Sponsor Prospectus 2023

siberX

Adapt, Transform: Lead Through Perspective

CISO FORUM CANADA 2023

JANUARY 30 - 31, 2023

SHERATON PARKWAY TORONTO NORTH HOTEL
600 HWY 7, RICHMOND HILL, ONTARIO, CANADA

ONLINE AVAILIBLE: **#LIVE ON** SIBERXCHANGE.COM

CISO FORUM CANADA

techXpo

CYBER MEETUP

ABOUT THE EVENT

CISO Forum Canada, brought to you by siberX, brings speakers, thought leaders, attendees, & sponsors from all over Canada to discuss the ever-changing field of executive information security management. Topics focus on leadership, strategic management, innovation, & cutting-edge solutions to the challenges of leading information security programs.

CISO Forum Canada will, in a hybrid model, mobilize leaders from across Canada as speakers & attendees for keynotes, panel discussions, & round tables, followed by an executive virtual reception & in-person reception. The conference will conclude with an awards ceremony celebrating cybersecurity leaders. Only director-level and above information security practitioners are invited to attend.

The theme for CISO Forum 2023 is Adapt, Transform: Lead Through Perspective. Join us live or online!

2019 CISO FORUM CANADA | SHERATON NIAGARA FALLS, CANADA

THE VENUE

Sheraton Parkway Toronto North Hotel & Suites in Richmond Hill has easy access to 407, 404, 400 & 401 highways. The venue is one of the largest convention centers in Toronto with over 31,000 sq. ft. of modern & flexible event space, allowing for a comfortable event. Luxury suites are also available to zen out in as all suites are newly appointed.
The Penthouse suite has one of the best views of Toronto!

2023 ADVISORY BOARD

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KEY FACTORS

01 Accessible

For 2022, our conference will be in-person and virtual simultaneously. Attendees will enjoy the in-person experience and participate virtually in our innovative siberxchange online community through mobile and web. In addition, gamified engagements, prize giveaways, and live feedback features will be activated to deliver a unique conference experience.

02 Focused

Since its launch in August 2020, siberXchange has been a growing international community of cybersecurity leaders & professionals from public and private sectors. With representation from large organizations, small to medium enterprises, and start-up ventures, the platform is a focal point for discussing and demonstrating the latest issues around cyber security.

02 Connected

With over 6000+ cybersecurity professionals growing daily, siberxchange is a customized, curated platform featuring live feeds, on-demand videos, and social networking features. Community members can also access weekly produced content through Power Hours, Newscasts, and Gamified sessions. To learn, Network and Connect!

04 KPI

KPIs help organizations understand if the company is headed in the right direction—and if not, where it needs to divert its attention. siberX focus is driving both quantitative and qualitative results.

DESIGNED FOR NETWORKING & THOUGHT LEADERSHIP

Network

Breakfest & Registration

Start the morning right. Hot breakfast, great convos and handshakes are the essentials to kick off a great conference.

Learn

Morning Sessions

Packed with content, thought leadership and designed for executives. Our topics are developed by CISOs for CISOs.

Connect

Power Lunch

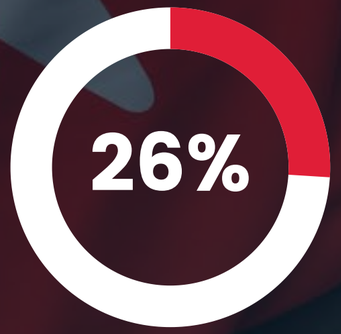
Designed with leaders in mind, enjoy high-end food with great conversations. Connect with colleagues, catch up with peers, and bridge new friendships.

Leadership

Afternoon Sessions

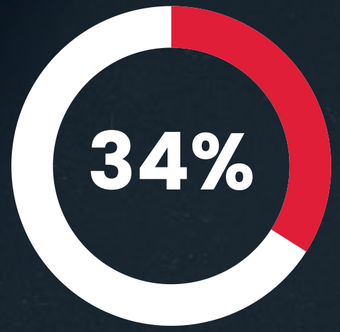
Breakaways for technical or non-technical conversations, discussions and panels. A good place to truly zone in on solutions.

MARKET TARGETING



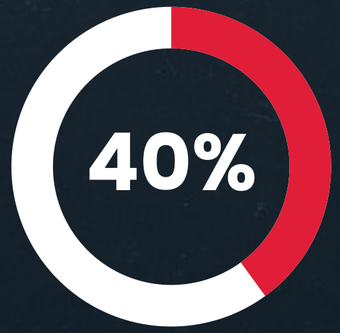
Enterprise

Employees: Over 1000 employees with annual revenue of over $1 billion. A wide variety of broad and specific skills. Primary considerations for technology purchases include guaranteed uptime, advanced features, and security.



Midsize Enterprise (MSE)

$50 million and $1 billion in annual revenues and/or 100 to 1000 employees. Midsize enterprises are bound not so much by a similar set of IT needs but by a matching set of challenges — most notably, limitations in IT staffing, skills and funding. As a percent of employees, the cross-industry average for IT full-time equivalents is 5.9% for midsize enterprises. This usually equates to between 10 and 50 internal IT staffers. On average, midsize enterprises spend approximately 4.5% of their annual revenue on IT. This usually equates to IT budgets between $5 million - and $25 million.



Small and Midsize Business (SMB)

The attribute used most often is the number of employees; small businesses are usually defined as organizations with fewer than 100 employees; midsize enterprises are those organizations with 100 to 999 employees. The second most popular attribute used to describe the SMB market is annual revenue: small business is usually defined as organizations with less than $50 million in annual revenue; the midsize enterprise is defined as organizations that make more than $50 million but less than $1 billion in annual revenue.

O Canada!

siberXchange platforms are home to the cyber community from across Canada & the world. We're a purpose-driven company that aims to set the standards of excellence for attendees, speakers and sponsors. Innovation is in our DNA. siberX is designed to bridge Canada first.

ONLINE

6,000+

Total Members Online

IN-PERSON

350

Decision Makers

MARKET VALIDATION

A Brief Story About Market Validation

Events are created to allow your team to speak to different event stakeholders, hear from thought leaders, check your competitors, & connect with peers.

Event

95%

Satisfaction %

Decision Makers

83%

Within 6 months

Networking

97%

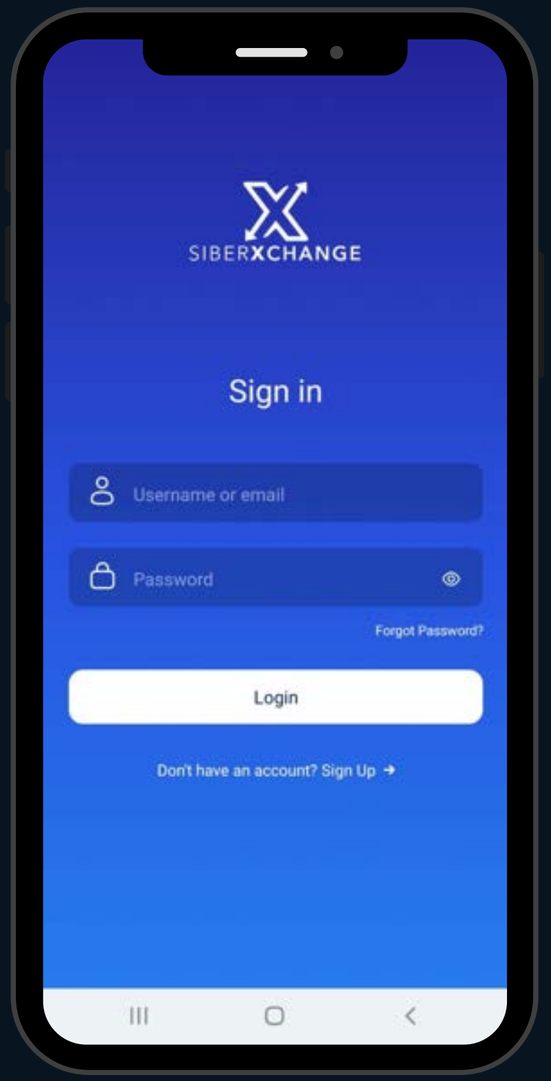
Opportunites %

YOUR CYBERSECURITY COMMUNITY

siberX delivers cybersecurity events and experiences globally. Backed by an advisory board of leading cybersecurity experts, siberX provides in-person, virtual and hybrid experiences through conferences, workshops and digital gaming scenarios. Keeping in trend with new engagement models, siberX also curates a dedicated online cybersecurity community, www.siberxchange.com, delivering 24 x 7 LIVE and on-demand content, gamified engagement a virtual store.

Over 5,000
Members

500+
On-Demands Videos



2019 CISO FORUM CANADA | VIRTUAL STAGE DURING PANDEMIC

POTENTIAL TOPICS

NO CISO IS AN ISLAND

While the CISO must map and activate the overall cybersecurity posture of an organization, its success does not rest on the CISO alone. In this session, we invite CISOs to discuss the partnerships and strategic collaborations they enable within their organizations to achieve a successful cybersecurity posture for their organization. From discussing challenges to opportunities, strengths to weaknesses, CISOs share their perspectives and lessons learnt.

TRUST NOTHING, RECORD EVERYTHING

As Zero Trust models become the norm, we invite CISOs to share lessons from their deployments and their perspectives on where this model is headed towards

HARD TO GUESS BUT EASY TO REMEMBER - ASSESSING THE USER EXPERIENCE

Security practices like MFA can be seen to inconvenience users. While the value of these solutions is not questioned, the risk of losing users is genuine to a business. Join us for a session wherein we dive into how CISOs approach user experience and design.

QUARANTINE AND CONTAINMENT DURING AN INCIDENT RESPONSE

This topic assesses the strategies adopted by CISOs during a live breach and draws perspectives around identifying and isolating impacted devices. While device quarantine may be the evident best practice, how do CISOs ensure business continuity and activate the necessary backup plans? Join us for some lessons from the field.

THE MANUAL CHORES OF AUTOMATION

While CISOs may look to automation to free up human resources for other tasks, how tedious and time-consuming can automation actually be? Let's hear from CISOs and their trials by automation.

WHAT YOU SEE IS WHAT YOU GET - NETWORK MONITORING

With the shifting perimeters, where are CISOs activating their monitoring practices? What do CISOs want to know, and what are some of their remediation and alert protocols? This session brings together diverse perspectives from a variety of sectors.

BOSSWARE AND EMPLOYEE TRACKING

In a hyper hybrid world, various innovations are emerging to track and demonstrate employee performance. In this session, we dive into the privacy components around such practices.

NEGLIGENT NOT MALICIOUS

As employees utilize a variety of cloud applications, the concern of insider threats is at a high. In a first-of-its-kind session, we ask CISOs to share how they approach insider threats that may not be malicious but purely a result of negligent practices

WEAK AND WISHFUL POLICIES

With massive proliferation of cloud and third-party workspaces, how are CISOs dealing with a myriad of application policies - join us and learn how CISOs are centralizing policy and securing the digital workspace.

CISOS AND TURNOVER

In a slight twist, we invite executives from across Canada to discuss how they are dealing with the challenges around hiring and retaining CISOs.

SPONSORSHIP BOOTH

Your booth is in the designated high traffic area. Attendees can meet you and learn about your solutions or just shake hangs and catch up!

		1 SPOT REMAINING		1 SPOT REMAINING
	PLATINUM 30,000	DIAMOND SOLD OUT	GOLD SOLD OUT	SILVER $15,000
Booth Exhibition Space	20X10	15X8	8X8	8X8
In-Person Passes	8	5	3	2
Virtual Passes	75	50	20	10
Exhibitor Passes	3	3	2	2
VIP Express Line	✓	✓	✓	✓
1 X Keynote (In-Person/Remote)	✓	✓	-	-
1 X Breakout (In-Person/Remote)	✓	✓	✓	-
1 X Panel Spot One Panel Spot	✓	-	-	✓
30-60 Sec Commercial Played During Breaks	4	3	2	1
Virtual Lounge 4 Month Access to siberXchange	✓	✓	✓	✓
Social Media Posts Dedicated Social Media Posts	✓	✓	✓	✓
Logo on Tshirt Event T-Shirt for Premium Tickets	✓	✓	✓	✓
CASL Compliant List Provided 72-Hours Post-Event	✓	✓	✓	✓
Your Session On-Demand 4 Month Access	✓	✓	✓	✓
1 X al la carte Any (1) selection from:	A, B, C	A, B	A	-

A LA CARTE

GROUP A

~~$5,000 Pens~~
~~$5,000 Notepads~~
~~$5,000 Break Branding~~
~~$5,000 Logo on Swag Bag~~
~~$5,000 Branded Swag Sticker~~
$5,000 Branded Cocktail

GROUP B

$8,000 Lounge Area
~~$8,000 Water Bottles~~
$8,000 Exclusive Badge Logo
~~$8,000 Logo on Lanyard~~
$8,000 Breakfast Branding

GROUP C

$10,000 Speakers Lounge
$10,000 Award Ceremony
$10,000 Lunch Branding
$10,000 VIP Roundtable

ADD-ON'S

$10,000 Panel Sponsorship
$8,000 Panel Spot
$10,000 Table Top Game
$15,000 Cocktail Reception
$5,000 Break Branding Day 1 - AM
~~$5,000 Break Branding~~ Day 1 - PM
$5,000 Break Branding Day 2- AM
$5,000 Break Branding Day 2- PM
$10,000 Lunch Day 1
$10,000 Lunch Day 2
$8,000 Breakfast Day 1
$8,000 Breakfast Day 2

SPONSORSHIP LOUNGES

Your lounge is in the designated lounge area. Attendees can take a comfort break, get some work done or chat with you about your products/services. The decor and style have your branding colours.

	1 SPOT REMAINING	1 SPOT REMAINING	1 SPOT REMAINING
	PLATINUM 30,000	**DIAMOND 25,000**	**GOLD 20,000**
Lounge Space	**PREMIUM SPACE**	**PREMIUM SPACE**	**PREMIUM SPACE**
In-Person Passes	8	5	3
Virtual Passes	75	50	20
Exhibitor Passes	3	3	2
VIP Express Line	✓	✓	✓
1 X Keynote (In-Person/Remote)	✓	✓	-
1 X Breakout (In-Person/Remote)	✓	✓	✓
1 X Panel Spot One Panel Spot	✓	-	-
30-60 Sec Commercial Played During Breaks	4	3	2
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1 X al la carte Any (1) selection from:	A, B, C	A, B	A

GROUP A

~~$5,000~~	~~Pens~~
~~$5,000~~	~~Notepads~~
~~$5,000~~	~~Break Branding~~
~~$5,000~~	~~Logo on Swag Bag~~
~~$5,000~~	~~Branded Swag Sticker~~
$5,000	Branded Cocktail
$5,000	Break Branding Day 1 AM
$5,000	Break Branding Day 1 PM
$5,000	Break Branding Day 2 AM
$5,000	Break Branding Day 2 PM

LOOKING FOR A CUSTOM PACAKGE - TALK TO US:)

GROUP B

~~$8,000~~	~~Water Bottles~~
$8,000	Exclusive Badge Logo
~~$8,000~~	~~Logo on Lanyard~~
$8,000	Breakfast Branding Day 1
$8,000	Breakfast Branding Day 2

GROUP C

$10,000	Panel Sponsorship
$10,000	Table Top Game
$10,000	Lunch Day 1
$10,000	Lunch Day 2
$10,000	Speakers Lounge
$10,000	Award Ceremony
$10,000	Lunch Branding
$10,000	VIP Roundtable

Some Information Security Strategy History
TRU Information Security
TACTICAL TO STRATEGIC
siberX

CISO FORUM AFTER-PARTY!
CYBER MEETUP
The BIGGEST Infosec After-Party In Canada
SHERATON PARKWAY TORONTO NORTH HOTEL
Sponsor Prospectus 2023
JANUARY 31, 2023 | 4:15 PM - 11 PM

CYBERSECURITY

MEETUP

2023

Socialize.
Network.
Connect.
Learn.
Food.
Drinks.
Party.
Dance.
All Under One Roof.

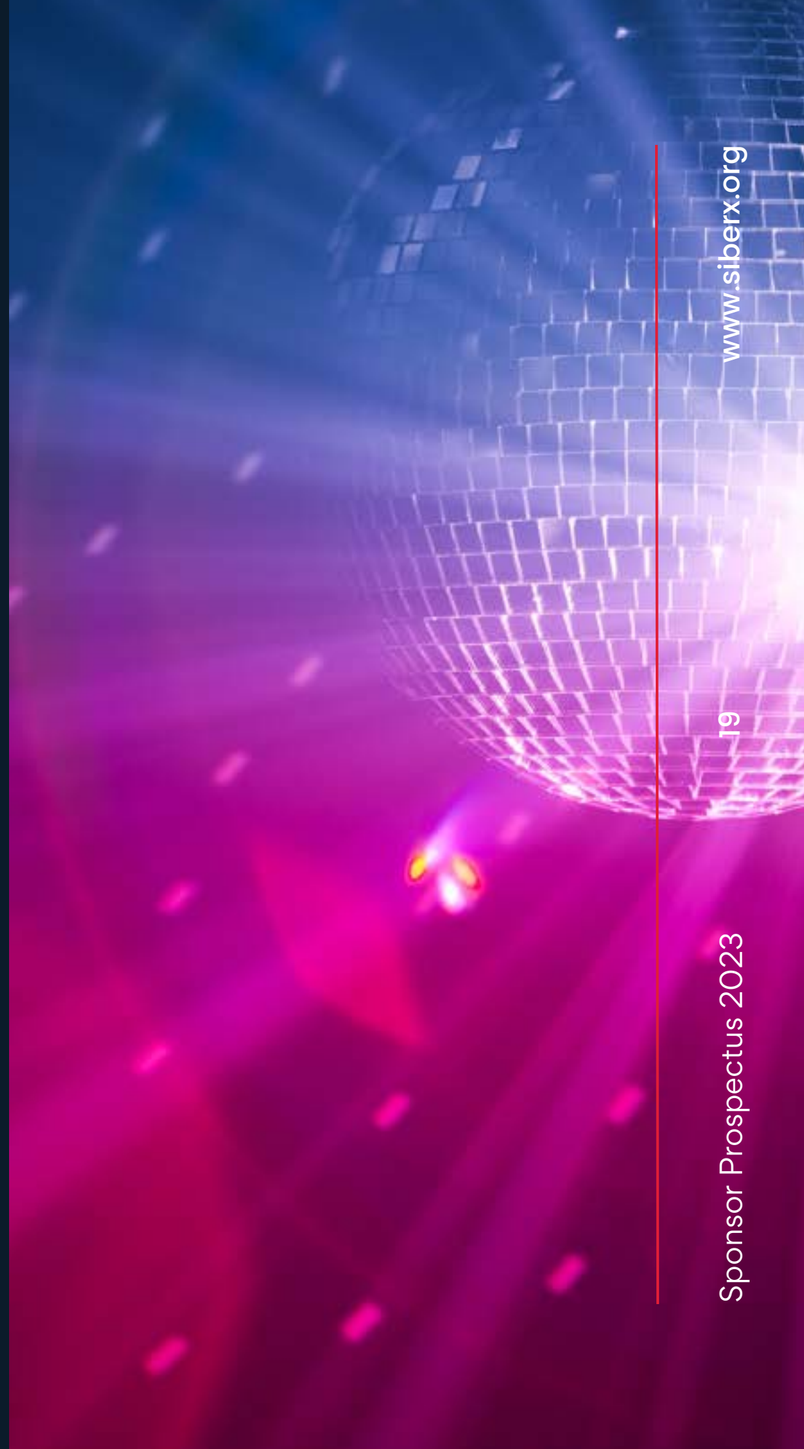
About the Cybersecurity Meetup.

siberX continues innovating by creating an ecosystem that drives new and meaningful connections. So come for the intimate networking areas or the music and dance the night away at Cybersecurity Meetup. With fantastic unlimited food, a live DJ, cash and swag giveaways all evening, this is a night you won't want to miss.

Right after CISO Forum 2023, on-site at the Sheraton Hotel, the venue will transform into a networking industry meet-up. This event is open to the infosec community.

Want to brand your organization?

#WeAreCyber



- **Custom Cocktail Branding**
  Name a Drink after your organization or product, a perfect way to get the conversation going.
  $1,000 / 5 spots

- **Food Station Branding**
  6 stations of amazing food, brand a station with your logos.
  $1,000 / 6 spots

- **Badge & Laynard +**
  Exclusive Branding - everyone is wearing your brand on their chest and around their necks.
  $5,000/ 1 spot

- **Media Wall +**
  Placed strategically, this is the one place everyone will take a picture and post, have your exclusive branding front and centre!
  $3,500/ 1 spot

- **Hourly Prize Giveway +**
  Host a 5 min Kahoot game or any other game customized around your product/services - giveaway that swag!
  $1,750/6 spots

- **PhotoBooth**
  Exclusive Branding - this is where the entertainment happens.
  $4,000/ 1 spot

- **Sanitize Towels +**
  Premium Quality Towel Services Throughout The Event - Brand Your Logo.
  $5,550/ 1 spot

- **Custom Coasters**
  3.5" Custom Printed Light-Weight Round Coaster - everyone will see this.
  $3,050/ 1 spot

- **Live Entertainment Branding +**
  DJ Stage, Get Exclusive Branding as the DJ plays music all night!
  $7,500/ 1 spot

- **Exclusive Branding on Official Tshirt**
  Exclusive Branding - every attendee gets an Official Cybermeetup T-shirt with only your Branding!
  $4,000/ 1 spot

Slots Available

A LA CARTE

A LA CARTE SELECTION ALSO GIVES:
1 SOCIAL MEDIA POST ON ALL SIBERX SOCIALS
LOGO ON SIBERX WEBSITE
+ 5 TICKETS

*CISO Forum Ticket gets you access to cocktail reception and free access to Cyber Meetup

JANUARY 30-31, 2023.

techxpo

SHERATON PARKWAY TORONTO NORTH HOTEL | TECHXPO LOUNGE

techXpo will showcase organizations who are using technology to address a market need. Organizations must be able to showcase a specific application of cyber security or demonstrate a critical approach to secure the users that utilize their product.

- Exposure to C-Level Executives from across Canada
- Conduct Live Demos
- Showcase Products and Services to Decision Makers
- Meet with Investors

Exhibit access during the invite-only, exclusive CISO Forum Canada.

*Limited slots, subject to availability and eligibility.

techXpo

Six Spots Left
$2500.00

- 6 x 8 Exhibition Space
- 2 Vendor Passes
- Bag Inserts Provided by Exhibitor
- Social Media Post
- 30 Second Commercial
- Virtual Lounge

*Must fall under the following categories to apply: innovative start ups, research/educational facilities, and innovation companies

PAST SPONSORS

THANK YOU

Because, we're here to help

Telephone
416.659.6336

Address
155 Commerce Valley Dr E Thornhill, ON L3T 7T2

Website
www.siberx.org