



19th Annual Computer Security Incident Handling Conference

**PRIVATE LIVES AND
CORPORATE RISK**
Digital Privacy -
Hazards, Protection and
Responsibilities

June 17- 22, 2007

**Melia Sevilla Hotel
Seville, Spain**

FIRST, The Forum of Incident Response and Security Teams, seeks sponsorships for its upcoming conference to be held in Seville, Spain from June 17 - 22, 2007. Well-attended, well-received and well-reviewed, past conferences have attracted more than 300 participants from around the world. Due to the ever-changing nature of today's complex business, technology, and political environments, record attendance is expected at this conference. The combined international constituency served by FIRST member teams alone is enormous, reaching millions. Sponsorship opportunities are limited and are on a first-come, first-served basis, so you must act quickly to ensure your organization shares the spotlight at this unique event.

Sponsorship benefits Provides access to worldwide computer security experts and provides an exceptional opportunity to show your organization's commitment to best practice security. For those in computer security, the operating system environment, networking, and telecommunications industries, sponsorship opens the doors to focused access to a highly influential group of computer security incident response experts from around the globe. *When you sponsor the event, you will:*

- **Reach an expected target audience of 400-500 attendees**, each a significant figure from industry, commerce, government (including the military and intelligence services), law-enforcement or academia.
- **Increase worldwide awareness** of your organization's products and services
- **Gain access to computer security decision-makers** from corporations, governments, and educational institutions
- **Be recognized as a key supporter** of FIRST's goals of worldwide coordination and cooperation for the handling of computer security incidents
- **Demonstrate your organization's commitment** to best practice security in a fast-growing community of security practitioners

The Conference

is a five-day event, comprising two days of Tutorials and three days of Plenary Sessions focused on either Business or Technical issues. These include paper presentations, keynote speeches, panel discussions and birds-of-a-feather sessions.

New features at the 2007 conference will include:

- **GeekZone** - Presentations with a Hands-On Format aimed at smaller, more technical audiences of up to 30 people.
- **Lightning Talks** - short presentations or speeches by any attendee on any topic.
- **Special Interest Groups** - at the 2006 FIRST conference, for example, the vendors' Special Interest Group held breakthrough talks with delegates from national security coordination teams, and a law enforcement Special Interest Group came into existence.
- **Beer 'n Gear**, where vendors or providers demonstrate equipment - A great opportunity to show or demonstrate equipment to our delegates while helping them to relax in a friendly environment after the day's proceedings. While delegates enjoy snacks and beer, your company's two representatives walk and talk them through the key features of your latest technology. Your guests here will be the people whose opinions play a critical part in buying decisions made back at their workplaces. In addition, your representatives receive complimentary tickets to our conference.
- **Vendor Booths**
- **Security Challenge** - "live" security tests
- **Conference Dinner** with top-level entertainment

Who Attends?

Previous conference attendees have included many of our 180 FIRST member teams, such as Merrill Lynch, Cisco, Microsoft, Deutsche Bank, Symantec, Citigroup, Siemens, HP, Goldman Sachs, CERT/CC, British Telecom, and Oxford University, to name but a few. You do not need to be a member of FIRST to attend or sponsor. Attendees include:

- **Policy and Decision Makers** who direct overall computer security
- **Law Enforcement Staff** who are involved in investigating cyber crimes
- **Legal Counsel** who work with policy and decision makers in establishing security policies
- **Government Managers and Senior Executives** who are responsible for protecting government systems and national critical infrastructures
- **Any Incident Response and Senior Team** with responsibility for coordinating computer security incidents
- **Senior Managers** directly charged with protecting their corporate infrastructure
- **Technical Staff** who determine security product requirements and implement solutions
- **Anyone** wanting to learn more about computer security in general or aspiring to set up an incident handling team

Sponsorship Levels

Primary Sponsorships

Our elite Diamond Sponsorship receives the maximum visibility at the conference and along with the Platinum sponsor is recognized as the conference sponsor before, during, and following the conference.

Platinum, Gold and Silver Sponsors receive varying levels of visibility at the conference appropriate to their investment.

These sponsorships are an excellent opportunity to become involved and recognized within the incident response community.

For known security organizations, these sponsorships allow visible recognition of support at security events and education.

	Diamond	Platinum	Gold	Silver	Bronze
Quantity	1	4	16	No limit	No limit
Cost	US \$35,000	US \$25,000	US \$15,000	US \$10,000	US \$7,000
Address Participants	Yes				
Have Press Conference	Yes	Yes			
Logo on Conference Folder	Yes	Yes			
Logo on Conference Bag	Yes	Yes			
Vendor Booth [Display Table]	Yes	Yes	Yes		
Logo Displayed in Meeting Room	Yes	Yes	Yes		
Signage Rights	Yes	Yes	Yes		
Attendee Rights	4 free	3 free	2 free	1 free	
Logo on Conference Website	Yes	Yes	Yes	Yes	Yes
Logo on Promotional Materials	Yes	Yes	Yes	Yes	Yes
Logo on Conference Brochure	Yes	Yes	Yes	Yes	Yes
Conference Acknowledgement	Yes	Yes	Yes	Yes	Yes
Logo on Company Website (from acceptance until 3 months after conference)	Yes	Yes	Yes	Yes	Yes

Supporting Sponsorships

Support Sponsorships are a la carte opportunities to become actively involved in a FIRST conference.

These sponsorships are an excellent way to begin participation within the computer security incident response arena.

For established sponsors, these support sponsorships provide targeted brand delivery opportunities and are available to all interested parties, FIRST team or not.

Sponsorship is not limited to financial support per se, but can also take the form of provision of hardware/software, etc.

Should your company be interested in a sponsorship package not listed in this brochure then please feel free to contact us at first-2007@first.org to discuss your interests.

Sponsorship Type	Number	Cost	Logo Placement	Passes to Event	Distribute Company Literature	Conference Acknowledgement
Internet	1	Hardware	On Sign & In Program			
Network	1	Hardware	On Sign & In Program			
Vendor Booth [Display Tables]	7 tables at 3 days	\$5,000	On Sign & In Program	2	At Event	
Beer 'n Gear	7 tables at 1 evening	\$2,500	On Sign & In Program	2	Informal Gathering	
Banquet	1	\$35,000	On Sign & In Program	3	At Event	At Event
Banquet Entertainment	1	\$5,000	On Sign & In Program	3	At Event	At Event
Polo Shirts	1	\$5,000	On Shirt & In Program			
Bags	1	\$4,000	On Bags & In Program			
T-Shirt	1	\$3,500	On Shirt & In Program			
Folder	1	\$2,500	On Folder & In Program			
Lanyard/Badge	1	\$2,500	On Lanyard & In Program			
Welcome Reception	1	\$2,500	On Sign & In Program	3	At Event	
Lunch	5	\$2,000	On Sign & In Program		At Event	At Event
CD	1	\$1,500	On CD & In Program			
Break	1	\$1,000	On Sign & In Program		At Event	
Fellowship	N/A	\$1,500	On Sign & In Program			
Security Challenge Award	1	\$1,000	On Sign & In Program			
Best Conference Paper Award	1	\$1,000	On Sign & In Program			

Sponsorship Request Form

19th Annual Computer Security Incident Handling Conference
PRIVATE LIVES AND CORPORATE RISK: digital privacy - hazards and responsibilities
Seville, Spain June 17- 22, 2007

All requests for sponsorships must use this form. All incoming requests are handled on a first-come, first-served basis. Prior to completing this sponsorship request form, please review the terms and conditions. Print and fax or email a completed and signed copy of this form to: FIRST.Org.Inc., Conference Coordination Office, Attention Phoebe Boelter, Fax: +1(312)372-1427, E-mail: pboelter@caps-ltd.com

Sponsorship Information

Company Name _____

Contact Person _____

Address _____

City _____

State _____

Zip/Postal Code _____

Country _____

Phone (including country code) _____

Fax (including country code) _____

Email Address _____

WWW URL _____

Primary Sponsorships

Diamond [] \$35,000
Platinum [] \$25,000
Gold [] \$15,000
Silver [] \$10,000
Bronze [] \$7,000

Supporting Sponsorships

Internet [] Network Hardware
Network [] End User Hardware
Vendor Booth [] USD \$5,000
Beer 'n Gear [] USD \$2,500
Conference Banquet [] USD \$35,000
Banquet Entertainment [] USD \$5,000
Conference Bags [] USD \$4,000
Conference Polo Shirt [] USD \$5,000
Conference T-Shirt [] USD \$3,500
Conference Folder [] USD \$2,500
Conference Lanyards/Badges [] USD \$2,500
Conference Welcome Reception [] USD \$2,500
Conference Lunch [] USD \$2,000
Conference Break Tea/Coffee [] USD \$1,000
Conference CD [] USD \$1,500
Fellowship Sponsorship [] USD \$1,500
Best Conference Paper Award [] USD \$1,000
Security Challenge Award [] USD \$1,000

Signature _____

Date _____

Sponsorship Terms and Conditions

1. All sponsorships will be awarded on a first-come, first-served basis. Sponsors need to be committed to computer security improvement, concerned about the security infrastructure of the internet and associated communications elements and be supportive of FIRST's mission to participate in this conference as a sponsor. FIRST.Org, Inc. retains the right to reject any sponsor that it deems inappropriate.
2. After written acceptance by FIRST.Org, Inc., the sponsor must provide the sponsorship funds, logo image (in the format required by FIRST.Org, Inc.) and other details required (such as correct use of the sponsor's name, trademark, etc.) to FIRST.Org, Inc. within 30 days of receipt of acceptance.
3. Sponsorship pledges cannot be processed without payment. Funds must be payable in US dollars. All checks should be made payable to FIRST.Org, Inc. - Conference 2007 Sponsorship. For further information, contact Phoebe Boelter:
Phone: +1 (312) 372-1255, Fax: +1 (312) 372-1427, E-mail: pboelter@caps-ltd.com
4. The sponsorship fee does not include free conference registration unless specifically stated in the sponsorship opportunity details.
5. Provision of FIRST conference sponsorship does not entitle the sponsor to a waiver of any applicable annual FIRST membership fee.
6. All sponsorship materials must be submitted before 1st April 2007 to ensure inclusion in the production schedule. Sponsorship pledges after this date may still be accepted with caveats.
7. Sponsors may not sublet, assign or apportion any part of the item(s) sponsored nor represent, advertise or distribute literature or materials for the products or services of any other firm or organization except as approved in writing by FIRST.Org, Inc.
8. FIRST.Org, Inc. will not be liable for damage or loss to a sponsor's properties through fire, theft, accident, or any other cause, whether the result of negligence or otherwise.
9. No part of an exhibit and no signs or other materials may be pasted, nailed, or otherwise affixed to walls, doors or other surfaces in a way that mars or defaces the premises or equipment and furnishings. Damage from failure to observe this notice is payable by the sponsor.
10. Participation at FIRST Steering Committee and FIRST AGM meetings is restricted to FIRST members only, the FIRST Steering Committee and their invited guests.
11. At the wish of the FIRST membership, the FIRST conference program itself is not open to sponsorship. However, sponsors are welcome to respond to the conference call for papers for consideration with other submissions.
12. Sponsorship is not limited to financial support per se, but can also take the form of provision of material hardware/software, etc. Should your company be interested in a sponsorship package not listed in this brochure then please feel free to contact us to discuss your preferences.
13. Sponsors are allowed to offer pledges for single or multiple items/events.
14. For sponsorship opportunities that include signage, please note - signage space may be limited. The conference organizers will inform each sponsor of the maximum size, number of signs, etc.
15. In order to limit costs, FIRST.Org, Inc. and the conference organizers may limit the number of colors used for the printing of sponsor logos.
16. If a sponsor wants to negotiate for a higher priced item (e.g., higher quality shirt, bag, menu, etc.) than FIRST has budgeted for then the sponsor must pay any additional cost for that item in addition to the applicable sponsorship fee.

19th Annual Computer Security Incident Handling Conference

Private Lives & Corporate Risk
Digital Privacy - Hazards,
Protection & Responsibilities

FIRST is an international organization of computer incident response, security teams, and computer technology vendors. Our mission is to provide a neutral and trustworthy framework of communication and coordination for worldwide or large scale computer security incidents. In addition we educate the public at large on computer security incident prevention. FIRST is comprised of members from government, military, public and private corporations, and educational and research organizations.



**For further information,
please contact:**

**FIRST Org., Inc.
Conference
Coordination Office**

Attention: **Phoebe Boelter**

+1.312.372.1255 tel

+1.312.372.1427 fax

pboelter@caps-ltd.com

www.first.org