

Sponsor Prospectus 2025

siberX

CISO FORUM CANADA 2025

FEB 3-4, 2025

TORONTO, CANADA

ONLINE AVAILABLE: **#LIVE ON** [SIBERXCHANGE.CA](https://siberxchange.ca)



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.

Join us live or online!



PANEL: THE CISO & CIO RELATIONSHIP

SESSION SPONSORED BY



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KEY FACTORS

01 Accessible

For 2024, 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, siberX 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 20,000+ 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

Breakfast & 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

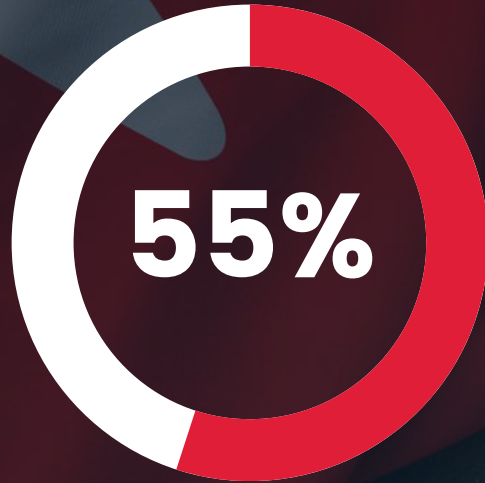
Designed with leaders in mind, enjoy high-end food with great conversations. Connect with colleagues, catch up with peers, and bridge new friendships.

Leadership

Afternoon Sessions

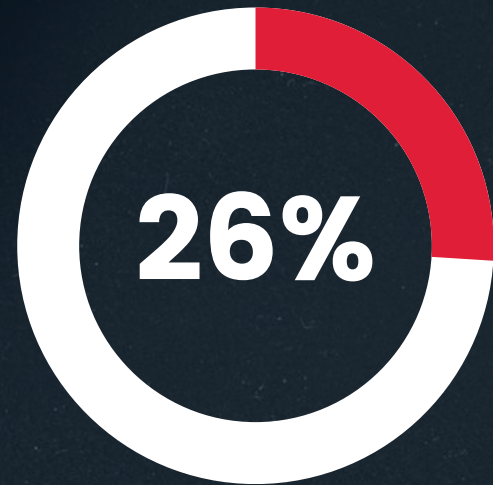
Breakaways for technical or non-technical conversations, discussions and panels. A good place to truly zone in on solutions.

TARGET MARKET



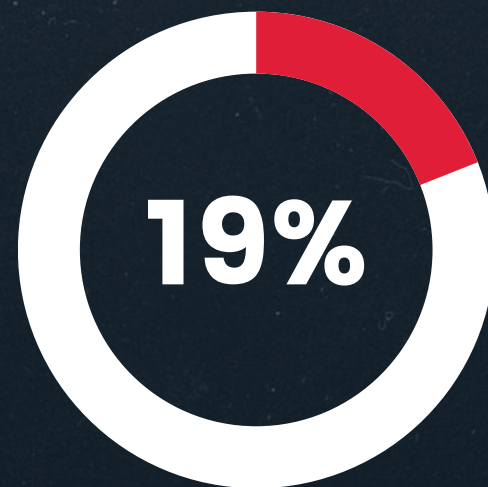
Enterprise

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!

siberX stands as the nucleus for the global cybersecurity community, uniting minds across Canada and beyond. Driven by a purposeful ethos, we aspire to define the pinnacle of excellence for attendees, speakers, and sponsors alike. Innovation flows through our very essence. siberX is meticulously crafted with a dedicated emphasis on initially uniting Canada.



ONLINE
7,000+
Total Members Online

IN-PERSON
500
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

96%

Satisfaction %

Decision Makers

86%

Within 6 months

Networking

98%

Opportunities %

YOUR CYBERSECURITY COMMUNITY



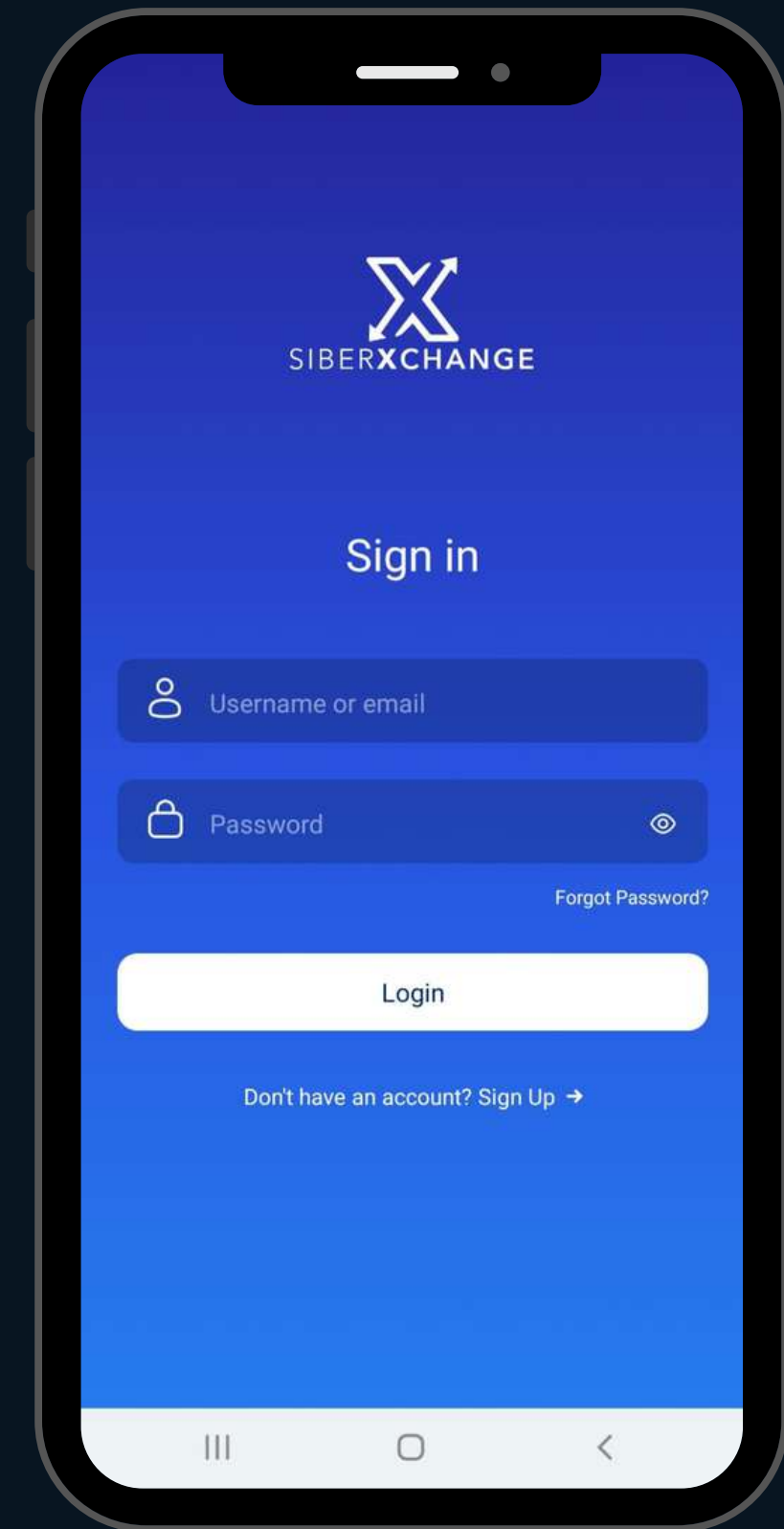
siberX delivers cybersecurity events and experiences globally. Backed by an advisory board of leading cybersecurity experts, siberX provides in-person, virtual and hybrid experiences through conferences, workshops and digital gaming scenarios. Keeping in trend with new engagement models, siberX also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



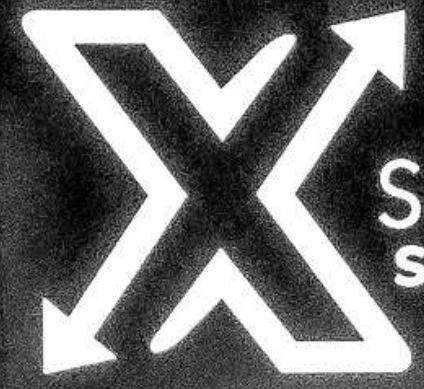
Over 7,000
Members



500+
On-Demands Videos



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2020 CISO FORUM CANADA | VIRTUAL STAGE DURING PANDEMIC



SPONSORSHIP BOOTH

	PLATINUM \$30,000	DIAMOND \$25,000	GOLD \$20,000	SILVER \$15,000
Booth Exhibition Space	20X10	15X8	8X8	8X8
In-Person Passes	8	5	3	2
Virtual Passes	20	15	10	5
Exhibitor Passes	3	3	2	2
VIP Express Line	✓	✓	✓	✓
1 X Keynote <small>(In-Person/Remote)</small>	✓	✓	-	-
1 X Breakout <small>(In-Person/Remote)</small>	✓	✓	✓	-
1 X Panel Spot <small>One Panel Spot</small>	✓	-	-	✓
30-60 Sec Commercial <small>Played During Breaks</small>	4	3	2	1
Virtual Lounge <small>4 Month Access to siberXchange</small>	✓	✓	✓	✓
Social Media Posts <small>Dedicated Social Media Posts</small>	✓	✓	✓	✓
Logo on Tshirt <small>Event T-Shirt for Premium Tickets</small>	✓	✓	✓	✓
CASL Compliant List <small>Provided 72-Hours Post-Event</small>	✓	✓	✓	✓
Your Session On-Demand <small>4 Month Access</small>	✓	✓	✓	✓
1 X al la carte <small>Any (1) selection from:</small>	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 Private Lunch (2 available)
- \$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 Branding
- \$10,000 Lunch Day 2 Branding
- \$8,000 Breakfast Day 1 Brand
- \$8,000 Breakfast Day 2 Brand

TOPICS FROM 2024

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.

CISO'S 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.



PAST SPONSORS



2023 CISO FORUM CANADA

CISO FORUM CANADA



Sponsor Prospectus 2024

THANK YOU

Because, we're here to help

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 **Website**

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