

		Rochester Security Summit Marketing Opportunities for 2018				
		Diamond	Platinum	Gold	Silver	Innovators
Price		\$9,000	\$6,000	\$4,000	\$3,000	\$1,000
Booth Display						
	10'x8' space with 1 covered table	see below	Yes	Yes	Yes	NA
	20'x8' space with 2 covered tables	Yes	NA	NA	NA	NA
	a 2nd contiguous 10'x8' space (limited availability)	NA	2000	NA	NA	NA
	6'x8' space with 1 rectangular table & 1 chair (limited availability)	NA	NA	NA	NA	Yes
Display Services						
	1st priority of display area - selections made after payment received	Yes	NA	NA	NA	NA
	Booths are assigned in order of sponsorship level and payment date	1st Choice	Yes	Yes	Yes	Yes
	Five booth location preferences will be taken, but not guaranteed					
	Electrical power at each space and wifi, at no additional fee	Yes	Yes	Yes	Yes	Yes
Speakers	Opportunity to participate in Solutions & Demo track presentations	1 slot	1 slot	NA	NA	NA
Bundled						
Promotional Messaging	Company name and logo on every badge	Yes	NA	NA	NA	NA
		Right of 1st refusal for \$500	One for \$500,if Diamond refuses			
	Company name and RSS alternate around every lanyard			NA	NA	NA
	Extra mention in the Opening Keynote session	Yes	NA	NA	NA	NA
	Company banner displayed at Opening Keynote session	Yes	NA	NA	NA	NA
	Company profile ad - full page featured in the official Summit program	Yes	NA	NA	NA	NA
	Company profile ad - half page featured in the official Summit program	NA	Yes	NA	NA	NA
	Company profile ad -quarter page featured in the official Summit program	NA	NA	Yes	NA	NA
		Right of 1st refusal for \$500	One for \$500,if Diamond refuses			
	Company name and logo on every bag. (Additional charge beyond red, blue, white colors)			NA	NA	NA
	Mention in the introduction of each speaker at a track of your choice	Yes	Yes	Yes	NA	NA
	Opportunity to provide insert for Conference Bags (see restrictions)	Yes	Yes	Yes	\$500	\$500
	Standing 2'x6' banner display at a track of your choice (sponsor's banner-2 days)	Yes	Yes	Yes	Yes	NA
	Eligible to participate in prize give-aways to attendees	Yes	Yes	Yes	Yes	NA
	Company name and logo placement on RSS web site, by level	Yes	Yes	Yes	Yes	Yes
	Company logo placement, by level, in the official Summit program	Yes	Yes	Yes	Yes	Yes
	Access to post-event attendee list of names, company, and email, if OK'd	Yes	Yes	Yes	Yes	Yes
	Provide prizes for BINGO; have name announced with attendee prizewinner	Yes	Yes	1st come	NA	NA
Ala Carte						
Promotional	Sponsor cocktail hour - first afternoon (company pays services expenses)	\$1,500	\$1,500	NA	NA	NA
Messaging	Host the after-party off site! Be mentioned in the program & with company's bag insert with details of the Summit's official party (company pays services)	\$1,500	\$1,500	NA	NA	NA
	Company name and logo on wifi log in page for all users - price per day(limited)	\$1,000	\$1,000	NA	NA	NA
	Seat drop at a track of your choice - 1 page, each seat, 2 back to back speakers	\$1,500	\$1,500	\$1,500	\$1,500	NA
	Sponsor a coffee break - placard with your message at each coffee station (limit 3 sponsors/day)	\$500 / day	\$500 / day	\$500 / day	\$500 / day	NA
	Placard with your message at each high top table conversation station (limited)	\$500 / day	\$500 / day	\$500 / day	\$500 / day	NA
	Sponsor lunch - placards on tables and directing to lunch hall, plus company's banner in the hall (limit 2 lunches)	\$1000 / day	\$1000 / day	\$1000 / day	NA	NA
Summit passes	Complimentary passes	6	5	3	2	1
	Additional passes	Market price	Market price	Market price	Market price	Market price
Amenities	Breakfast and lunch included for all sponsor personnel for both days	Yes	Yes	Yes	Yes	Yes
	Power and wifi at each display space	Yes	Yes	Yes	Yes	Yes
Limits						
Convention Center	Nothing can attach to walls, doors, windows, columns, or the ceiling. Cylindrical column guards for attachments are available at extra cost.					
	Acceptable displays are: pop-ups, computer monitors, table tops, easels within the booth.					
	No smoking is permitted anywhere in the building.					
	After the close of each day's event, the building is locked down and no one can enter via any door. The entire building is under 24x7 video surveillance.					
RSS - Spaces	The Diamond sponsor has a double booth. A maximum of 3 Platinum sponsors can purchase a second booth Innovator spaces have 1 smaller rectangular table and 1 chair in Riverside Court at the semi-circular windows					
RSS - Levels	The maximum number of Diamond plus Platinum sponsors is 16, to match the 16 Solutions & Demo speaking slots. The Innovators level is limited to 4 start-up company sponsors, selected on the basis of their technology innovations.					
RSS - Messaging	Placards are limited to the number of high top and coffee tables. Assignment is 1st come, 1st served. Company name and logo on the wifi log-in page is limited to 2 slots - 1 for each day. One side of the Summit bag has the Diamond sponsor logo and the RSS logo. The other side is blank.					