



Experts on National Security

# THREAT CONFERENCE SPONSORSHIP KIT

SEA ISLAND | GEORGIA

**OCT 9-11, 2022**

**DON'T JUST FOLLOW. HELP US LEAD.**

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THE CIPHER BRIEF MEANS  
INTELLIGENCE FOR BUSINESS. AND  
BUSINESS HAS NEVER NEEDED A  
MORE CLEAR GLOBAL PICTURE THAN  
NOW. SEASONED INTELLIGENCE  
PROFESSIONALS SPEAK FREELY AND  
CANDIDLY EVERY DAY ON THE CIPHER  
BRIEF AND BRING THEIR INTELLECT,  
THEIR EXPERIENCE, AND THEIR  
GLOBAL NETWORKS TO BEAR ON WHAT  
WILL BE TOMORROW'S NEWS.

**GENERAL MICHAEL HAYDEN**

FORMER DIRECTOR, NSA AND CIA

”

## ABOUT THE THREAT CONFERENCE

The Cipher Brief Threat Conference is the nation's premier forum for non-partisan discussion of global threats and solutions as well as high-level engagement opportunities focused on a better understanding of national and global security threats.

Hear from dozens of high-level experts from The Cipher Brief's Expert Network as well as executives from many of the world's leading private sector companies and current government leaders who are forward focused on engaging with private sector partners.

This unique conference curates important conversations, bridging the gap between the public and private sectors through exercises, panel and speed roundtable discussions and intimate fireside chats.

As a sponsor of The Cipher Brief's Threat Conference, you're helping to support these important engagements.

**DON'T JUST FOLLOW. HELP US LEAD.**



## 2021 AT-A-GLANCE

## 2021 SPONSORS

The Cipher Brief Threat Conference is the country's premier public-private national security conference. The companies and organizations that help underwrite this event demonstrate leadership in the national security community by helping us make sure everyone benefits from these critical conversations. Thank you for your leadership.

### FLAGSHIP SPONSORS



### PREMIER SPONSORS

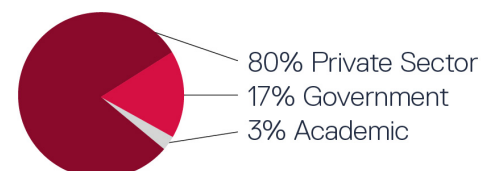


### SUPPORTING SPONSORS



## THREAT CONFERENCE

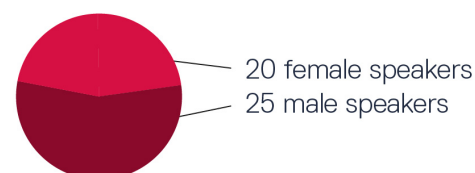
### 173 Invite Only Attendees



### Government Agencies Represented



### Speakers



### Sponsors

17 Total



## 2021 Threat Conference Highlights and Statistics

Visit us at [thecipherbrief.com](https://thecipherbrief.com) and learn more about this annual event at [tcbconference.com](https://tcbconference.com)

Our sponsors are committed to finding solutions to the national security challenges we face today. Many of them are industry-leading in their field. Some specialize in creating new innovative ways to apply technology to today's national security challenges and some are investing in those technologies, which include dual use technology. Whether they are early stage start-ups, or well-establish industry leaders, our sponsors are committed to building relationships that will shape the future of national security.

### Sponsors Visibility on the Web

The Cipher Brief's site traffic **increased 127%** the week following the conference.

The number of new site visitors **increased by 85%** since the conference.

Conference invitation inquiries **increased 40%** during 2021.

New attendees made up **92% of sales**.

### In the Media

Publications in Attendance:



## 2021 IN THE MEDIA

To preview articles published during the 2021 Threat Conference, follow the links below:

- *"Ignoring Sanctions, Russia Renews Broad Cybersurveillance Operation"* David Sanger, *The New York Times*
- *"As U.S. spies look to the future, one target stands out: China"* Greg Myre, *NPR*
- *"New details on China hypersonic missile tests"* Jennifer Griffin, *FOX News*
- *"Taiwan Emerges as a 'Pre-eminent Issue' For CIA's New China Directorate"* Patrick Tucker, *DefenseOne*
- *"Pentagon AI Chief Responds to USAF Software Leader Who Quit in Frustration"* Patrick Tucker, *DefenseOne*
- *"Terror Groups in Afghanistan Could Attack US Next Year, Pentagon Policy Chief Says"* Patrick Tucker, *DefenseOne*





"I don't think there ever has been a period in which we see as many varied threats to security: Islamist extremists, populism, the pandemic, the extraordinary rise of China, resurgence of Russia, malign activities in the form of militias in the middle east. There are very serious challenges that cannot be dealt with just by government or the private sector."



Gen. David Petraeus  
Former Director of the CIA



"I think this is actually one of the best conferences that I've ever been to. Real leaders exchange ideas on how we can be safer in this cyber world. When we could come together, we can finally deliver on that promise of public-private partnership."



Kelly Bissell  
Global Managing Director,  
Accenture Security



"There is literally no better place for you to go and understand what is happening in the world and the solutions that we all have to work on. Absolutely do-not-miss event."



Dmitri Alperovitch  
Executive Chairman,  
Silverado Policy Accelerator



"The quality of the participants and the quality of the topics - that combination actually produces new thought, new conversation, new ideas."



Hon. Susan M. Gordon  
Former PDDNI



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## 2022 SPONSORSHIP LEVELS



## PLATINUM LEADERS LEVEL

- **DEDICATED SPONSORSHIP** of a Premium Event: Cyber Exercise\* (1), Innovation Exercise\*\* (1), Cocktail reception (2), Conference lunch (2), Networking breakfast (1), or custom opportunity
- **4 CONFERENCE PASSES** (savings of \$16,800) and the opportunity to purchase 4 additional passes at \$2400 VIP rate (additional savings of \$7,200)
- **4 INVITATIONS** to Private Speakers Dinner

### SPEAKING OPPORTUNITIES:

- Panel or 10-minute Live Action OpEd
- Conference welcome session - join a group of Cipher Brief Experts who weigh in on top threats as we kick off the conference (5 minutes)

### THOUGHT LEADERSHIP:

- Opportunity to contribute one column to The Cipher Brief in the two weeks before the conference begins (must be thought leadership focused and cannot advocating for a company, product or service)

## PLATINUM LEADERS LEVEL CONT.

### ADVERTISING:

- 3 weeks of sponsorship of TCB's daily newsletter with nearly 30K optin subscribers
- 1 week sponsorship of The Cipher Brief's Open Source Report Podcast with a 15-minute interview with a subject matter expert from your company included in one podcast episode
- 3 weeks of advertising on TCB's main website
- 3 Youtube pre-roll ads on keynote YouTube videos\*\*\* posted after the conference
- Prominent logo representation throughout conference and on conference website, and mainstage
- 5 social media posts with logo placement across Facebook, LinkedIn, Twitter, and Instagram
- Opportunity to contribute to TCB Swag Bag

## PREMIER LEADERS LEVEL

- **DEDICATED SPONSORSHIP** of one event: coffee break sponsor, registration table sponsor, wifi sponsor
- **2 CONFERENCE PASSES** (savings of \$8,400) and opportunity to purchase additional 2 passes at \$2400 VIP rate (savings of \$3,600)
- **2 INVITATIONS** to Private Speakers Dinner

### SPEAKING OPPORTUNITIES:

- On a panel or 5 minute introduction of panel (panel selection is at discretion of TCB)

### ADVERTISING:

- 2 weeks of sponsorship of TCB's daily newsletter with nearly 30K optin subscribers
- 2 weeks of advertising on TCB's main website
- Logo representation throughout conference and on conference website
- 5 social media posts with logo placement across Facebook, LinkedIn, Twitter, and Instagram
- Opportunity to contribute to TCB Swag Bag

## SUPPORTING LEADERS LEVEL

- **1 CONFERENCE PASS** included (savings of \$4200) and opportunity to purchase one additional pass at \$2400 rate (additional \$1800 savings)

### ADVERTISING:

- 1 week sponsorship of TCB's daily newsletter with nearly 30K opt-in subscribers
- 1 week of advertising on TCB's main website
- Logo representation throughout conference and on conference website
- Opportunity to contribute to TCB Swag Bag

## EMERGING LEADERS LEVEL

### ADVERTISING:

- Logo representation throughout conference and on conference website
- Opportunity to contribute to TCB Swag Bag



## ADDITIONAL INFORMATION

\*Each year, we host an expert-driven cyber tabletop exercise that allows all participants to think through the national security-related scenario and come up with ways that the public and private sectors can work together to address the problem.

\*\*We also host an expert-driven exercise in Innovation that welcomes all attendees and focuses on addressing a particularly difficult national security challenge in new ways.

\*\*\*We post all conference sessions, keynotes, and fireside chats to the Cipher Brief's YouTube channel, and social media channels.

# THE CIPHER BRIEF

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