ASSOCIATION OF ANTI VIRUS ASIA RESEARCHERS

26th INTERNATIONAL CYBERSECURITY CONFERENCE

Secure Ecosystem: Strategic, Pragmatic, Futuristic

28th Nov - 01st Dec
Hotel Grand Hyatt Dubai

SPONSORSHIP DOCUMENT
AVAR 2023 is the 26th edition of AVAR’s international cybersecurity conference, themed “Secure Ecosystem: Strategic, Pragmatic, Futuristic”. AVAR’s conferences have been held every year since 1998 and are a pivotal forum for the cybersecurity community gathering practitioners, thought leaders and agenda setters to network, share knowledge and identify avenues for cooperation that can enhance global cybersecurity.

**PAST EVENT HIGHLIGHTS**

**AVAR 2022**

AVAR 2022 recognized the growing importance of interaction between cybersecurity practitioners and management and included awards for CISOs along with CISO-oriented knowledge sessions and panel discussions to create networking opportunities between the researchers community and corporate leaders. Knowledge sharing from some of the world’s leading threat researchers ensured that AVAR 2022 delivered expert insight into prominent cyber attacks and methods to counter them.

- **250+ Delegates**
- **54+ Speakers**
- **42+ Presentations**
- **17 Sponsors**
- **10+ Awards**
- **3 Panel Discussions**
- **CISO Connect**
- **CISO Awards**
WHY PARTNER WITH AVAR 2023?

GAIN VISIBILITY AT THE CONFERENCE AND BEYOND

With multiple promotional opportunities at the conference and mentions in AVAR’s publicity campaigns through media partners, AVAR 2023 sponsors will gain visibility to conference participants and to the wider cybersecurity community.

ACCESS AN INTERNATIONAL AUDIENCE

AVAR’s annual conferences attract an international audience of cybersecurity stakeholders. AVAR 2022 included participants from over 21 countries. AVAR has been organizing conferences for over two decades and the quality of speakers and knowledge shared has ensured that cybersecurity practitioners prioritize attending AVAR conferences.

BUILD NETWORKS THAT MATTER

In addition to the networking opportunities created by gathering cybersecurity stakeholders under one roof, AVAR 2023 will include dedicated networking events which enables building deep relationships in a relaxed environment.

INFLUENCE DECISION MAKERS

AVAR 2023’s special focus on management attracts decision makers, allowing sponsors to influence the perspectives of business leaders through presentations during the knowledge sessions and one-on-one conversations during the networking events.

CHOOSE AND CUSTOMIZE YOUR PARTNERSHIP PACKAGE

AVAR 2023’s sponsorship packages are designed to suit the needs of organizations with varying promotional requirements. The specially crafted packages enable sponsors to choose avenues for publicity that suit their industry segment and target audience with room for customization to create focused brand building campaigns at the event.
Dubai is the most populous city in the United Arab Emirates (UAE) and an important regional economic hub with the world’s tallest building and the second largest number of five-star hotels\(^1\).

The World Economic Forum ranked the UAE as the leading Arab and regional e-commerce center in 2017\(^2\).

The UAE Digital Economy Strategy aims to double the contribution of the digital economy to the GDP from 9.7% in April 2022 to 19.4% in 10 years\(^2\).

The UAE’s ICT spending is expected to reach $23 billion by 2024\(^3\).

The UAE is one of the largest data center hubs in the Middle East with up to $1 billion in additional investments expected by 2026\(^3\).

The UAE was ranked fifth globally for robust cybersecurity infrastructure in ITU’s Global Cybersecurity Index 2020 report and has a cybersecurity market worth AED 1.8 billion\(^3\).

Dubai has the first paperless government in the world\(^4\).

---


---
SPONSORSHIP BENEFITS

FOR ALL SPONSORS

Logos and links on the conference webpage – https://aavar.org/cybersecurity-conference/
Mention in the Welcome Reception
Pre- and post-event social media mentions in conference social media accounts
Logos in conference communication materials (handbook, delegate kit, email, backdrop)
Inserts – Pamphlet/Flyer/Handbook of sponsor (provided by sponsor) will be inserted into delegate folders or document bags

In addition to the above, sponsors receive many additional benefits specific to their sponsorship package.

PACKAGE-SPECIFIC BENEFITS

PLATINUM
US$ 20,000 (2 SLOTS)

AVAR 2023’s Platinum Sponsorship provides the maximum exposure to the sponsor throughout the conference’s knowledge sessions and social events, and delivers unparalleled access to the cybersecurity stakeholders present at the event.

- Speaking Opportunities – 30-minute sponsored speech to delegates and 2 panelist positions in panel discussions
- Booth – Raw space for an exhibition booth (1 × 3 Sq. M, design to be provided by the sponsor) will be allocated, enabling the Platinum sponsor to offer content (product showcase, fun games, contests, etc.) to visitors
- Complimentary Passes – 5 complimentary passes to the conference sessions, welcome reception, lunch, and gala dinner
- Print Advertisements – 4 full-page color advertisements (designed and supplied by the sponsor) that will be provided as a handout to delegates, and included in the conference handbook
- Video Advertisement – A video advertisement (provided by the sponsor, maximum duration of 2 minutes) will be played each day before the conference and during breaks

GOLD
US$ 15,000 (2 SLOTS)

The Gold sponsorship enables sponsors to extensively engage with the conference audience at knowledge sessions and social events.

- Speaking Opportunities – 20-minute sponsored speech to delegates and 1 panelist position at a panel discussion
- Booth – Raw space for an exhibition booth (1 × 2 Sq. M, design to be provided by the sponsor) will be allocated, enabling the Gold sponsor to offer content (product showcase, fun games, contests, etc.) to visitors
- Complimentary Passes – 3 complimentary passes to the conference sessions, welcome reception, lunch, and gala dinner
- Print Advertisements – 2 full-page color advertisements (designed and supplied by the sponsor) that will be provided as a handout to delegates, and included in the conference handbook
- Video Advertisement – A video advertisement (provided by the sponsor, maximum duration of 1.5 minutes) will be played each day before the conference and during breaks

https://aavar.org/cybersecurity-conference/
The Silver sponsorship enables sponsors to access conference participants at knowledge sessions and social events.

- **Speaking Opportunities** – 15-minute sponsored speech to delegates and 1 panelist position at a panel discussion
- **Booth** – Raw space for an exhibition booth (1 x 1 Sq. M, design to be provided by the sponsor) will be allocated, enabling the Silver sponsor to offer content (product showcase, fun games, contests, etc.) to visitors
- **Complimentary Pass** – 2 complimentary passes to the conference sessions, welcome reception, lunch, and gala dinner
- **Print Advertisements** – 1 full-page color advertisement (designed and supplied by the sponsor) that will be included in the conference handbook
- **Video Advertisement** – A video advertisement (provided by the sponsor, maximum duration of 1 minute) will be played each day before the conference and during breaks

The Gala Dinner sponsorship provides a unique opportunity for sponsors to interact with the audience in a relaxed environment with time for longer conversations, forging deep and personal connections with delegates.

- **Speaking Opportunities** – 15-minute sponsored speech to delegates during the gala dinner
- **Complimentary Passes** – 2 complimentary passes to the conference sessions, welcome reception, lunch, and gala dinner
- **Video Advertisement** – A video advertisement (provided by the sponsor, maximum duration of 1 minute) will be played during the gala dinner
- **Banners** – 2 rollup banners with sponsor branding (design to be provided by the sponsor) can be displayed during the gala dinner
- **Logos** – The sponsor’s logos can be displayed on the dinner tables and branded napkins (all associated costs to be borne by the sponsor)
- **Entertainment** – Additional entertainment can be arranged by the sponsor upon agreement with the conference organizer

https://aavar.org/cybersecurity-conference/
### Bronze Sponsorship

**US$ 7,500 (6 Slots)**

The Bronze sponsorship enables sponsors to engage with conference participants at knowledge sessions and social events.

- **Booth** - Raw space for an exhibition booth (1 × 1 Sq. M, design to be provided by the sponsor) will be allocated, enabling the Bronze sponsor to offer content (product showcase, fun games, contests, etc.) to visitors
- **Complimentary Pass** – 2 complimentary passes to the conference sessions, welcome reception, lunch, and gala dinner
- **Print Advertisement** – 1 half-page color advertisement (designed and supplied by the sponsor) that will be included in the conference handbook
- **Video Advertisement** – A video advertisement (provided by the sponsor, maximum duration of 1 minute) will be played each day before the conference and during breaks

### Reception and Networking Area Sponsorship

**US$ 6,000 (2 Slots)**

The Reception and Networking Area sponsorship enables sponsors to gain exposure to the conference audience in a social environment.

- **Complimentary Pass** – 1 complimentary pass to the conference sessions, welcome reception, lunch, and gala dinner
- **Video Advertisement** – A video advertisement (provided by the sponsor, maximum duration of 1 minute) will be played during the welcome reception
- **Banners** – 2 rollup banners with sponsor branding (design to be provided by the sponsor) can be displayed
- **Logos** – The sponsor’s logos can be displayed on the buffet tables and standby tables in the reception area
- **Entertainment** – Additional entertainment can be arranged by the sponsor upon agreement with the conference organizer

### T-Shirt Sponsorship

**US$ 5,000 (1 Slot)**

The AVAR conference t-shirt is worn by participants at many other events and provides exposure to the sponsor beyond AVAR 2023, for a long duration of time, and to a wide audience.

- **Complimentary Pass** – 1 complimentary pass to the conference sessions, welcome reception, lunch, and gala dinner
- **Logos** – The t-shirt will display (in print) the sponsor’s logo on one sleeve and the AVAR 2023 conference logo on the other sleeve
- **Color** – The sponsor can choose the color of the t-shirt, which should represent a reasonable match with either a full white or a full black AVAR 2023 Conference logo

### Delegate Bag Sponsorship

**US$ 5,000 (1 Slot)**

The Delegate Bag sponsor will gain prominent exposure as the delegate bag is used by conference participants at other events, promoting the sponsor beyond the AVAR conference.

- **Complimentary Pass** – 1 complimentary pass to the conference sessions, welcome reception, lunch, and gala dinner
- **Logos** – The delegate bag will display (in print) the sponsor’s logo and the AVAR 2023 conference logo

https://aavar.org/cybersecurity-conference/
INTERNET SPONSOR
US$ 5,000 (1 SLOT)

The Internet sponsor benefits from the top-of-mind recall associated with provision of internet, which is an essential service at a cybersecurity conference and is sought after by all participants.

- **Complimentary Pass** – 1 complimentary pass to the conference sessions, welcome reception, lunch, and gala dinner
- **Branding** – The internet SSID and Password will reflect the sponsor’s branding (common sense on phrases used will apply)

EXHIBITOR
US$ 3,500 (6 SLOTS)

Exhibitors are allocated a (raw) physical space where content (product showcase, fun games, contests, etc.) can be offered to visitors.

- **Space Allocated** – 1 × 1 Sq. M
- **Complimentary Pass** – 1 complimentary pass to the conference sessions, welcome reception, lunch, and gala dinner
- **Print Advertisement** – 1 quarter-page color advertisement (designed and supplied by the sponsor) that will be included in the conference handbook

ATTENDEE NAME BADGE AND LANYARD SPONSOR
US$ 3,500 (1 SLOT)

The Name Badge and Lanyard are worn by participants throughout the conference and provide continuous and prominent exposure to the sponsor during the event.

- **Badge** – Double-folded A4
- **Design**
  - **Outside** – Front and rear are identical, with the sponsor’s logo, AVAR 2023 Conference logo, and participant’s name and organization
  - **Inside** – Program details and other relevant event information
- **Layout** – The badge layout will be provided by the sponsor and can incorporate their color scheme and other branding elements. The badges will be printed by the organizer

https://aavar.org/cybersecurity-conference/
## Sponsorship Rate Card

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Platinum Sponsor (2 Slots)</th>
<th>Gold Sponsor (2 Slots)</th>
<th>Silver Sponsor (4 Slots)</th>
<th>Gala Dinner Sponsor (2 Slots)</th>
<th>Bronze Sponsor (6 Slots)</th>
<th>Reception / Networking Area Sponsor (2 Slots)</th>
<th>T-Shirt Sponsor (1 Slot)</th>
<th>Delegate Bag Sponsor (1 Slot)</th>
<th>Internet Sponsor (1 Slot)</th>
<th>Exhibitor (6 Slots)</th>
<th>Attendee Name Badge and Lanyard Sponsor (1 Slot)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Speaking Slot</td>
<td>30 Mins</td>
<td>20 Mins</td>
<td>15 Mins</td>
<td>15 Mins (During Gala Dinner)</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Panel Slot</td>
<td>Two</td>
<td>One</td>
<td>One</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Exhibition Booths (design to be provided by the Sponsor)</td>
<td>1 x 3 Sq. M</td>
<td>1 x 2 Sq. M</td>
<td>1 x 1 Sq. M</td>
<td>-</td>
<td>1 x 1 Sq. M</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>1 x 1 Sq. M</td>
<td>-</td>
</tr>
<tr>
<td>Complimentary Pass (Covering Conference Sessions, Welcome Reception, Lunch and Gala Dinner)</td>
<td>Five</td>
<td>Three</td>
<td>Two</td>
<td>Two</td>
<td>One</td>
<td>One</td>
<td>One</td>
<td>One</td>
<td>One</td>
<td>One</td>
<td>-</td>
</tr>
<tr>
<td>Full-page Color Advertisements (Design to be provided by the Sponsor)</td>
<td>Four</td>
<td>Two</td>
<td>One</td>
<td>1/2 Page</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>1/4 Page</td>
<td>-</td>
</tr>
<tr>
<td>Video Ads (Video to be provided by the Sponsor)</td>
<td>2 Mins</td>
<td>1.5 Mins</td>
<td>1 Min</td>
<td>1 Min</td>
<td>1 Min</td>
<td>1 Min</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Rollup Banner</td>
<td>-</td>
<td>-</td>
<td>Two</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Logo and Link on the Conference Website</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>Two</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Sponsor Mention in Opening / Welcome Ceremony</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Sponsor Recognition on Social Media Accounts</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Logo on Communication Materials (Official Website of AVAR 2023, Handbook, Delegate Kit, Email, Backdrop)</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Inserts: Pamphlet / Flyer / Handbook of sponsor (to be provided by the Sponsor) will be inserted into delegate folders or document bags</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Logo on T-shirt</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Logo on the Delegate Bag</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Sponsor Logo branded with an SSID and Password</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Logo on Attendee Name Badge and Lanyard</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

https://aavar.org/cybersecurity-conference/
Secure Ecosystem: Strategic, Pragmatic, Futuristic

28th Nov - 01st Dec | Hotel Grand Hyatt Dubai

For more information on AVAR 2023 and Sponsorship benefits,

Please Contact
rgdwivedy@aavar.org
+91 93840 19113
www.aavar.org

AVAR Administration Office
111 Somerset Road,
#08-10A, 111, Somerset,
Singapore, 238164