



Canadian Women IN CYBERSECURITY

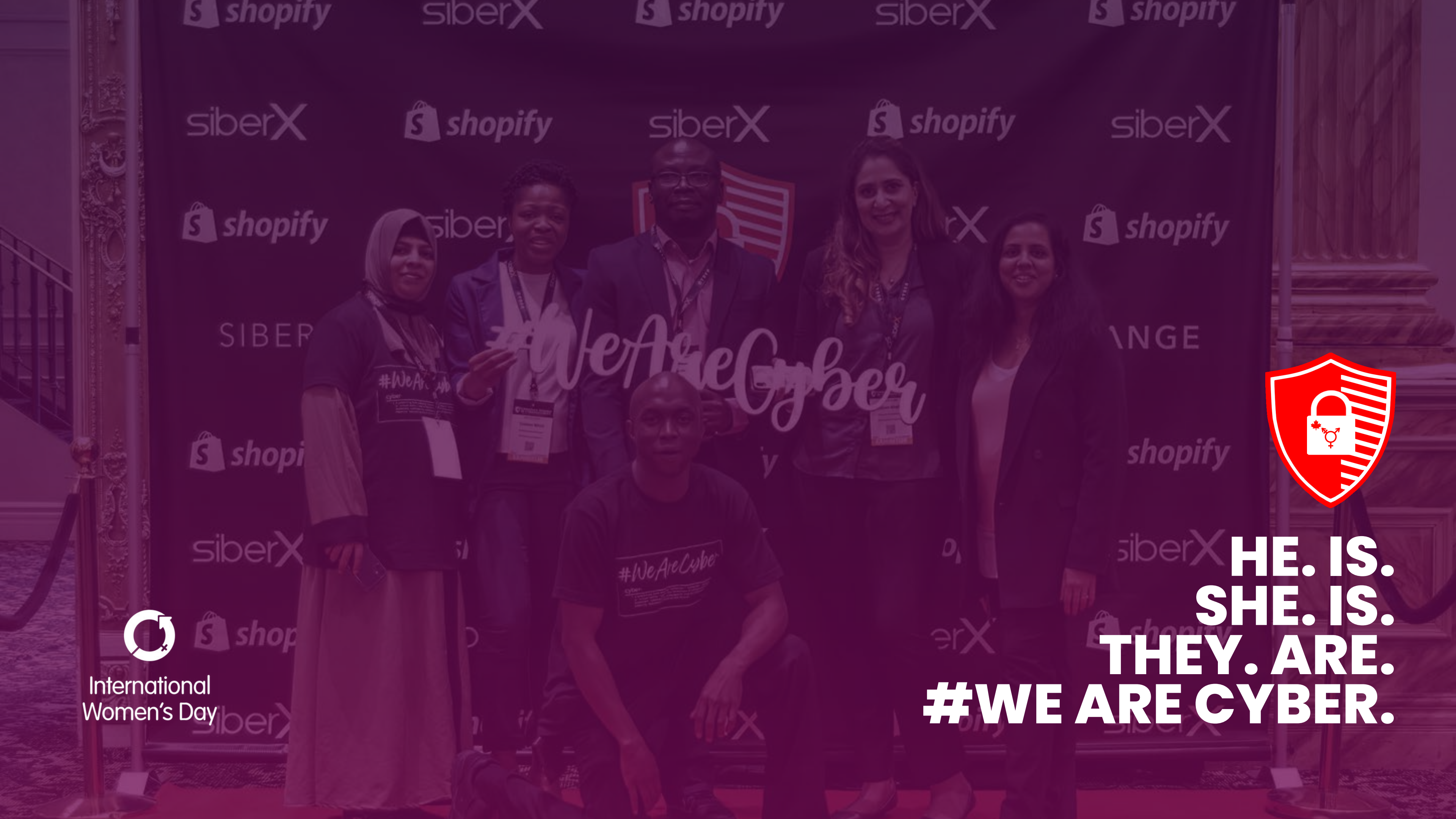
MAY 14, 2024 | RICHMOND HILL



SHERATON
Parkway Toronto North Hotel

siberX

#WeAreCyber



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International Women's Day



**HE. IS.
SHE. IS.
THEY. ARE.
#WE ARE CYBER.**



what's
INSIDE

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The we are cyber **MOVEMENT**



The Canadian Women in Cybersecurity conference celebrates the diversity of thought, experience, ability, and background. The genuine challenge of diversity in the Canadian cybersecurity ecosystem is not limited to hiring practices alone – bringing diversity into our thinking about cybersecurity challenges propels innovations and techniques that will position Canada as a global leader in cybersecurity. With more diversity to solve cybersecurity challenges, we bring creativity and representation to the table, and our conference demonstrates precisely how.

Going into its fifth year, this event will highlight the achievements and innovations of various cybersecurity leaders in Canada who come from diverse educational, technical, social, and personal backgrounds.

From celebrating novel products and tools to learning from leaders who have shattered the glass ceiling and paved the way for diversity, this conference is geared toward a diverse audience. As a result, your organization can position its brand, services, and philosophy and establish trust and new relationships with eminent personalities in the cybersecurity community.

With inspiring keynotes and panels, hands-on technical reviews, gamified in-person and virtual engagements, career conversations, and an awards gala, another riveting experience awaits.

siberX

conference HISTORY



Canadian Women IN CYBERSECURITY MAY 2024

The #WeAreCyber Movement Begins!

2019

Toronto, Canada

Canadian Conference & Global Conference Virtual on the siberXchange platform

2021

Vaughan, Canada

+20 sessions at LearnX breakout rooms

2023

Niagara Falls, Canada

2020

800 attendees, 30 sessions designed around thought leadership

Aurora, Canada

2022

Back in Person, Bigger & Better!

Toronto, Canada #WeAreCyber



cybersecurity diversity BY THE NUMBERS

24%

Gender Diversity

Women working in cybersecurity currently account for about one quarter of the overall workforce

25,000

Open Jobs

There are approximately over 25,000 open cybersecurity jobs in Canada and more than 3.5m globally

32%

Race Discrimination

32% of cybersecurity professionals of colour who participated in the survey report that they have experienced some form of discrimination in the workplace

29%

C-Suite Representation

Only 23% of C-level cybersecurity executives identified as being non-white; this is compared with 47% of entry-level staff. Women made up only 10%



<https://www.isc2.org/-/media/ISC2/Research/ISC2-Women-in-Cybersecurity-Report.ashx?la=en&hash=4C3B33AABFBEAFDDA211856CB274EBDDF9DBEB38>
<https://financialpost.com/moneywise-pro/canada-sees-25000-unfilled-cybersecurity-jobs-as-hacking-activity-soars>
<https://www.isc2.org/-/media/Files/Research/Innovation-Through-Inclusion-Report.ashx>
<https://www.isc2.org/-/media/ISC2/Research/2022-WorkForce-Study/ISC2-Cybersecurity-Workforce-Study.ashx>

what TO EXPECT



1,000
ATTENDEES



7,000
SIBERXCHANGE MEMBERS



50+
ORGANIZATIONS

event SATISFACTION

• survey conducted from 2019-2023, Canadian Women Cybersecurity Event



97%
CAREER OPPORTUNITIES



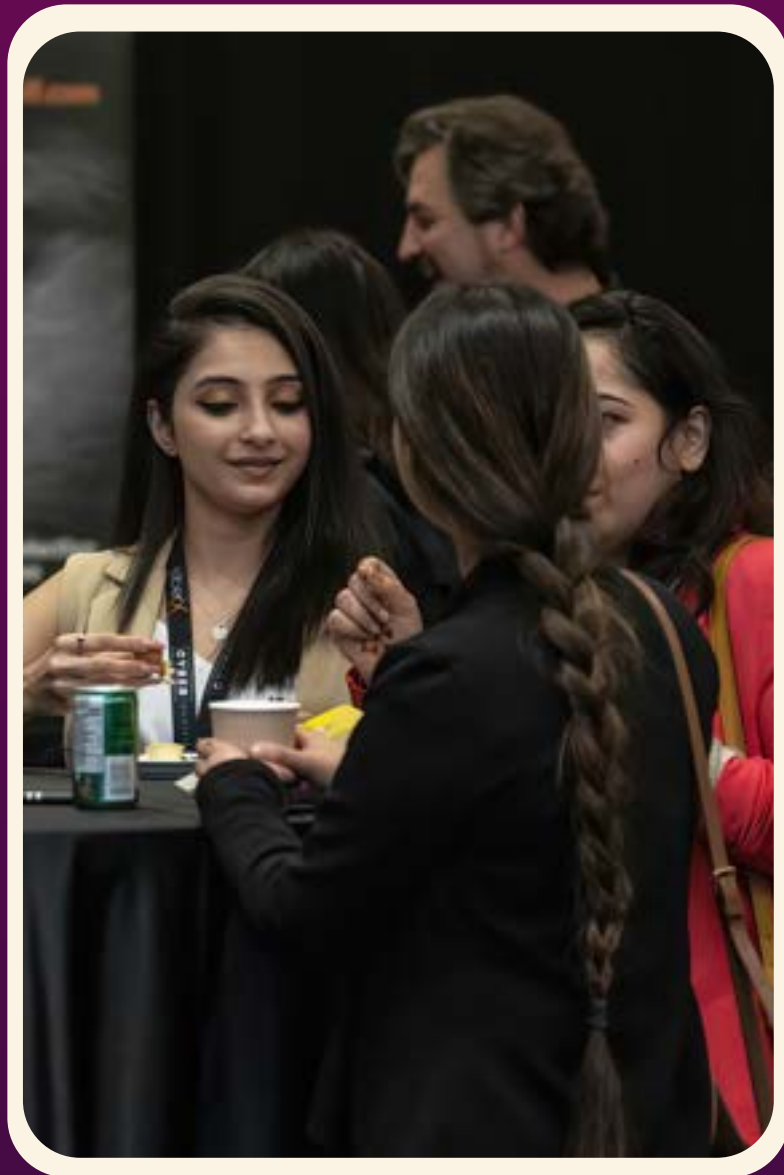
96%
EDUCATION



98%
NETWORKING



ACCESSIBLE



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, positioning your brand in a hybrid and accessible manner.

CONNECTED



With over 6000+ cybersecurity professionals growing daily, siberxchange is a customized, curated platform featuring live feeds, on-demand videos, and social networking features.

FOCUSED



Attendees can curate their own conference experience from choosing which segments to attend down to creating their conference agenda, we are set to deliver a genuinely attendee-focused event.

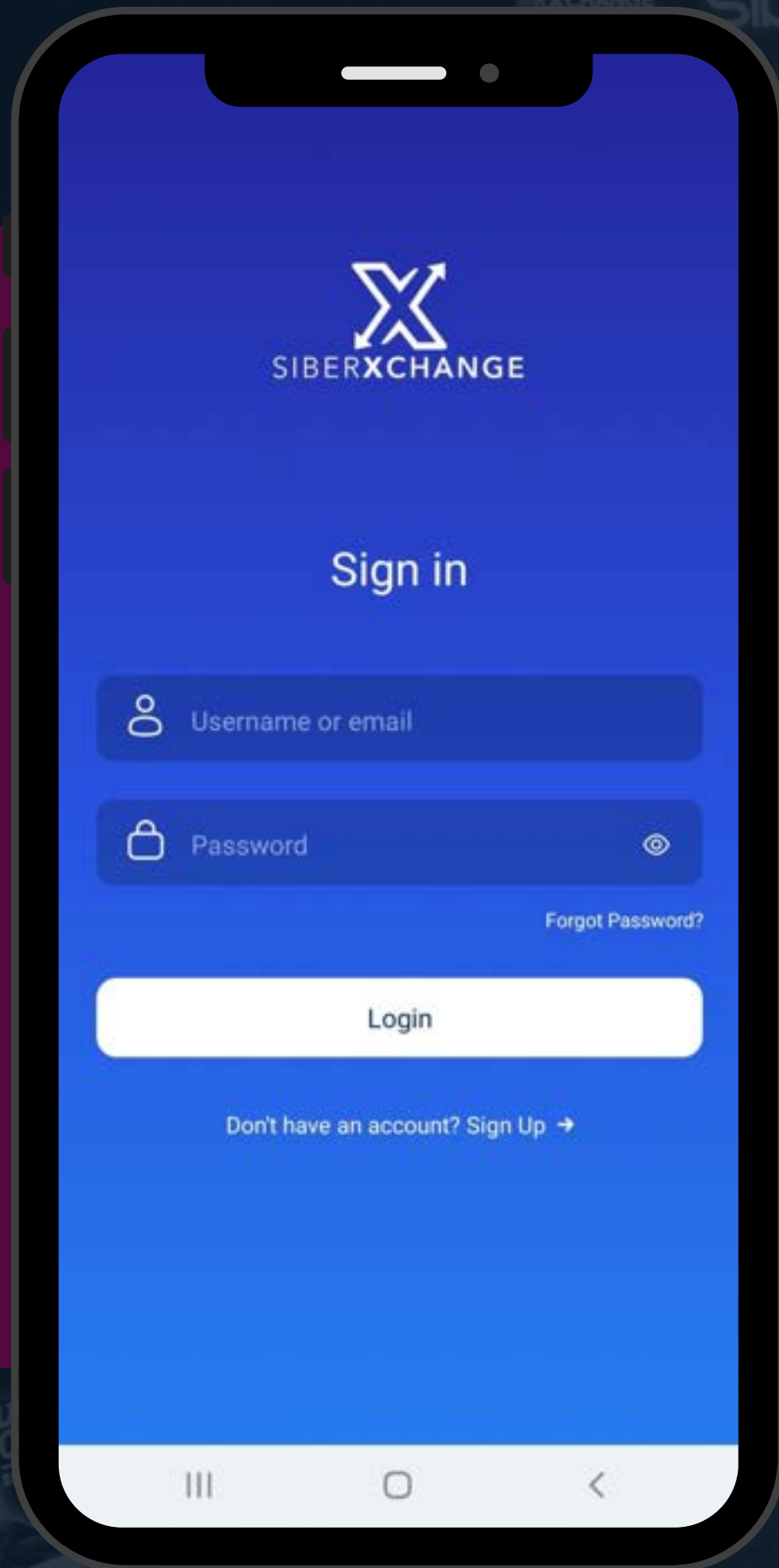
KPI



siberX focuses on driving quantitative and qualitative results for organizations based on their KPIs. We know organizations are driven by specific goals, and we are here to deliver.

key
FACTORS

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.

 **7,000+**
Members

 **500+**
On-Demands Videos

award CEREMONY

PAST WINNERS



Lifetime Achievement Award 2020
Dr. An Cavoukian

Lifetime Achievement Award 2021
Rima Aristocat

Woman in Leadership Award 2021
Adriana Gliga-Belavic

Lifetime Achievement Award 2022
Shelley Wark-Martyn
Priya Sirwani

Woman in Leadership Award 2022
Vanessa Henri
Eloise Taylor

Lifetime Achievement Award 2023
Sherry Rumbolt

Woman in Leadership Award 2023
Julia Le

Ally in Action Award 2023
Carlos Chalico



Annually, we celebrate trailblazers in cybersecurity who are paving the way for those coming up behind them. The nominations come from the cybersecurity community, and a panel of industry experts adjudicates the awards. For 2024, we're kicking it up a notch! The award ceremony will be preceded by a star-studded Gala Night.



past
SPONSORS



The EVENT

The 2024 event will be especially unique, as attendees will have the ability to customize their experience. With a day-long career fair, educational sessions, and a spectacular gala night and awards ceremony, this conference is not to be missed

**THE BEST OF
THE BEST.
YOUR BRAND.
CANADA'S
ATTENTION**

LEARNX

TIMING: 9:00 AM - 4:00 PM

A power packed day of technical, non-technical, executive, and non-profit focused sessions featuring industry experts.

CAREERXPO

TIMING: 9:00 AM - 8:00 PM

An opportunity for qualified jobseekers from all security backgrounds to connect with leading employers who are committed to diversity.

GalaX

TIMING: 6:00 PM - 10:00 PM

An evening of powerful panel discussions followed by a leading industry keynote. The evening concludes with the Canadian Women in Cybersecurity awards ceremony, followed by a cocktail reception

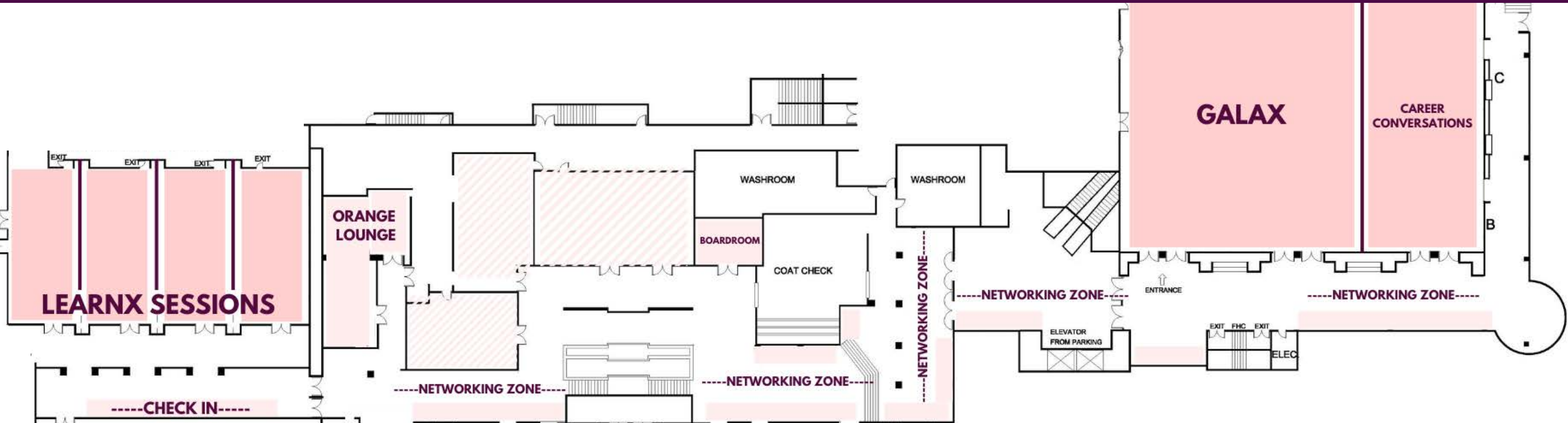
The AGENDA

| | TRACK TECHNICAL | TRACK NON-TECHNICAL | TRACK EXECUTIVE | TRACK PUBLIC SECTOR |
|-------------------|--------------------|------------------------|--------------------|------------------------|
| 9:00am - 9:45am | WELCOME & OPENING | | | |
| 10:00am - 10:55am | | | | |
| 10:55am - 11:35am | NETWORKING BREAK | | | |
| 11:35am - 12:30pm | | | | |
| 12:30pm - 1:20pm | NETWORKING LUNCH | | | |
| 1:20pm - 2:15pm | | | | |
| 2:15pm - 3:05pm | NETWORKING BREAK | | | |
| 3:05pm - 4:00pm | | | | |
| 4:00pm - 4:10pm | NETWORKING BREAK | | | |
| 4:10pm - 5:00pm | | | | |
| 6:00pm - 10:00pm | GALAX | | | |

TOPIC BANK

- An in-depth overview of 2023 data breach investigations
- All data is not the same - understanding safeguards for Canadian data
- Digital accessibility and overcoming barriers to security services
- Neurodiversity & enhancing observability, response and talent
- Workplace accommodations and the changing security perimeters
- Emotional intelligence - how does it impact security services?
- Employment equity- why are we still falling behind the margins?
- Employee productivity, retention, and return to the office
- Pandemic and emergency preparedness
- How to lead without a title
- Redefining modern careers from a cybersecurity perspective
- Where is the golden unicorn? Do we have talent shortages or are hiring managers too picky?
- Women in cybersecurity sales - lessons from the field
- Quantifying breaches in dollars and cents to the board
- "Calling all parents..." do you know who your child is virtually gaming with?
- The intersection of breaches and fraud prevention
- Do cybersecurity certifications matter?
- Attack surface management vs traditional vulnerability & configuration management
- Cybersecurity risk reporting in a digitally transformed organization
- IoT and securing the transmission of data from autonomous vehicles
- AI / ChatGPT and its impact on identity
- The intersection of AI & Cybersecurity
- Mental health and the long-term effects of a breach
- Challenges with work/life balance - 'checking the pulse'
- How to build soft skills in the emerging leaders in cyber
- Inclusion - what does it look like? How can we actualize it at work?
- The rising costs of cyber insurance
- How breaches affect our day-to-day life
- Femtech - biometric surveillance, and monitoring.
- Digital surveillance - necessity vs proportionality on surveilling your workforce
- Making security mainstream
- Securing OT environments; reinforcing data protection on unstructured sources.
- Incident response plans; setting up a solid cybersecurity governance framework.
- Defining cybersecurity KPI's; incorporating cybersecurity in ESG reports.
- Software supply chain security
- Importance of security storytelling
- IT security vs OT security
- Does anyone want to be a CISO anymore? Challenges faced by senior leaders in cybersecurity
- Digital ability/seniors
- Cybersecurity frameworks - finding a good fit for your company
- The kitchen sink - what to do when you are responsible for all the cyber tasks
- State of third-party cyber risk management
- A strategic approach to integrating teams, technologies, and processes and what fits your organization

event FLOORPLAN





sponsorship OPPORTUNITIES

Our sponsorships are customizable. Choose from one of our packages, or build your own; whatever your needs, we can help you customize a sponsorship that works best for you.



LEARNX



CAREERXPO



EVERYTHING

sponsorship OPPORTUNITIES

LIMITED AVAILABILITY

LEARNX

a la CARTE

- **Badge and Lanyard**

Have your logo shine on every attendee and steal limelight in every picture with placement on the lanyard and badge.

\$8,000

- **Chill Zone Branding**

Place your brand on the lounge area attendees use to take a break during the event.

\$8,000

- **Swag Bag**

Your logo is prominently displayed on the beloved event swag bag.

\$8,000

TECHNICAL

\$5,000

NON-TECHNICAL

\$5,000

EXECUTIVE

\$5,000

PUBLIC SECTOR

\$5,000

40 MIN speaking slot

Conduct a demo or workshop of your product/services giving attendees hands-on experience.

Host, or simply brand, a non-technical session geared towards cybersecurity professionals of all breadths.

Conduct executive-level workshops, both technical/non-technical sessions accepted.

Lead a workshop on the cybersecurity priorities facing Canada's not-for-profit and public sector professionals.

All sponsorships include:

- *siberXchange Access*
- *Dedicated Social Media Post*
- *Logo on Website*
- *Lead Scanner*



CAREERXPO

SPONSORSHIP OPPORTUNITIES

| VISIONARY \$15,000 | LEADERSHIP \$10,000 | STRATEGIC \$8,000 | SUPPORTING \$5,000 |
|---------------------------------|--|---------------------------------|------------------------|
| 20" Booth | 15" Booth | 10" Booth | 8" Booth |
| Featured Listing | Featured Listing | Featured Listing | Featured Listing |
| 6 Month Newsletter Inclusion | 3 Month Newsletter Inclusion | 1 Month Newsletter Inclusion | 1 Newsletter Inclusion |
| 3 Commercials | 2 Commercials | 1 Commercial | 1 Commercial |
| 3 Platform Ads | 2 Platform Ads | 1 Platform Ad | 1 Platform Ad |
| CASL List *72 hrs post event | CASL List *72 hrs post event | CASL List *72 hrs post event | |
| 2 Virtual Sessions | 1 Virtual Session | | |
| 1 A la Carte Selection | 1 A la Carte Selection *except showcase | | |

- All sponsorships include:*
- *siberXchange Access*
 - *Dedicated Social Media Post*
 - *Logo on Website*
 - *Lead Scanner*

a la CARTE

- **Badge and Lanyard**
Have your logo shine on every attendee and steal limelight in every picture with placement on the lanyard and badge.
\$8,000
- **Chill Zone Branding**
Place your brand on the lounge area attendees use to take a break during the event.
\$8,000
- **10 Minute Showcase**
This is YOUR opportunity to host a showcase at your booth or on the main stage. 10 minute session, ONLY 10 showcases available.
\$8,000
- **Career Matchup Branding**
All attendees can optimize their experience with this networking match feature—your brand can be featured here.
\$9,000
- **Swag Bag**
Your logo is prominently displayed on the beloved event swag bag.
\$8,000
- **Mentorship Area Branding**
Your brand in this high visibility area where attendees are mentored by experts.
\$8,000
- **LinkedIn Review Zone**
Attendees can have their LinkedIn profiles audited; power this area with your branding.
\$8,000
- **Resume Review Zone**
Guest resumes are reviewed and edited by expert volunteers. Display your branding in this high impact area.
\$8,000
- **Headshot Zone**
Guests receive complimentary headshots in the Headshot Zone powered by YOUR brand.
\$8,000



sponsorship
OPPORTUNITIES

GALA NIGHT
6:00PM-10:00PM

"DONT BE SIMPLY AT THE PARTY, BE THE PARTY!"

EXPERT KEYNOTE

Featuring a keynote speech by well-renowned speaker, get 1:1 brand time as you introduce the keynote

Connect with Us

FIRESIDE CHAT

Preceding the celebrity keynote, capture attendee attention with a centre stage fire side chat. This is your opportunity to shine!

Speaking Spot: \$10,000

PANEL

Kick off the evening with a panel discussion. This is your opportunity to showcase your brand and thought leadership.

Panel Spot: \$10,000

sponsorship OPPORTUNITIES

| PLATINUM \$45,000 | DIAMOND \$30,000 | GOLD \$20,000 | SILVER \$15,000 | BRONZE \$8,000 |
|---------------------------------------|--------------------------------------|--------------------------------------|--------------------------------------|--------------------------------------|
| 8" Booth | 8" Booth | 8" Booth | 8" Booth | 8" Booth |
| 10 Event Passes 2 Exhibitor Passes | 7 Event Passes 2 Exhibitor Passes | 5 Event Passes 2 Exhibitor Passes | 3 Event Passes 2 Exhibitor Passes | 2 Event Passes 2 Exhibitor Passes |
| 2 Workshops | 2 Workshops | 1 Workshop | 1 Workshop | |
| CASL List *72 hrs post event | CASL List *72 hrs post event | CASL List *72 hrs post event | CASL List *72 hrs post event | |
| Gala Fireside Chat | Gala Panel Spot | | | |

- All sponsorships include:**
- 2 Commercials
 - 2 Platform Ads
 - Featured Career Listing
 - Dedicated Social Media Post
 - Logo on Website & Platform

a la CARTE

- **Award Presentation**

Present one of the prestigious awards during the ceremony. Opportunity to interview the winner.

\$10,000

- **Badge and Lanyard**

Have your logo shine on every attendee and steal limelight in every picture with placement on the lanyard and badge.

\$7,500

- **Headshot Zone**

Guests receive complimentary headshots in the Headshot Zone powered by YOUR brand.

\$8,500

- **Speaker Lounge Branding**

Place your brand on the lounge area speakers and VIP's use to take a break during the event.

\$5,000

- **Swag Bag**

Your logo is prominently displayed on the beloved event swag bag.

\$8,000

- **Mentorship Area Branding**

Your brand in this high visibility area where attendees meet and are mentored by experts.

\$8,000

- **LinkedIn Review Zone**

Attendees can have their LinkedIn profiles audited; power this area with your branding.

\$8,000

- **Resume Review Zone**

Guest resumes are reviewed and edited by expert volunteers. Display your branding in this high impact area.

\$8,000

sponsorship OPPORTUNITIES

- **Break Branding**

Your logo is prominently displayed during a networking break.

\$5,000

- **Breakfast Branding**

Your brand powers the breakfast at the start of the day- your logo on prominent display.

\$8,000

- **Lunch Branding**

Your brand powers the most important meal of the day- your logo prominently displayed.

\$10,000

- **Hackathon**

Brand this women-led hackathon and set the parameters alongside the conference advisory.

\$8,000

Let's work
TOGETHER

We are here to help.
416.856.2992
marketing@siberx.org

SIBERX.ORG