONSTRATION ROOM	Reserved table in the Demonstration Room
PROMOTIONAL MATERIALS	Logo on conference bag or notebook

\$4,000 | A/V & Wi-Fi Sponsor

LIMITED TO 2 COMPANIES

FREE REGISTRATIONS	1 full conference registration
FREE PASSES	2 exhibitor-only passes
LOGO USAGE	Logo shown on PowerPoint slide in the General Session
CONFERENCE PROGRAM	Logo in the conference program
WEBSITE PRESENCE	Logo on the conference website
DEMONSTRATION ROOM	Reserved table in the Demonstration Room

\$3,000 | Demonstration Room

LIMITED TO 10 COMPANIES

FREE PASSES	1 exhibitor-only pass
CONFERENCE PROGRAM	Logo in the conference program
WEBSITE PRESENCE	Logo on the conference website
DEMONSTRATION ROOM	Reserved table in the Demonstration Room

\$5,000 | Bronze

LIMITED TO 2 COMPANIES

FREE REGISTRATIONS	2 full conference registrations
CONFERENCE PROGRAM	Logo in the conference program
WEBSITE PRESENCE	Logo on the conference website
DEMONSTRATION ROOM	Reserved table in the Demonstration Room
PROMOTIONAL MATERIALS	Logo on the conference pen or lanyard

\$1,500 | Briefing Center

LIMITED TO 5 COMPANIES

FREE PASSES	1 exhibitor only pass
SPEAKING SLOT	1 15-minute speaking slot in the Briefing Center, located in the Expo Hall
CONFERENCE PROGRAM	Logo in the conference program
WEBSITE PRESENCE	Logo on the conference website
POSTER	Logo on the conference poster

Who Attends FloCon?

- Policy and decision makers who direct overall computer security
- Senior managers directly charged with protecting network infrastructure
- Technical staff who determine security product needs and implement solutions for network defense
- Technical staff that determine security product requirements and implement solutions
- Law enforcement and military officers who are involved in preventing and investigating cyber crimes
- Local, state, and federal government directors, managers, and analysts who are responsible for protecting government systems and critical infrastructures
- Academic researchers developing cutting edge network security capabilities

In the past, FloCon has attracted professionals with the following job titles:

CCIO	Manager Computer Graphics
CEO	Mathematician
Chief Scientist	Operations Engineer
Computer Scientist	Professor
CSIRT Officer	Project Manager
CSO	Researcher
CTO	Security Engineer
Cyber Analyst	Technical Director
Developer	Technical Manager
Director of IT	Test Engineer
Enterprise Security Architect	Threat Intelligence Director
Graduate Student	VP Business Development
Incident Detection Product Engineer	VP Product Manager
Lab Technical Director	VP Research & Development



Terms & Conditions

Carnegie Mellon University (“CMU”), acting through its Software Engineering Institute (“SEI”), is hosting the FloCon 2016 Conference (“Conference”) to foster collaborations in network analysis among government, industry, and academia. The Conference is planned for January 11-14, 2016, at the Hilton Daytona Beach Resort/Ocean Walk Village.

The SEI is seeking sponsors to help defray costs related to the conference. If you are interested in supporting FloCon 2016, please complete the form on page 6, sign and scan it, and email it to us at sponsors@flocon.org.

1. ALL SPONSORSHIPS WILL BE AWARDED ON A FIRST-COME, FIRST-SERVED BASIS.
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.
3. SPONSORSHIP PLEDGES CANNOT BE PROCESSED WITHOUT PAYMENT. PAYMENTS MUST BE MADE IN U.S. DOLLARS. ALL CHECKS SHOULD BE MADE PAYABLE TO CARNEGIE MELLON UNIVERSITY.

Payments should be mailed to

Carnegie Mellon University
Software Engineering Institute
PO. Box 371778
Pittsburgh, PA 15251-7778

Wire transfer payments should be submitted to

BNY Mellon
500 Ross Street, Pittsburgh, PA 15262
Account Number 197-9003Pittsburgh, PA
ABA Number: 043000261
Swift Code: IRVTUS3N

4. THE SPONSORSHIP FEE DOES NOT INCLUDE FREE CONFERENCE REGISTRATION UNLESS SPECIFICALLY STATED IN THE SPONSORSHIP OPPORTUNITY DETAILS.
5. SPONSORS OF FLOCON 2016 MAY RECEIVE A COPY OF THE CONFERENCE ATTENDEE LIST.
6. ACCOMMODATION COSTS ARE NOT INCLUDED IN THE CONFERENCE REGISTRATION FEE.
7. DUE TO PRODUCTION TIME, SPONSORS WHO SUBMIT SIGNED AGREEMENTS AFTER NOVEMBER 2, 2015 MAY NOT BE MENTIONED IN THE CONFERENCE MATERIALS.
8. SPONSORS SHALL NOT SUBLET, ASSIGN, OR APPORTION ANY PART OF THE ITEM(S) SPONSORED. SPONSORS SHALL NOT PRESENT, ADVERTISE, OR DISTRIBUTE LITERATURE OR MATERIALS FOR THE PRODUCTS OR SERVICES OF ANY OTHER FIRM OR ORGANIZATION EXCEPT AS APPROVED IN WRITING BY CARNEGIE MELLON UNIVERSITY.
9. CARNEGIE MELLON UNIVERSITY WILL NOT BE LIABLE FOR ANY DAMAGE OR LOSS TO A SPONSOR’S PROPERTY THROUGH FIRE, THEFT, ACCIDENT, OR ANY OTHER CAUSE, WHETHER THE RESULT OF NEGLIGENCE OR OTHERWISE.
10. SPONSORS SHALL NOT PASTE, NAIL, OR OTHERWISE AFFIX ANY PART OF AN EXHIBIT, POSTER, SIGNS, OR ANY OTHER MATERIALS 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.
11. DEMONSTRATION TABLES INCLUDE ACCESS TO A 10’X6’ EXHIBIT SPACE WITH ONE 6’ TABLE, TWO CHAIRS, AND ONE POWER STRIP IT IS THE SOLE RESPONSIBILITY OF EACH DEMONSTRATOR TO RENT/PROVIDE/PURCHASE ANY ADDITIONAL SUPPORT ITEMS NOT IDENTIFIED ABOVE.
12. SPONSORSHIP IS NOT LIMITED TO FINANCIAL SUPPORT PER SE, BUT CAN ALSO TAKE THE FORM OF PROVISION OF MATERIAL HARDWARE. **SHOULD YOUR COMPANY BE INTERESTED IN A SPONSORSHIP PACKAGE NOT LISTED IN THIS BROCHURE, PLEASE FEEL FREE TO CONTACT US TO DISCUSS YOUR PREFERENCES.**
13. FLOCON RESERVES THE RIGHT TO SELECT AND FINALIZE THE DESIGN OF EACH BRANDED CONFERENCE ITEM.
14. SPONSORS ARE ALLOWED TO OFFER PLEDGES FOR SINGLE OR MULTIPLE ITEMS/EVENTS.
15. ANY INFORMATION AND PROMOTIONAL MATERIALS MAY DISPLAY INFORMATION ABOUT YOUR TRAINING AND PRODUCTS. HOWEVER, FOR TAX PURPOSES, THEY SHALL NOT INCLUDE MATERIAL CONTAINING AN ENDORSEMENT, QUALITATIVE OR COMPARATIVE LANGUAGE, PRICE INFORMATION, OTHER INDICATORS OF SAVINGS OR VALUE, OR ANY INDUCEMENT TO PURCHASE, SELL, OR USE YOUR PRODUCTS OR SERVICES.

Conference Sponsorship Agreement Form

ALL CONFERENCE SUPPORT REQUESTS FOR FLOCON 2016 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 sponsors@flocon.org.

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

Sponsorship Levels Please select your level of sponsorship:		
	Cost USD	Level
<input type="checkbox"/>	\$30,000.00	Diamond
<input type="checkbox"/>	\$13,000.00	Platinum
<input type="checkbox"/>	\$11,000.00	Gold
<input type="checkbox"/>	\$8,000.00	Silver
<input type="checkbox"/>	\$5,000.00	Bronze
<input type="checkbox"/>	\$7,500.00	Lunch
<input type="checkbox"/>	\$6,000.00	Breakfast
<input type="checkbox"/>	\$4,000.00	A/V & Wi-Fi
<input type="checkbox"/>	\$3,000.00	Demonstration Room Only
<input type="checkbox"/>	\$1,500.00	Briefing Center

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

Signature of Conference Sponsor Representative	
Printed Name	

Please fill out this form, print, sign, scan, and email it to the FloCon 2016 Planning Committee at sponsors@flocon.org.

About the CERT Division

For more than 25 years, the CERT Division of the Software Engineering Institute has been a leader in cybersecurity. Originally focused on incident response, the division has expanded into areas of network situational awareness, malicious code analysis, secure coding, resilience management, insider threat, digital intelligence and investigation, and workforce development.

Learn More

Email: info@sei.cmu.edu

Twitter: [@FloCon_News](https://twitter.com/FloCon_News)

Hashtag: [#FloCon2016](https://twitter.com/FloCon2016)

Web: www.cert.org/flocon

Software Engineering Institute

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