

Engage

As a WiCyS Annual Conference Sponsor

WICYS 2024 • APRIL 11-13 • NASHVILLE, TN

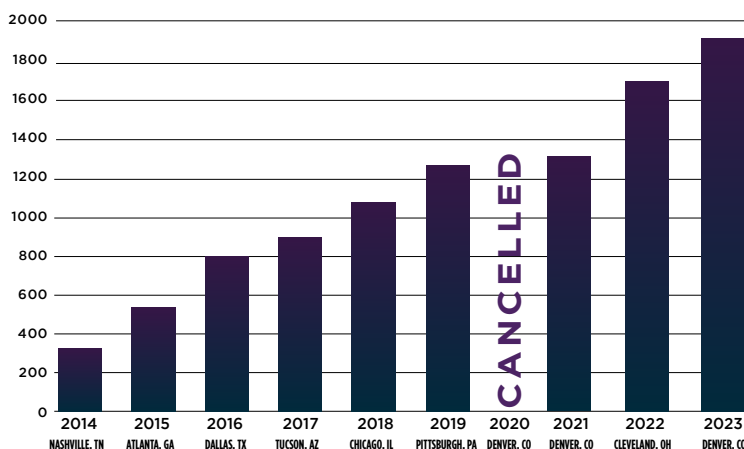
The WiCyS annual conference is the premier event for women and their allies to recruit, retain and advance women in cybersecurity. Each year professionals and students come together to grow their skills, connect with others, and engage in career advancement opportunities. Of the expected conference participants, approximately half will be attendees who successfully qualified for a scholarship to attend (including lodging, subsidized registration and meals).

If your interest is to provide professional development opportunities for your cybersecurity teams, recruit top cybersecurity talent, gain recognition as a leader in workforce diversity, and build meaningful relationships with industry professionals, rising professionals, academia, government, and industry, the WiCyS conference is the place to be. It's an intimate and exciting environment where results happen.

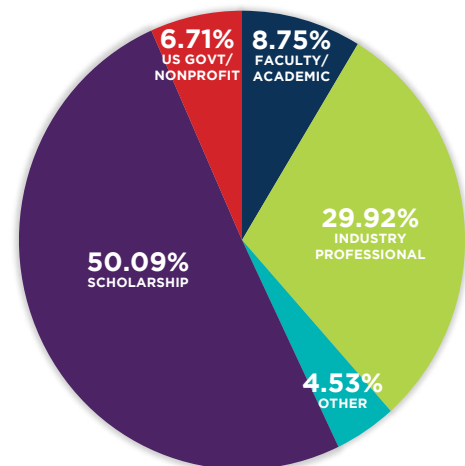
Sponsors at the gold and higher level receive a booth, branding and recognition, and access to the resume database of attendees. Your organization will be recognized on the conference website, the mobile app and onsite at the event. Your sponsorship also entitles you to advance notice of opening registration.

CONFERENCE STATISTICS

WiCyS ATTENDANCE 2014-2023



WiCyS 2023 ATTENDEES



2023 BREAKDOWN OF STUDENTS

- ♦ High School 1.27%
- ♦ Freshmen 4.30%
- ♦ Community College 8.23%
- ♦ Sophomore 7.72%
- ♦ Junior 15.44%
- ♦ Senior 19.37%
- ♦ Masters 33.79%
- ♦ PhD 6.96%
- ♦ Other 2.92%

To learn more, visit
wicys.org/conference



WICYS 2024 CONFERENCE SPONSOR LEVELS

| | VIP \$50,000+ | PREMIUM \$30,000 | DIAMOND \$15,000 | PLATINUM \$9,000 | GOLD \$6,000 | SILVER \$4,000 |
|--|-------------------------------|-------------------------------|--------------------------------|-------------------------------|--------------------------------|--|
| PROGRAM/RECRUITING BENEFITS | | | | | | Academic, Government and Non-Profit Only |
| WiCyS Conference Keynote Speaking Opportunity | 20 Minutes One Speaker | • | • | • | • | • |
| Livestreaming of Keynote on Social Media | yes | yes | • | • | • | • |
| Keynote Speaker Media Announcement | yes | • | • | • | • | • |
| 30 Second Pre-Recorded Spot During Pre-Keynote | yes | • | • | • | • | • |
| WiCyS Conference Featured Speaker Opportunity (before or after keynote speaker) | • | 8 Minutes One Speaker | • | • | • | • |
| Scholarship Awards: Students, Veterans, Advancement or Equity | 15 | 8 | • | • | • | • |
| Pre-Select Career Fair Space | 1st priority | 2nd priority | 3rd priority | • | • | • |
| Access to Interview Space | yes | yes | • | • | • | • |
| Access Annual Conference Attendee Resumes Until May 15, 2024 | Early Access March 1, 2024 | Early Access March 8, 2024 | Early Access March 15, 2024 | Early Access March 22 2024 | Early Access March 29, 2024 | • |
| Career Fair Booth at Conference (carpet & first lead retrieval device included) | 10x20 booth | 10x20 booth | 10x10 booth | 10x10 booth | 10x10 booth | • |
| Career Fair Pod at Conference (carpet included) | • | • | • | • | • | yes |
| Virtual Career Fair | yes | yes | yes | yes | yes | • |
| Option to Change Attendee Names On Sponsorship Passes | Until April 9, 2024 | Until April 5, 2024 | Until March 29, 2024 | Until March 22, 2024 | Until March 19, 2024 | • |
| BRANDING & MARKETING | | | | | | |
| Logo on Program Cover | yes | • | • | • | • | • |
| Option to Host Thursday Night Social (limited availability) | yes | yes | • | • | • | • |
| Program Ad (must be submitted by March 14, 2024)* | full page | 1/2 page | 1/4 page | • | • | • |
| Social Media/Newsletter Recognition | yes | yes | yes | yes | yes | • |
| Approved Item in Conference Bag (quantity for WiCyS 2024: 1,800) | unlimited | unlimited | 2 | 1 | 1 | • |
| Website Logo | yes | yes | yes | yes | yes | • |
| INDUSTRY CONFERENCE & CAREER FAIR PASSES | | | | | | |
| Full Conference Passes (travel and lodging not included; registration for in-person passes ends January 31, 2024) | 10 | 8 | 6 | 3 | 1 | • |
| Virtual Conference Passes (online only; registration for virtual passes ends March 31, 2024) | 10 | 8 | 6 | 3 | 1 | • |
| Invitations to In-person Inclusive Leadership Symposium on April 11, 2024** | 10 | 8 | 6 | 3 | 1 | • |
| Option to Pre-Purchase Additional Passes | 5 | 4 | • | • | • | • |
| Career Fair-Only Passes (no meals or sessions; no additional Career Fair-Only passes will be sold) | 6 | 5 | 4 | 3 | 2 | • |
| Early Access to Lodging Reservations (until January 31, 2024) | December 18, 2023 | January 1, 2024 | January 8, 2024 | January 15, 2024 | January 22, 2024 | • |
| GOVERNMENT/NON-PROFIT CONFERENCE & CAREER FAIR PASSES | | | | | | |
| Prices discounted by 30% off published rates. Government benefits do not include scholarships or socials. Nonprofit benefits do not include speaking opportunities, scholarships or socials. | | | | | | |
| Full Conference Passes (travel and lodging not included; registration for in-person passes ends January 31, 2024) | 6 | 5 | 4 | 2 | 1 | • |
| Virtual Conference Passes (online only; registration for virtual passes ends March 31, 2024) | 6 | 5 | 4 | 2 | 1 | 1 |
| Invitations to In-person Inclusive Leadership Symposium on April 11, 2024** | 6 | 5 | 4 | 2 | 1 | • |
| Option to Pre-Purchase Additional Passes | 3 | 2 | • | • | • | • |
| Career Fair-Only Passes (no meals or sessions; no additional Career Fair-Only passes will be sold) | 6 | 5 | 4 | 3 | 2 | 1 |
| Early Access to Lodging Reservations (until January 31, 2024) | December 18, 2023 | January 1, 2024 | January 8, 2024 | January 15, 2024 | January 22, 2024 | January 22, 2024 |
| ACADEMIC CONFERENCE & STUDENT PASSES | | | | | | |
| Prices discounted by 30% off published rates. Benefits do not include speaking opportunities, scholarships or socials | | | | | | |
| Full Conference Passes (travel and lodging not included; registration for in-person passes ends January 31, 2024) | 6 | 5 | 4 | 3 | 2 | 1 |
| Virtual Conference Passes (online only; registration for virtual passes ends March 31, 2024) | 6 | 5 | 4 | 3 | 2 | 1 |
| Invitations to In-person Inclusive Leadership Symposium on April 11, 2024** | 6 | 5 | 4 | 3 | 2 | • |
| Guaranteed In-person Student Scholarships (includes registration, shared lodging - no travel; scholarships recipients must register by January 31, 2024) | 15 | 10 | 8 | 4 | 3 | 2 |
| Guaranteed Virtual Student Passes (online only; registration for virtual passes ends March 31, 2024) | 15 | 10 | 8 | 4 | 3 | 2 |
| Early Access to Lodging Reservations (until January 31, 2024) | December 18, 2023 | January 1, 2024 | January 8, 2024 | January 15, 2024 | January 22, 2024 | • |

* Program Ad must be submitted by March 14, 2024 to be guaranteed a spot in the printed program.

** See full descriptions on page 4

10% discount for sponsorships received before October 31, 2023. All benefits based on availability and deadlines.

A LA CARTE ITEMS

See full descriptions on page 4

| BRANDED ITEMS <i>Exclusive to 1 Sponsor. Must be a platinum or higher sponsor.</i> | | |
|--|----------|-----------|
| | COST | REMAINING |
| Conference Shirt - SOLD OUT | \$25,000 | 0 of 1 |
| Conference Bag - SOLD OUT | \$25,000 | 0 of 1 |
| Coffee Cup Sleeves | \$25,000 | 1 |
| Mobile App | \$25,000 | 1 |
| Friday Lunch (5-min opening remarks and a logo'd dessert) | \$25,000 | 1 |
| Friday Dinner (5-min opening remarks and a logo'd dessert) | \$25,000 | 1 |
| Saturday Lunch (5-min opening remarks and a logo'd dessert) | \$25,000 | 1 |
| Lanyard | \$20,000 | 1 |
| Conference Notebook | \$20,000 | 1 |
| Hotel Key Card | \$15,000 | 1 |

| BRANDED ITEMS <i>Each item available to multiple sponsors. Must be a platinum or higher sponsor.</i> | | |
|--|----------|-----------|
| | COST | REMAINING |
| Wi-Fi | \$15,000 | 2 |
| Career Growth Hub Funding (formerly known as Career Village; includes a 45-min career advice talk) | \$10,000 | 6 |
| Male Allyship Breakfast (2 company representatives, 5 min. opening remarks, 1 item on table & logo on stage) | \$10,000 | 2 of 3 |
| Senior Leader Luncheon (2 company representatives, 5 min. opening remarks, 1 item on table & logo on stage) | \$10,000 | 2 of 3 |
| Mid-Career Breakfast (2 company representatives, 5 min. opening remarks, 1 item on table & logo on stage) | \$10,000 | 3 |
| Early Career Breakfast (2 company representatives, 5 min. opening remarks, 1 item on table & logo on stage) | \$10,000 | 3 |
| Military Breakfast (2 company representatives, 5 min. opening remarks, 1 item on table & logo on stage) | \$10,000 | 2 of 3 |
| Selfie Station | \$10,000 | 2 of 3 |
| Headshots | \$10,000 | 2 |
| Charging Stations | \$5,000 | 2 |
| CTF After Dark Snacks | \$5,000 | 4 |
| Water Coolers | \$5,000 | 6 |
| Breaks | \$5,000 | 9 |

| SCHOLARSHIPS <i>WiCyS selects recipients.</i> | | |
|---|-------------|-----------|
| | COST | REMAINING |
| Conference and Travel Stipend | \$2,000 ea. | unlimited |
| Travel Stipend | \$650 ea. | unlimited |

QUOTABLE

"Supporting WiCyS continues to be a great investment for Raytheon Technologies for multiple reasons. Being able to partner with an organization focused on attracting and advancing women in cyber, provide opportunities to develop our employees through their programs, and recruit from their growing pipeline of talent has helped us continue to have a strong cyber workforce."

SENIOR DIRECTOR
RAYTHEON TECHNOLOGIES

QUOTABLE

"WiCyS has provided an environment of inclusion and a feeling of confidence that I haven't experienced anywhere else in my cybersecurity education and career."

MEG WARREN
POST SECONDARY COLLEGE STUDENT
BRIGHAM YOUNG UNIVERSITY

QUOTABLE

"WiCyS is not just a community for me, it has been a force behind finding my voice, my strength and my purpose in my journey as a woman of color in cybersecurity."

It has helped me expand my skillsets, build my network and also contribute positively to the mission of sisterhood and allyship in Cybersecurity at a global level."

SBARA ROY
SECURITY PROFESSIONAL
INTEL

WHAT OUR SPONSORS ARE SAYING:

QUOTABLE

"The talent level that attends is high, and meets or exceeds what we are looking to hire."

WICYS 2023 SPONSOR

QUOTABLE

"By sponsoring WiCyS 2023, we found that we were able to share our company mission to a larger group of diverse candidates than other in-person career fairs."

WICYS 2023 SPONSOR

QUOTABLE

"We were able to engage with women from across the country, while at the same time allowing current employees the opportunity for professional development."

WICYS 2023 SPONSOR

WICYS INCLUSIVE LEADERSHIP SYMPOSIUM

The WiCyS Inclusive Leadership Symposium will empower leaders to strengthen their commitment to diversity, equity, and inclusion while developing practical skills to foster inclusion within their teams and organizations. This interactive experience guides leaders through the 5 Stages of Inclusion and equips them with actionable steps to lead with empathy, build trust, and drive inclusion. Through storytelling, polling, group discussions, and self-reflection, leaders deepen their skills for creating a safe, engaging work environments where women in cybersecurity thrive.

MALE ALLYSHIP BREAKFAST

Calling all male allies! Join us for the Male Allyship Breakfast, where WiCyS male allies will learn actionable steps to become powerful advocates for women in cybersecurity. Guided by Melinda Briana Epler, TED speaker and author of *How to Be an Ally*, this dynamic workshop equips you with specific allyship actions, insights from research and examples, engaging discussions, and the opportunity to make personal commitments to fostering inclusion. Join us in making a difference, one action at a time!

BRANDED ITEMS

Conference Shirt: Mobilize a community to wear WiCyS with pride by sponsoring the conference shirts. Leverage your logo branding throughout the WiCyS conference experience and beyond. These soft and comfortable shirts become attendees' go-to favorites for a lifetime.

Conference Bag: Wear the conference branding with style by sponsoring bags for this year's event. Only available to one sponsor, these bags will be trendy, versatile and long lasting. Don't let attendees stumble and fall with armfuls of swag; be the sponsor that makes a hands-free conference experience possible by offering this to everyone.

Coffee Cup Sleeves: Keep attendees' coffee hot while their networking, learning and skill development remains cybersecurity cool. These coffee cup sleeves will be branded to only one sponsor and be front and center in most circles throughout the event.

Mobile App: This is where the conversation is AT. The WiCyS mobile app is the go-to place for agendas, networking, meet-ups and more. Keep attendees' attention focused on their commitments and events throughout the conference by being the exclusive mobile app sponsor.

Lanyard: Prominently display your logo on every attendee and in most pictures throughout the conference by being the only lanyard sponsor. This opportunity means three solid days to be recognized, and not forgotten, as a key funder of the WiCyS conference.

Conference Notebook: Allow attendees to take notes in style by being a notebook sponsor. With premium paper and a sleek design, the conference notebooks will be in each conference bag, allowing attendees to jot down key takeaways throughout their #WiCyS2024 experience.

Hotel Key Card: Keep your logo in the hands of all conference attendees by being the solo sponsor of the Gaylord Opryland's room key card. This sole sponsor opportunity ensures your logo is the last thing seen after a long and exciting WiCyS day...sweet dreams, WiCyS community!

Friday Lunch, Friday Dinner and Saturday Lunch: Your message matters. This opportunity is for your company representative to do a five minute speaking engagement in front of the FULL WiCyS conference audience (est. 2,000). And that's not all...while the speaking engagement is great, the dessert with your company's logo will be icing on the cake!

Wi-Fi: During the WiCyS conference, having accessible and reliable Wi-Fi is a must. Two sponsors can make this happen, and WiCyS will display their logos throughout the venue.

Career Growth Hub: At the #WiCyS2023 conference, over 1,000 attendees went through the Career Growth Hub. This unique experience provides mentoring, LinkedIn assessments, resume reviews, interview prepping and more. The Hub is hopping with activity as aspiring career professionals and career changers are being coached every step of the way. WiCyS wouldn't be complete without this unique opportunity not only for attendees to learn and grow, but also for seasoned folks to pay it forward!

Early Career Breakfast, Mid-Career Breakfast, Military Breakfast and Senior Leader Luncheon: Get in front of the group that matters most to your company's initiatives. Each opportunity only has space for TWO sponsors and includes two company representative invites, an item to place on every table, logo on the signage/advertising and a fabulous five-minute speaking slot.

Selfie Station: Want your brand to be reflected with WiCyS outside the confines of the conference walls? Then sponsor the selfie station. The WiCyS hashtag extends far and wide throughout the cybersecurity community, and selfie stations hit the mark! Each station is limited to only one sponsor. Get 'em while they're hot because they will be on fire.

Headshots: The Career Growth Hub has a plethora of opportunities for aspiring cybersecurity professionals, including fresh new headshots. Everyone needs a boost when getting interview and career ready. Brand this unique WiCyS offering as the photographer says "smile" to all.

Charging Station: Networking, connecting and communicating galore is the bread and butter of the WiCyS conference. The charging stations are set up for attendees to POWER UP. WiCyS will have a looping video of the two conference sponsors that make this event offering possible.

CTF After Dark Snacks: WiCyS is again partnering with the National Cyber League to host the Capture-the-Flag (CTF) during the conference. On Friday, April 12, a CTF After Dark par-tay will go until midnight. This late-night event is hopping and gets plenty of recognition. Join the fun, and sponsor all the goodies for the die-hard conference go-getters.

Water Coolers: Make the water cooler conversations about your company with your logo on display. Not only will you receive prime real estate, but you'll also be quenching attendees' thirst to learn more.

Breaks: Career advancement is tiring. Be the one to fuel the attendees up by sponsoring breaks. The Gaylord Opryland offers scrumptious break snack options, and your logo will be displayed as the ones making it all possible. Throughout the two-day conference experience, there are nine breaks, so sponsor 'em while they're hot!

WiCyS 2024 Cancellation Policy

CANCELLATION BY SPONSOR

- » All benefits cease upon cancellation
- » Before November 30, 2023 70% refund (benefits delivered: branding and social media)
- » From: December 1 - December 31, 2023: 40% refund (benefits delivered: branding, social media, registration, lodging reservations, job postings, career fair space assignment, etc.)
- » From January 1 - January 31, 2024: 20% refund (benefits delivered: branding, social media, registration, lodging reservations, job postings, career fair space assignment, access to resume database, recognition in program, etc.)
- » After January 31, 2024: no refund

SPONSOR REFUND IF CHANGE OF EVENT TO 100% VIRTUAL BY WICYS

(benefits continue including virtual event attendance)

| | VIP | PREMIUM | DIAMOND | PLATINUM | GOLD | SILVER |
|---|----------|---------|---------|----------|-------|--------|
| Virtual Industry | \$6,100 | \$4,900 | \$3,150 | \$1,950 | \$750 | \$100 |
| Virtual Academic | \$2,100 | \$1,750 | \$1,400 | \$1,050 | \$700 | \$350 |
| Virtual Government/Nonprofit | \$2,700 | \$2,250 | \$1,800 | \$1,000 | \$550 | \$100 |
| Virtual with Travel Stipend Refunded (if change to virtual made before December 31, 2023) | \$13,600 | \$8,900 | | | | |
| A la Carte Items (depends on item) | | | | | | |

CANCELLATION OF EVENT BY WICYS WITH NO VIRTUAL REPLACEMENT: 100% REFUND

Initiated in 2013 by Dr. Ambareen Siraj through a National Science Foundation grant awarded to Tennessee Tech University, WiCyS has become a nonprofit organization offering many benefits for its members.

The WiCyS Conference is an excellent opportunity for companies to connect with female students and professional candidates to recruit them into cybersecurity jobs! More than half the attendees are students seeking opportunities, who have been accepted through the WiCyS scholarship program that sponsorships help to support.

Contact
info@wicans.org
for details.