

CATA*Alliance*

**NATIONAL CYBER SECURITY
AND CYBER TERRORISM
SUMMIT**

Developing a Roadmap to Address the
Pervasive Growth of Cyber Crime

SUPPORTER RATE CARD

**Ottawa
Ontario**

**November 12-13
2014**

SUPPORTERS



**COLLABORATIVE
CENTRE FOR
JUSTICE
AND
SAFETY**





NATIONAL CYBER CRIMES SUMMIT

BACKGROUND

The growing threat of cybercrimes is quickly becoming a topic of discussion in boardrooms and in the media. With public and private sector organizations struggling to keep pace with the growing and imminent threat associated with doing business online, the need to understand and educate is key to protecting important data of our government, our businesses and consumers in Canada.

The Canadian Advanced Technology Alliance (CATA), in response to the calls for action from its membership and direction of its Public Safety Advisory Board¹, recently announced it will be hosting a two-day forum in **Ottawa, November 12-13, 2014**, to discuss the trends and impacts of online terrorism and what organizations are doing to address these threats both now and in the future. This forum, open to all both members and non-members, will also develop a roadmap for next steps including the formation of a standing council to help both private and public sector organizations keep pace with innovations and intelligence.

SUMMIT DETAILS

Location: Ottawa
Date: November 2014
Target Attendance: 130 – 150

Target Audience

- CIO's, CTO's
- Privacy and Compliance Professionals
- Business owners—small to medium sized enterprise

¹ <http://www.cata.ca/Communities/PSAB/advisorybd.html>



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- IT and security professionals
- Marketing and Communications professionals
- Consumer advocacy groups
- Media
- Cross-section of industry—public sector, online retail, financial services, telecommunications, consulting firms, etc.

SUMMIT FORMAT

1.5 Day Session

Day 1: ~Attendee registration (i.e. 4 pm – 6 pm)
~Cocktail reception and keynote address
~Possible site visits of cyber security facilities and/or topic specific workshops

Day 2: ~Full day session (8 am – 4 pm) with opening keynote, panel discussions, breakout sessions

The Summit will also include:

- Lunch keynote (if sponsored)
- Interactive Townhall Session
- Kitchen table style discussions
- Breakout groups
- Breakfast, lunch, morning & afternoon networking breaks





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REGISTRATION COSTS:

\$200 CATA Members/Public Service
\$300 Non-members

TOPICS FOR EXPLORATION

This is not a comprehensive list and can be tailored to accommodate a sponsor's expertise, contingent on the content being a fit with the Summit subject matter.

- Cyber security and the role of government
- Global cyber terrorism
- Lessons learned as offered through firsthand perspectives from organizations that have been impacted by a data breach
- Social Engineering in cyber security: the manipulation of people for the purpose of countering set security measures
- Impact of pending government legislation changes both in Canada and globally
- Educating the consumer
- Glamorizing the hacker: exploring the mythos of the black hat heroes as promoted through Hollywood, console games, groups such as Anonymous, and mainstream media
- Impacts of cyber security and cyber terrorism in various industries: banking, retail, utilities, telecommunications, among others





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POSSIBLE SPEAKERS/PANELS



- Recognized security consultants/research firms i.e. CGI, IBM, Deloitte, CSC, Forresters
- Privacy Commissioner or senior level representative responsible for Cybersecurity within Public Safety Canada
- Legal counsel on privacy law and impacts it will have to business and consumers
- Representative from Target, Michael's, TJ Maxx, Adobe (those who have experienced a data breach)
- Internal heads responsible for security and compliance—i.e. Banks, insurance companies, telecommunications, energy & utility companies, eCommerce companies, etc.
- Media and Public affairs advisors like Financial Post, Globe and Mail, Edelman, Knowlton
- Special interest groups—Retail Council of Canada, Canadian Federation of Independent Business, consumer groups, etc.
- CATA & Valarie Findlay, President, HumanLed – partnering to survey current gov't practices on their partnerships with private computer/ security sector and to examine the possibility for vectored partnerships that are more than just intel sharing
- Entertainment companies/organizations that glamorize hacker lifestyles i.e. Ubisoft, Anonymous,



SUPPORTER BENEFITS

All Supporters receive the following benefits:

- **Access to CATA networks, contacts and members**
 - Dissemination of event support Issued throughout CATA's extensive networks (CATA counts 25 thousand Twitter Followers, 15 thousand op in executives in moderated Linked in Groups, 5000 executives in the Google + CATA Circle, 32 thousand CATAnet TV video views, a 2 million executive audience on social media groups that CATA has permission to post to in Canada and major Global markets, and direct email databases of 15 thousand executives.)
 - Exclusive access to Summit audience
 - Attendee registration information

- **Recognition to Supporters**
 - Verbal recognition of support throughout the event
 - Logo projection on big screen

- **Branding and Image**
 - A high-profile event offering stature and credibility
 - Cyber security is a high-profile, newsworthy item with significant levels of vested public interest
 - Consistent, professional use of logos, taglines, wordmarks, etc. in media, advertising, website, and event materials
 - Logo inclusion on all on-site promotion materials, including event banner, directional signage, delegate guide, post-event survey
 - Logo on final summary report produced from the Forum



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SUPPORTER CATEGORIES

The event is limited to 150 people. As such, guest registrations will only be honoured until the maximum registrations are achieved. Supporters automatically receive at least one company registration with their support: all others as identified in each respective Supporter level must be registered using the online process before the maximum is reached in order to be honoured. All remaining invitations will then be considered null and void.

Tier	Cost	Branding	Company passes	Guest Passes	Ad Size	Notes
Diamond	\$8,000	Delegate guide All event signage Roll-up display Event portal Video interview Sponsor badge	3	3	Full page (cover)	Exclusive tier – only 1 available May recommend/secure opening keynote Includes 2 consecutive display ads in CATA newsletter
Reception	\$7,500	As above Sole branded signage at event	3	3	Full page	Exclusive tier – only 1 available Can provide welcoming address and invite a keynote (30 min. max)
Gold	\$6,000	As Diamond	2	2	Full page	Two supporters (non-competing) at this level
Lunch	\$5,000	As Diamond – roll-up display during lunch only	2	2	¾ page	Exclusive tier – only 1 available Can provide brief address at start of lunch(15 min. max)
Silver	\$4,000	As Diamond	2	2	¾ page	Three supporters (non-competing) at this level
Summit	\$2,000	Delegate guide All event signage Event portal Sponsor badge	2	1	½ page	Unlimited availability
Breakfast/Networking	\$1,500	As above	1	-	¼ page	1 Breakfast and 2 networking breaks available
Student Table	\$1,200	As above	1	-	¼ page	Offer local students an opportunity to attend
Network Access	\$1,000	As above	1	-	¼ page	To cover the wi-fi costs for the event



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CONTACT

Canadian Advanced Technology Alliance – www.cata.ca

Kevin Wennekes
Chief Business Officer
kwennekes@cata.ca
(613) 769-8614

OR



Katherine Thompson
Vice President, Research
kthompson@cata.ca
Mobile: 705.229.4133