



FloCon 2017

Sponsorship Opportunities

San Diego, CA
January 9–12, 2017



Software Engineering Institute

Carnegie Mellon University



Sponsorship Opportunities

The 13th annual FloCon conference takes place at the DoubleTree Mission Valley in San Diego, California, on January 9–12, 2017.

This open conference provides a forum for large-scale network defense 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 2017 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 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 commitment to developing the next generation of network analysis capabilities, hardware, and tools.

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

- FloCon 2017 website with a link to the sponsor's website
- conference program
- conference signage (depending on sponsorship type)

Demonstration Session

You can participate in hands-on demonstrations at the FloCon Demonstration Session. This session is a great way to interact with vendors in the information security industry and discover new products and solutions to help secure your 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.



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 any additional equipment orders and materials not specifically listed.

\$30,000 Diamond	
LIMITED TO 1 COMPANY	
FREE REGISTRATIONS	6 full conference registrations
EVENT SPONSOR	Exclusive sponsorship of the Tuesday night Networking Event
TRANSPORTATION SPONSOR	Exclusive Networking Event Transportation sponsor • 4 buses • Ability to play promo DVD during transport
SPEAKING SLOT	10-minute introductory speaking slot at the Networking Event
STUDENT SPONSORSHIP PROGRAM	1 Full-page ad in conference program
WEBSITE PRESENCE	Logo on conference website
PROMOTIONAL MATERIALS	Company insert or giveaway item in conference bag
POSTER	Logo on conference poster
DEMONSTRATION ROOM	Reserved table in the Demonstration Room
BRIEFING CENTER	Reserved time slot in the Briefing Center

\$15,000 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 PROGRAM	1 Half-page ad in conference program
WEBSITE PRESENCE	Logo on conference website
SIGNAGE	Logo on signage at the Welcome Reception
POSTER	Logo on conference poster
DEMONSTRATION ROOM	Reserved table in the Demonstration Room
BRIEFING CENTER	Reserved time slot in the Briefing Center

\$12,500 Gold	
LIMITED TO 1 COMPANY	
FREE REGISTRATIONS	4 full conference registrations
EVENT SPONSOR	Exclusive sponsorship of the Orientation Reception
STUDENT SPONSORSHIP PROGRAM	1 Quarter-page ad in conference program
WEBSITE PRESENCE	Logo on conference website
POSTER	Logo on conference poster
DEMONSTRATION ROOM	Reserved table in the Demonstration Room
BRIEFING CENTER	Reserved time slot in the Briefing Center

\$10,000 Silver	
LIMITED TO 2 COMPANIES	
FREE REGISTRATIONS	3 full conference registrations
STUDENT SPONSORSHIP PROGRAM	1
WEBSITE PRESENCE	Logo on conference website
POSTER	Logo on conference poster
PROGRAM	Logo in conference program
DEMONSTRATION ROOM	Reserved table in the Demonstration Room
PROMOTIONAL MATERIALS	Logo on conference bag or notebook

\$6,500 Bronze	
LIMITED TO 4 COMPANIES	
FREE REGISTRATIONS	2 full conference registrations
WEBSITE PRESENCE	Logo on conference website
POSTER	Logo on conference poster
PROGRAM	Logo in conference program
DEMONSTRATION ROOM	Reserved table in the Demonstration Room
PROMOTIONAL MATERIALS	Logo on conference pen or lanyard

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 implements 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

Event Sponsorship Packages

\$7,000	Lunch Sponsor
	LIMITED TO 3 COMPANIES
FREE REGISTRATIONS	3 full conference registrations
FREE PASSES	2 Exhibitor-only passes
TABLES	Logo on tables during one lunch
PROGRAM	Logo in conference program
WEBSITE PRESENCE	Logo on conference website
DEMONSTRATION ROOM	Reserved table in the Demonstration Room

\$6,000	Breakfast Sponsor
	LIMITED TO 3 COMPANIES
FREE REGISTRATIONS	2 full conference registrations
FREE PASSES	2 Exhibitor-only Passes
TABLES	Logo on tables during one breakfast
PROGRAM	Logo in conference program
WEBSITE PRESENCE	Logo on conference website
DEMONSTRATION ROOM	Reserved table in the Demonstration Room

\$8,000	A/V or Wi-Fi Sponsor
	LIMITED TO 1 A/V AND 1 WI-FI SPONSOR
FREE REGISTRATIONS	1 full conference registration
FREE PASSES	2 exhibitor-only passes
LOGO USAGE	Logo shown on PowerPoint slide in the general session room
PROGRAM	Logo in conference program
WEBSITE PRESENCE	Logo on conference website
DEMONSTRATION ROOM	Reserved table in the Demonstration Room

\$4,000	Demonstration Room
	LIMITED TO 5 COMPANIES
FREE PASSES	1 exhibitor-only pass
PROGRAM	Logo in conference program
WEBSITE PRESENCE	Logo on conference website
DEMONSTRATION ROOM	Reserved table in the Demonstration Room

\$2,500	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
PROGRAM	Logo in conference program
WEBSITE PRESENCE	Logo on conference website

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

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

Terms & Conditions

Carnegie Mellon University (“CMU”), acting through its Software Engineering Institute (“SEI”) is hosting the FloCon 2017 Conference (“Conference”), to foster collaborations in network analysis between government, industry, and academia. The Conference is planned for January 9–12, 2017, at the DoubleTree Mission Valley in San Diego, CA.

The SEI is seeking sponsors to help defray costs related to the conference. If you are interested in supporting FloCon 2017, please complete the form on page 7, 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 ACKNOWLEDGEMENT 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
P.O. Box 371778
Pittsburgh, PA 15251-7778

Wire transfer payments should be submitted to:

BNY Mellon
500 Ross Street, Pittsburgh, PA 15262
Account Number 1979003
ABA Number: 043000261
Swift Code: IRVTUS3N

4. THE SPONSORSHIP FEE DOES NOT INCLUDE FREE CONFERENCE REGISTRATION OR MEALS UNLESS SPECIFICALLY STATED IN THE SPONSORSHIP OPPORTUNITY DETAILS.
5. SPONSORS OF FLOCON 2017 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, 2016 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 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 2017 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	
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"/>	\$15,000.00	Platinum
<input type="checkbox"/>	\$12,500.00	Gold
<input type="checkbox"/>	\$10,000.00	Silver
<input type="checkbox"/>	\$6,500.00	Bronze
<input type="checkbox"/>	\$7,000.00	Lunch
<input type="checkbox"/>	\$6,000.00	Breakfast
<input type="checkbox"/>	\$8,000.00	A/V
<input type="checkbox"/>	\$8,000.00	Wi-Fi
<input type="checkbox"/>	\$4,000.00	Demonstration Room
<input type="checkbox"/>	\$2,500.00	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 it, sign and scan it, and email it to the FloCon 2017 Planning Committee at **sponsors@flocon.org**.

About the Software Engineering Institute

For almost 30 years, the Software Engineering Institute (SEI) has been helping government and industry organizations to acquire, develop, operate, and sustain software systems that are innovative, affordable, enduring, and trustworthy.

Learn More

Email: info@sei.cmu.edu
Twitter: [@FLOCon_News](https://twitter.com/FLOCon_News)
Hashtag: [#FLOCON17](https://twitter.com/FLOCON17)
Web: sei.cmu.edu/flocon

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