

# CYBER ESPIONAGE: WHAT THE PRIVATE SECTOR SEES

With Sandra Joyce, EVP & Head of Intelligence and  
Government Affairs, Mandiant

Adam Meyers, SVP Intelligence, CrowdStrike

Stuart Solomon, President, Recorded Future

Moderator: Kelly Bissell, Global Security Services Lead,  
Microsoft



## THREAT CONFERENCE SPONSORSHIP KIT

SEA ISLAND, GEORGIA | OCT 7-10, 2023

**THE CIPHER**  
BRIEF

2023 THREAT CONFERENCE

NATIONAL SECURITY IS EVERYONE'S BUSINESS

# 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 invitation-only conference welcomes 250 attendees who engage in high-level national security conversations, exercises, roundtable discussions and networking opportunities.

**Don't just follow. Help us lead.**

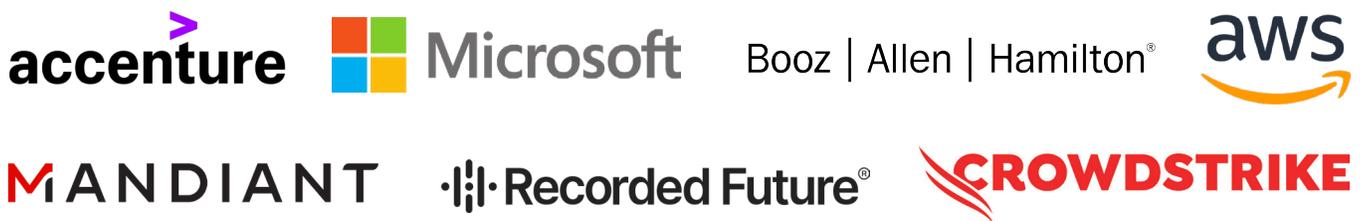


# WHO SPONSORS THE CIPHER BRIEF THREAT CONFERENCE?

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-established industry leaders, our sponsors are dedicated to building relationships that will shape the future of national security.

## PLATINUM LEVEL

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## PREMIER LEVEL

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## SUPPORTING LEVEL

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# 2022 HIGHLIGHTS AND STATISTICS

200

In-Person  
Attendees

22

Sponsors

90+

Companies  
Represented

60

Speakers

## Past Government Agencies Represented



## Past Media Organizations Represented



# 2022 THREAT CONFERENCE MOMENTS



“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**  
Chairman, KKR Global Institute

“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 can come together, we can finally deliver on that promise of **public-private partnership.**”



**Kelly Bissell**  
Global Security Services Lead, Microsoft

“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. An absolutely do-not-miss event.”



**Dmitri Alperovitch**  
Executive Chairman, Silverado Policy Accelerator

“The quality of the participants and the topics — that combination actually produces **new thought, new conversation... new ideas.**”



**The Honorable Susan Gordon**  
Former Principal Deputy Director of National Intelligence

# 2023 SPONSORSHIP LEVELS

PRESENTING

PLATINUM PLUS

PLATINUM

PREMIER

SUPPORTING

EMERGING



2023 THREAT CONFERENCE

# PRESENTING SPONSORSHIP

\$139,000 | ONLY ONE AVAILABLE

- **Sponsorship of Two Privately Hosted Dinners in Washington DC** with Cipher Brief Experts in the lead-up to The Threat Conference (up to 20 guests at each dinner) (\$50k value)
- **Sponsorship of The Cipher Brief Opening Cocktail Reception on Saturday, October 7** with welcoming comments (5-6 minutes)
- **One additional dedicated sponsorship:** (first come, first serve selection): Cyber Exercise (1), Innovation Exercise (1), Cocktail reception (2), Conference lunch (2), Networking breakfast (1), or custom opportunity
- **4 passes to conference** (\$19,200 value) and the opportunity to purchase 4 additional passes at \$3800 VIP rate (additional savings of \$4,000)
- **4 Invitations to Private Experts Dinner** (up to four additional invitations can be purchased for \$350 each)
- **Speaking opportunity** on a panel or a 10-minute Live Action Op-Ed (final format is at the discretion of The Cipher Brief)
- **Speaking opportunity** during conference welcome session — join a group of Cipher Brief Experts who weigh in on top threats as we kick off the conference. (2-3 minute remarks)
- **Opportunity to publish four thought leadership columns** in The Cipher Brief within one year of contract signing (must be thought leadership-focused and cannot advocate for a company, product, or service)
- **3-week sponsorship of TCB's daily newsletter** with 36k opt-in subscribers (\$22,500 value)
- **2-week sponsorship of The Cipher Brief's Open Source Report Podcast** that includes an **interview** with a subject matter expert from your organization (\$15k value)
- **3 weeks of advertising** on The Cipher Brief's main website (\$22,500 value)
- **Prominent logo representation** throughout conference and on conference website
- Opportunity to contribute to **TCB Swag Bag** (in coordination with The Cipher Brief)

# PLATINUM PLUS SPONSORSHIP

\$119,000

- **Sponsorship of One Privately Hosted Dinner in Washington DC** with Cipher Brief Experts in the lead-up to The Threat Conference (up to 20 guests at each dinner) (\$25k value)
- **Dedicated Sponsorship of your choice of a Premium Event:** (first come, first serve selection): Cyber Exercise (1), Innovation Exercise (1), Cocktail reception (2), Conference lunch (2), Networking breakfast (1), or custom opportunity
- **4 passes to conference** (\$19,200 value) and the opportunity to purchase 4 additional passes at \$3800 VIP rate (additional savings of \$4,000)
- **4 Invitations to Private Experts Dinner** (up to four additional invitations can be purchased for \$350 each)
- **Speaking opportunity** on a panel or a 10-minute Live Action Op-Ed (final format is at the discretion of The Cipher Brief)
- **Speaking opportunity** during conference welcome session — join a group of Cipher Brief Experts who weigh in on top threats as we kick off the conference. (2-3 minute remarks)
- **Opportunity to publish three thought leadership columns** in The Cipher Brief within one year of contract signing (must be thought leadership-focused and cannot advocate for a company, product, or service)
- **3-week sponsorship of TCB's daily newsletter** with 36k opt-in subscribers (\$22,500 value)
- **2-week sponsorship of The Cipher Brief's Open Source Report Podcast** that includes an **interview** with a subject matter expert from your organization (\$15k value)
- **3 weeks of advertising** on The Cipher Brief's main website (\$22,500 value)
- **Prominent logo representation** throughout conference and on conference website
- Opportunity to contribute to **TCB Swag Bag** (in coordination with The Cipher Brief)

# PLATINUM SPONSORSHIP

\$89,000

- **Dedicated Sponsorship of your choice of a Premium Event:** (first come, first serve selection): Cyber Exercise (1), Innovation Exercise (1), Cocktail reception (2), Conference lunch (2), Networking breakfast (1), or custom opportunity
- **4 passes to conference** (\$19,200 value) and the opportunity to purchase 4 additional passes at \$3800 VIP rate (additional savings of \$4,000)
- **4 Invitations to Private Experts Dinner**
- **Speaking opportunity** on a panel or a 10-minute Live Action Op-Ed (final format is at the discretion of The Cipher Brief)
- **Speaking opportunity** during conference welcome session — join a group of Cipher Brief Experts who weigh in on top threats as we kick off the conference. (5 minute remarks)
- **Opportunity to contribute one column** to The Cipher Brief in the two weeks before the conference begins (must be thought leadership-focused and cannot advocate for a company, product, or service)
- **2-week sponsorship of TCB's daily newsletter** with 36k opt-in subscribers (\$15k value)
- **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 (\$7,500 value)
- **2 weeks of advertising** on The Cipher Brief's main website (\$7,500 value)
- **Prominent logo representation** throughout conference and on conference website
- Opportunity to contribute to **TCB Swag Bag** (in coordination with The Cipher Brief)

# PREMIER SPONSORSHIP

\$49,000

- **Dedicated Sponsorship of one event** (first come, first serve selection): Coffee break (4), Registration table (1), Wi-Fi sponsor (1), or custom opportunity
- **2 passes to conference** (savings of \$8,400) and opportunity to purchase additional 2 passes at \$2400 VIP rate (savings of \$3,600)
- **2 Invitations to Private Experts Dinner**
- **Speaking opportunity** — on a panel or 2-3 minute introduction of panel (panel selection is based on subject matter expertise and is at the discretion of The Cipher Brief)
- **2-week sponsorship of TCB's daily newsletter** with nearly 36k opt-in subscribers (\$15K value)
- **2 weeks of advertising** on The Cipher Brief's main website (\$15K value)
- **Logo representation** throughout conference and on conference website
- Opportunity to contribute to **TCB Swag Bag** (in coordination with The Cipher Brief)

# SUPPORTING SPONSORSHIP

\$29,000

- **One conference pass included** (savings of \$4800) and opportunity to purchase one additional pass at \$3800 rate (additional \$1000 savings)
- **1-week sponsorship of TCB's daily newsletter** with nearly 36k opt-in subscribers (\$7500 value)
- **1 week of advertising** on The Cipher Brief's main website (\$7500 value)
- **Logo representation** throughout conference and on conference website
- Opportunity to contribute to **TCB Swag Bag** (in coordination with The Cipher Brief)

# EMERGING SPONSORSHIP

\$9,000

- **Logo representation** throughout conference and on conference website
- Opportunity to contribute to **TCB Swag Bag** (in coordination with The Cipher Brief)

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