SIBERXCHANGE

THE CHALLENGE STATEMENT

July 12 - 16, 2021

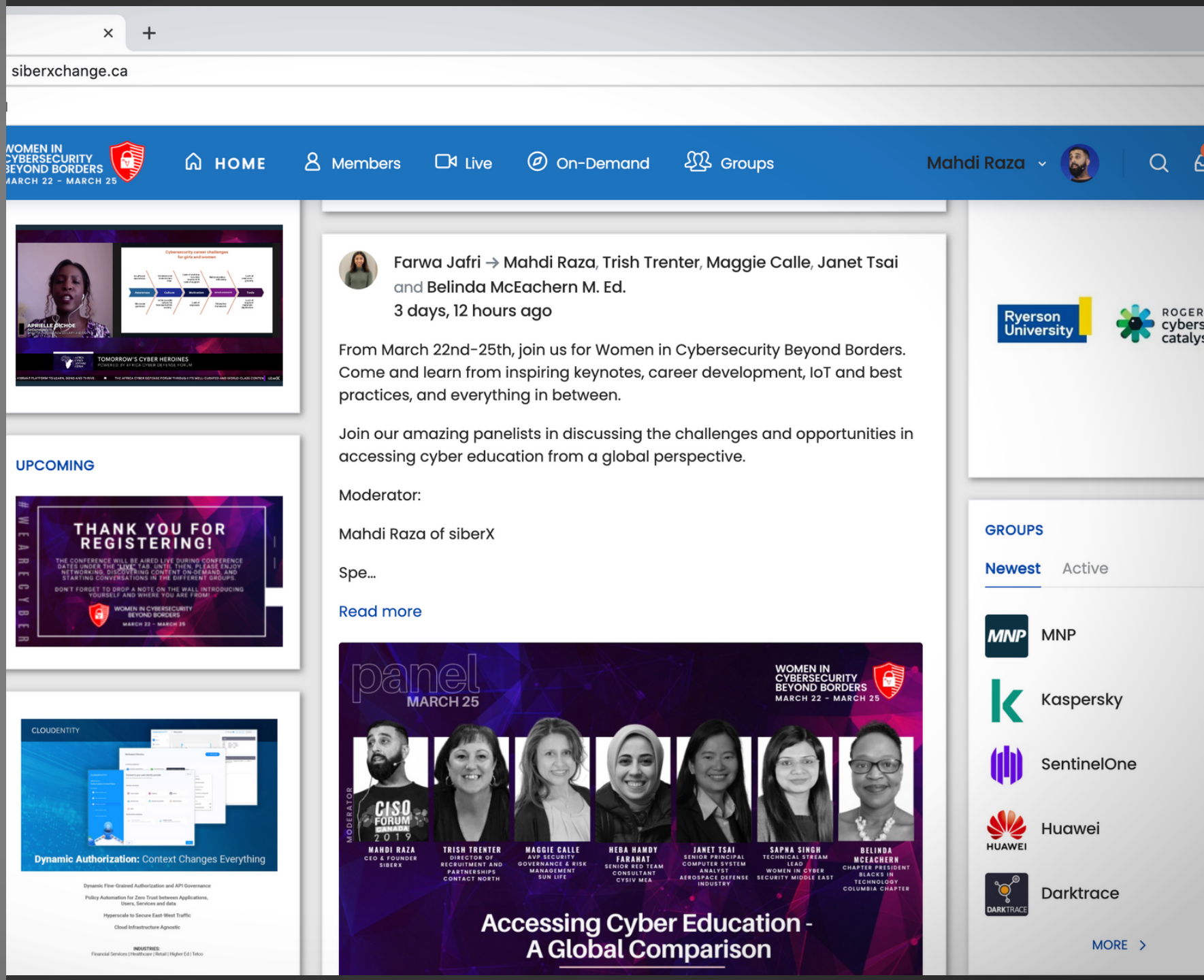
“IN AN EVER-CHANGING CYBER LANDSCAPE, THE ONLY CERTAINTY IS THAT CYBERCRIME WILL CONTINUE TO GROW. SIBERX WAS BUILT TO BRING TOGETHER THE CYBER ECOSYSTEM.”

MAHDI RAZA **CEO**

SIBERX IS A ROAMING, CUSTOMIZED PLATFORM FOR **INNOVATIVE** CYBERSECURITY TRAINING, EVENTS, WORKSHOPS AND SKILLS DEVELOPMENT.

WE ARE
A GLOBAL
MEDIUM FOR
CYBERSECURITY
WHICH IS
BACKED BY
A BOARD OF
INTERNATIONAL
EXPERTS.

PROGRAMMING, SPECIAL FEATURES, HACKING DEMOS & MORE THROUGH A ROAMING STUDIO AND PROFESSIONAL **CYBERSECURITY** NETWORKING COMMUNITY, SIBERXCHANGE.



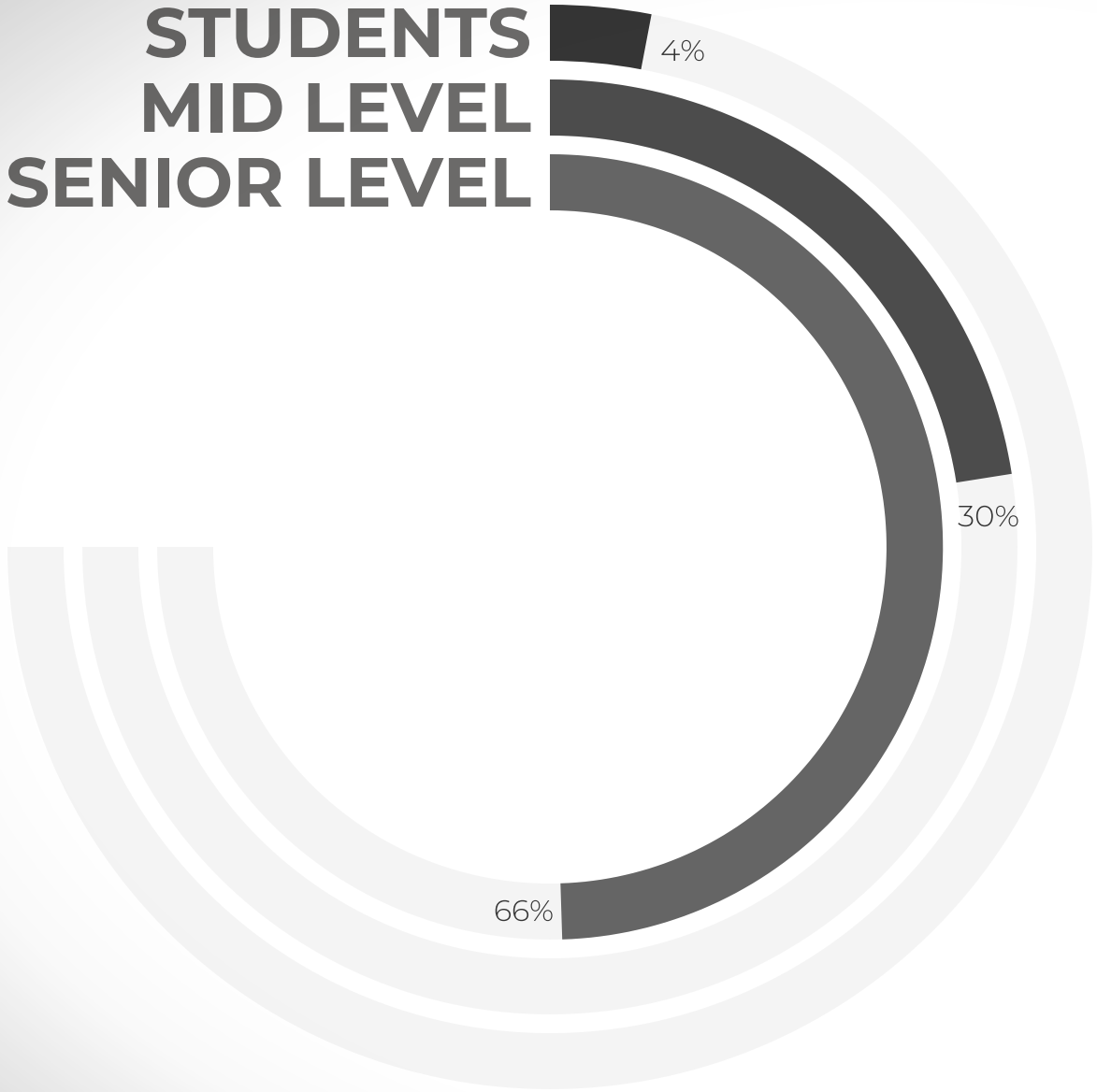
221

Online Sessions Delivered

532

Speakers Across the Globe

Since March 2020 - March 24th, 2021



61%

RETURNING USERS

ON-DEMAND

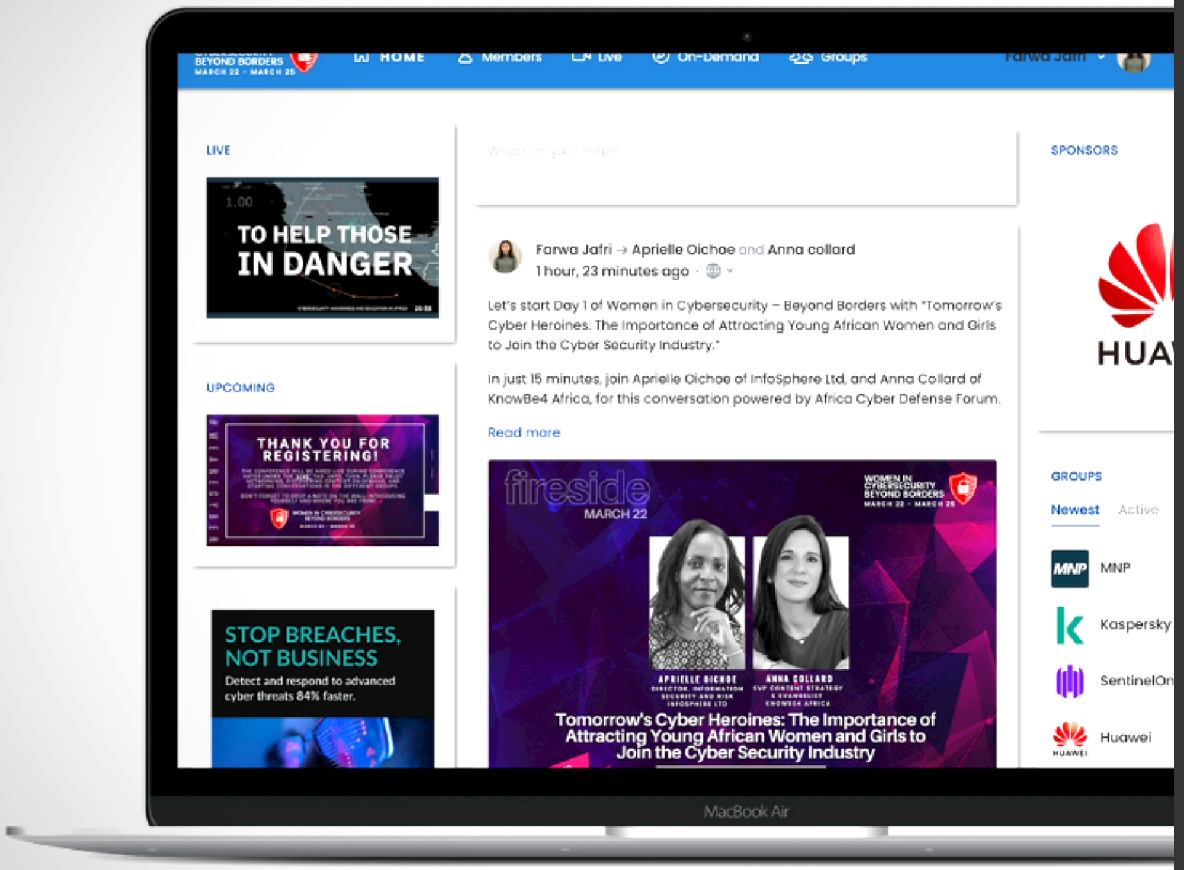
431 AVERAGE VIEWS PER VIDEO & GROWING

MAKING CONNECTING EASY

INVITE & CONNECT WITH THE CYBER COMMUNITY

2020 & 2021 PARTNER SURVEY RESULTS

Virtual Platform Satisfactory Levels

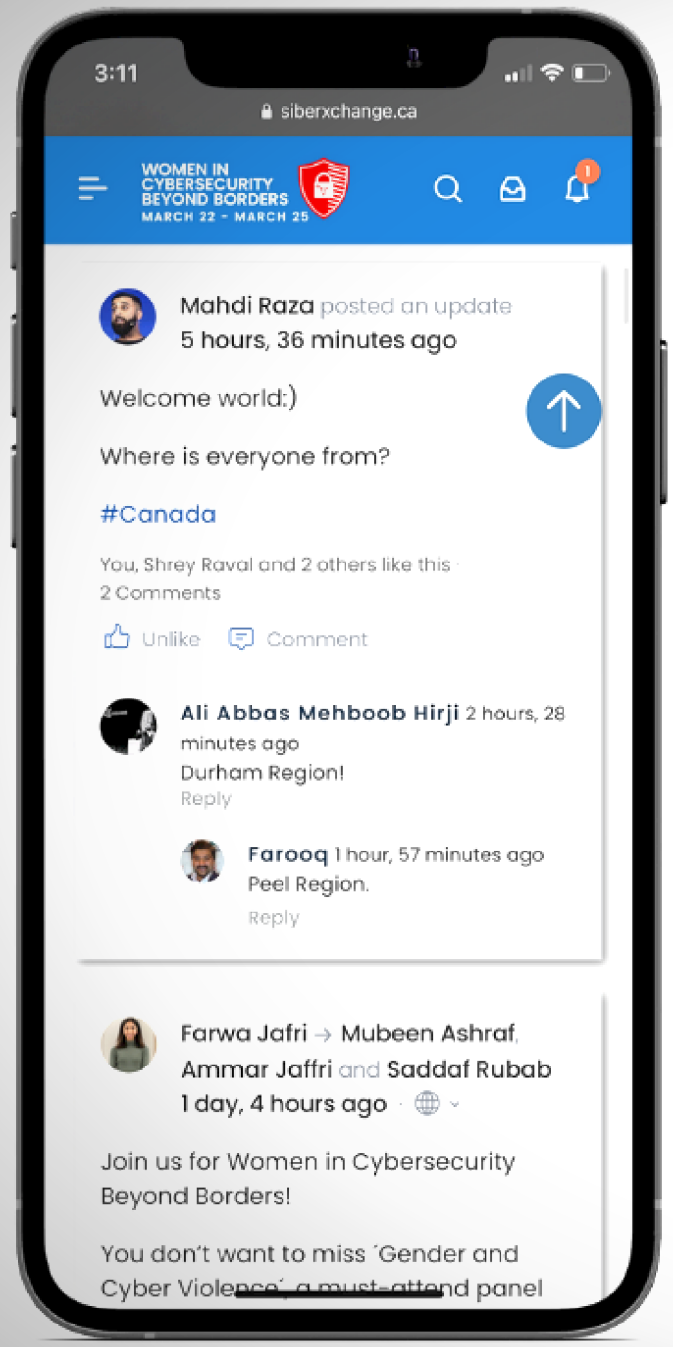


NETWORKING

CONNECT WITH THE CYBER COMMUNITY

ADVERTISING

MARKET VIA BANNERS ADS, LOUNGES & BROADCASTING



BRAND AWARENESS

DATA ANALYTICS ON USER BEHAVIOR

LEAD GENERATION

GENERATE LEADS PRE-EVENT, DURING EVENT & AFTER THE EVENT

PREVIOUS PARTNER OBJECTIVES

Lead Generation

Networking

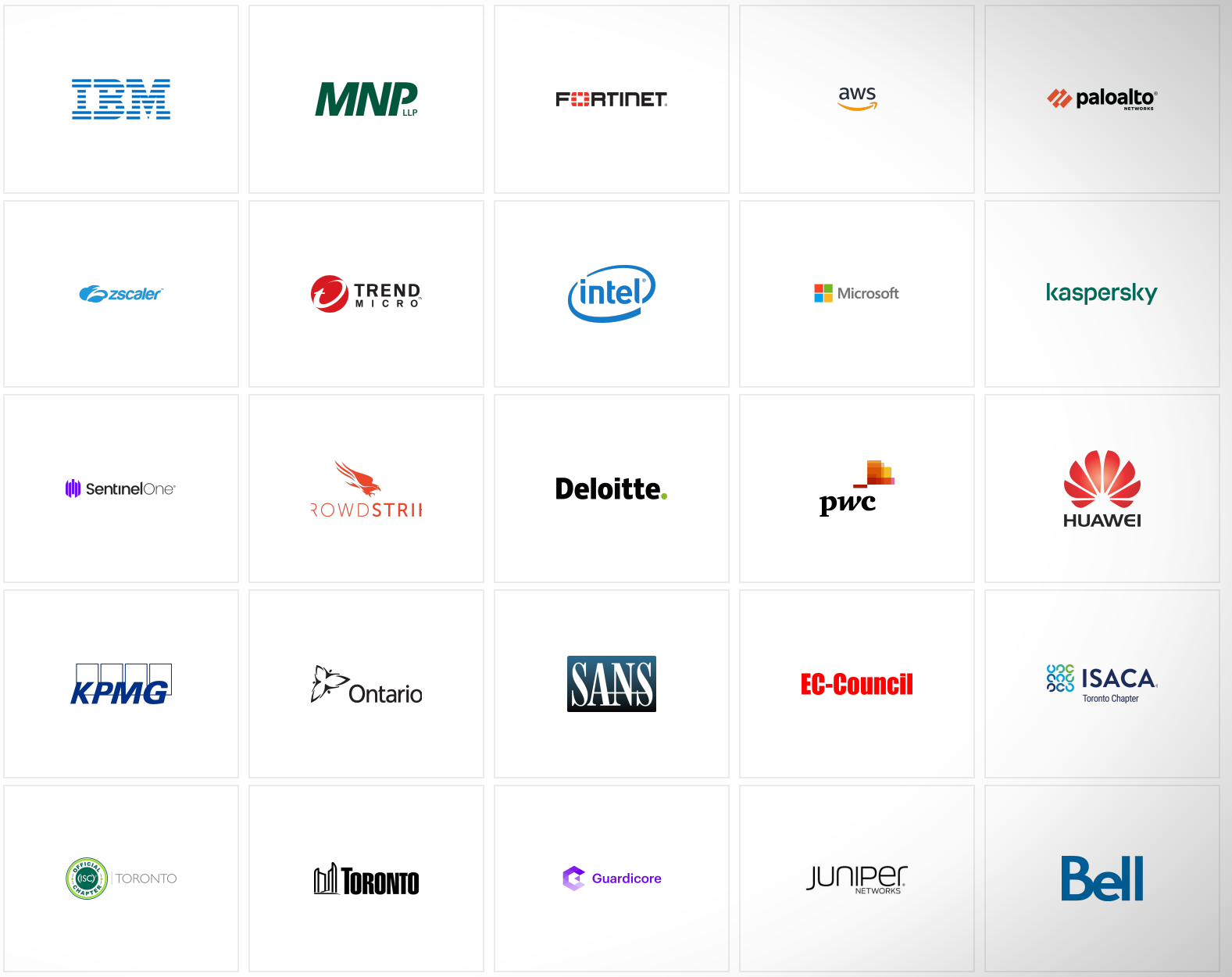
Thought Leadership

Brand Awareness

Recruitment

Audience Engagement

PAST PARTNERS



ANNE LESLIE
SENIOR MANAGING CONSULTANT
IBM SECURITY

ABBAS KUDRATI
MICROSOFT ASIA'S CHIEF
CYBERSECURITY ADVISOR

HELEN OAKLEY
CO-FOUNDER
LEADING CYBER LADIES

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CYBERSECURITY
EXPERT

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ANALYST
TD BANK

RITESH KOTAK
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CIO
ELECTRICAL SAFETY AUTHORITY

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DANIEL PINSKY
HEAD OF SECURITY GOVERNANCE
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JOHN PINARD
CIO
RESOURCE PRODUCTIVITY AND
RECOVERY AUTHORITY

MEET THE ADVISORS

DAMILOLA ADENUGA-TAIWO
SENIOR CYBERSECURITY/PRIVACY PRACTITIONER

MARK DILLON
VP IT
WATERLOO NORTH HYDRO

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CEO
BLOCKSEC TECHNOLOGIES

TUSHAR SINGH
FOUNDER
STARSHIP DREAMS

SAILAJA VADLAMUDI
FOUNDER
WICSP

LUC ROY
CIO
LAURENTIAN UNIVERSITY

ASHER JAFFRI
MANAGER OF APPLICATION SERVICES
TOWN OF RICHMOND HILL

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DURHAM COLLEGE

STEPHEN FRANK
CEO
TAILISMAN SECURITY INC

ASIF KHAN
CEO
GROUND LEVELL INSIGHTS

FAROOQ NAIYER
CISO
ORION

MEET THE ADVISORS

PARTNERSHIP OPTIONS

SIBERXCHANGE 3.0 ENABLES PARTNERS WITH A CHALLENGE STATEMENT. CURATED BY A BOARD OF EXPERTS, YOU WILL HAVE THE OPPORTUNITY TO DEMONSTRATE HOW YOUR TECHNOLOGY & THOUGHT LEADERSHIP CAN RESPOND TO A CHALLENGE – ALL CHALLENGES CAN BE PROVIDED BY OUR BOARD OR CO-CREATED WITH PARTNER INPUT. THIS IS YOUR OPPORTUNITY TO SHOWCASE YOUR STRENGTHS & PROVIDE EXECUTIVES & END USERS WITH A HANDS-ON EXPERIENCE IN PROACTIVE CYBERSECURITY RESPONSES.

SIBERXCHANGE 3.0

Each day will begin with an opening talk show discussing the challenge statements followed by dedicated keynote & panel responses. The day will conclude with a review of key takeaways & lessons learnt with partners having the opportunity to propose whitepaper releases through the siberXchange multimedia assests.

AGENDA	MONDAY JULY 12	TUESDAY JULY 13	WEDNESDAY JULY 14	THURSDAY JULY 15	FRIDAY JULY 16
	Financial Services	**Government Services**	**Critical Infrastructure**	**Healthcare**	**Education**
10:00 AM - 11:00 AM	Opening Talk Show	Opening Talk Show	Opening Talk Show	Opening Talk Show	Opening Talk Show
11:30 AM - 12:30 PM	Keynote	Keynote	Keynote	Keynote	Keynote
1:00 PM - 2:00 PM	Challenge 1	Challenge 1	Challenge 1	Challenge 1	Challenge 1
2:30 PM - 3:30 PM	Challenge 2	Challenge 2	Challenge 2	Challenge 2	Challenge 2
4:00 PM - 5:00 PM	Challenge 3	Challenge 3	Challenge 3	Challenge 3	Challenge 3
5:30 PM - 6:30 PM	Challenge 4	Challenge 4	Challenge 4	Challenge 4	Challenge 4
7:00 PM - 8:00 PM	Day In Review	Day In Review	Day In Review	Day In Review	Day In Review

OPENING TALK SHOW

Explained

A morning kickoff with endorsement of your product and advertising reels

- Thirty minutes LIVE session hosted by expert panelists form the siberXchange board
- SWOT analysis of the day's challenges with a preview of presenters
- Expert, objective endorsement of your products, services and value proposition
- Highlights of partners' speakers and their achievements
- Closing comments with vital statistics about your products and services

KEYNOTE

Explained

An exclusive stage for you to address the day’s challenges from your perspective

- Sixty minutes LIVE session dedicated to your perspectives on the day’s theme
- Speaker introduction by a member of the advisory board
- Dedicated stream allowing for multimedia reels and live demos
- Option to conduct the session as an individual keynote or fireside chat with 2 panelists
- Live interactive engagement with the audience through live chat and Q & A

CHALLENGE SLOT

Explained

Interactively explain how your product will protect the organization facing a specific challenge*

- Sixty minutes LIVE session with up to 5 speakers from your organization & network
- Analysis of the challenge statement and your solution outline
- A step by step breakdown of action items and dependencies to deploy your solution
- An explanation of your impact and next steps to proactively prepare for future situations
- Closing comments with lessons learnt and opportunity to offer exclusive demos
- **Challenges can be suggested by partners or provided by advisory board*

DAY IN REVIEW

Explained

A closing of the day with highlights and reels from the partner sessions

- Thirty minutes LIVE session hosted by expert panelists form the siberXchange board
- Review of keynote and challenge presentations
- Interactive breakdown of key points, lessons learnt and unique value propositions
- Expert commentary and feedback with a summary of future opportunities
- Closing comments with contact details and ways to connect with presenters

SIBERXCHANGE 3.0 PARTNER PRICING

Each day will begin with an opening talk show discussing the challenge statements followed by dedicated keynote & panel responses. The day will conclude with a review of key takeaways & lessons learnt with partners having the opportunity to propose to propose white paper releases through the siberXchange multimedia assets

	20 SPOTS AVAILABLE	10 SPOTS AVAILABLE	5 SPOTS AVAILABLE
PACKAGE DETAILS	DEMO $5,000	LEAD GEN $7,500	VIP $10,000
Panel Slot on Opening Talk Show	NO	YES	YES
Keynote	NO	NO	YES
Challenge Slot	YES	YES	YES
Panel Spot on Day In Review	NO	NO	YES
Your Session On-Demand	YES	YES	YES
Social Media Posts	YES	YES	YES
30 Sec Commercial	YES	YES	YES
Dedicated Lounge	YES	YES	YES
CASL Compliant List (SESSION)	YES	YES	YES
CASL Compliant List (EVENT)	NO	YES	YES

LET'S GET STARTED

siberx.org

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siberX