

ASSOCIATION OF ANTI VIRUS ASIA RESEARCHERS



28th ANNUAL CYBER SECURITY CONFERENCE

3rd to 5th December 2025

Malaysia

SPONSORSHIP DOCUMENT

AVAR 2025 is the 28th edition of AVAR's international cyber security conferences. AVAR's conferences have been held every year since 1998 and are a pivotal forum for the cyber security community, gathering practitioners, thought leaders, and agenda setters to network, share knowledge, and identify avenues for cooperation that can enhance global cyber security.

AVAR 2025 recognizes the growing importance of interaction between cyber security practitioners and management and includes awards for CISOs along with CISO-oriented knowledge sessions and panel discussions to create networking opportunities between the researchers' community and corporate leaders.

AVAR 2025 Projected Highlights



250+
Delegates



50+
Speakers



40+
Presentations



10+
Awards



Panel
Discussions



CISO
Connect



CISO
Awards

Past Event Highlights

AVAR 2024

India

- 30 Papers Presented by 42 Speakers
- 5 Keynote Addresses
- 4 Panel Discussions
- Parallel CISO Connect event with 5 Presentations and a Panel Discussion
- 475 Participants (including 226 CISOs)



AVAR 2023

Dubai

- 38 Papers Presented by 53 Speakers
- 2 Keynote Addresses
- 4 Panel Discussions
- 204 Participants (including 62 CISOs)



AVAR 2022

Singapore

- 39 Papers Presented by 54 Speakers
- 3 Keynote Addresses
- 3 Panel Discussions
- 234 Participants (including 53 CISOs)



Sponsors & Partners



CISO Panelists



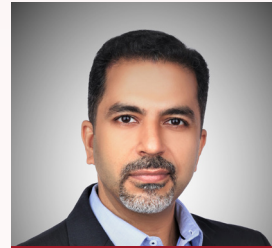
Akkaiah Janagaraj
LTMindtree



Aloysius Cheang
Huawei



Anoop Kumar
GN Media – Gulfnews



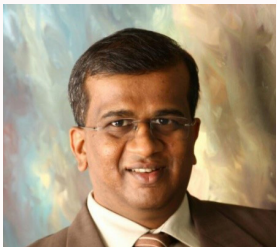
Ashish Thapar
NTT



Balakrishnan Kanniah
VA Tech Wabag



Basil Mohammed
PwC Middle East



Chethan S. Iyengar
Standard Chartered



Gowdhaman Jothilingam
LatentView Analytics



Dr. Hossam Elshenraki
Dubai Police Academy



Illyas Kooliyankal
CyberShelter



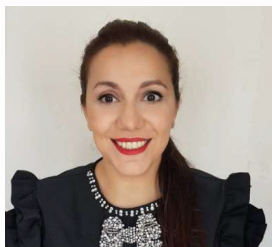
Dr. Lalit Gupta
Al Gihaz Holding



Manickam Kanniah
Verizon



Sarita Padmini
Protiviti



Siham Benhamidouche
Schneider Electric



Steven Sim
PSA Group



Victor Keong
Cohesity

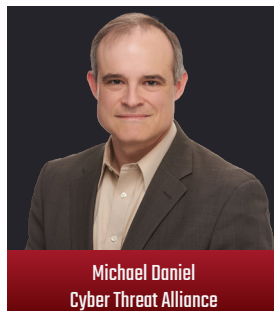
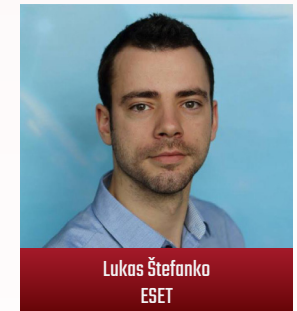
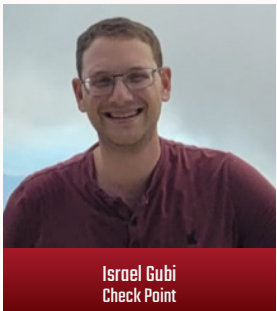
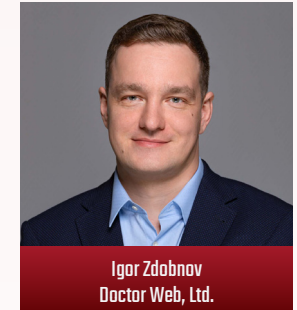


Vimlaasree Anandhan
Poshmark



Yul Bahat
Kiteworks

Expert Speakers



CISO Awards 2024



Why Partner with AVAR 2025

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 2025 sponsors will gain visibility to conference participants and to the wider cyber security community.

ACCESS AN INTERNATIONAL AUDIENCE

AVAR's annual conferences attract an international audience of cyber security stakeholders. AVAR has been organizing conferences for over two decades and the quality of speakers and knowledge shared has ensured that cyber security practitioners prioritize attending AVAR conferences.

BUILD NETWORKS THAT MATTER

In addition to the networking opportunities created by gathering cyber security stakeholders under one roof, AVAR 2025 will include dedicated networking events which enable building deep relationships in a relaxed environment.

INFLUENCE DECISION MAKERS

AVAR 2025'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 2025'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.



Sponsorship Benefits

For All Sponsors

- Logos and links on the conference webpage
- Mention in the Welcome Reception
- Pre- and post-event social media mentions in conference social media accounts
- Logos in conference communication materials (booklet, delegate kit, email, backdrop)
- Inserts – Pamphlet/Flyer/Handbook of sponsor (provided by sponsor) will be inserted into delegate folders or document bags
- Felicitation of sponsor during the Awards Night

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

Package-specific Benefits

PLATINUM

US\$ 30,000 (2 slots)

AVAR 2025'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 cyber security stakeholders present at the event.

- **Speaking Opportunities** – 30-minute sponsored speech to delegates during the conference and 2 panelist positions in panel discussions
- **Booth** – Raw space for an exhibition booth (6 × 2 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** – 6 complimentary passes to the conference sessions, welcome reception, lunch, and gala dinner
- **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 booklet
- **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\$ 20,000 (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 during the conference and 1 panelist position at a panel discussion
- **Booth** – Raw space for an exhibition booth (3 × 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** – 4 complimentary passes to the conference sessions, welcome reception, lunch, and gala dinner
- **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 booklet
- **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

SILVER **US\$ 12,500 (4 slots)**

The Silver sponsorship enables sponsors to access conference participants at knowledge sessions and social events.

- **Speaking Opportunities** – 15-minute sponsored speech to delegates during the conference 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 Silver sponsor to offer content (product showcase, fun games, contests, etc.) to visitors
- **Complimentary Passes** – 2 complimentary passes to the conference sessions, welcome reception, lunch, and gala dinner
- **Advertisements** – 1 full-page color advertisement (designed and supplied by the sponsor) that will be included in the conference booklet
- **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

BRONZE **US\$ 8,500 (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 × 2 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 Passes** – 2 complimentary passes to the conference sessions, welcome reception, lunch, and gala dinner
- **Advertisements** – 1 half-page color advertisement (designed and supplied by the sponsor) that will be included in the conference booklet
- **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

GALA DINNER **US\$ 10,000 (2 slots)**

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

RECEPTION AND NETWORKING AREA SPONSOR **US\$ 7,000 (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 SPONSOR

US\$ 7,000 (1 slot)

The AVAR conference t-shirt is worn by participants at many other events and provides exposure to the sponsor beyond AVAR 2025, 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 2025 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 2025 conference logo

INTERNET SPONSOR

US\$ 7,000 (1 slot)

The Internet sponsor benefits from the top-of-mind recall associated with provision of internet, which is an essential service at a cyber security 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)

ATTENDEE NAME BADGE AND LANYARD SPONSOR

US\$ 5,000 (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.

- **Complimentary Pass** – 1 complimentary pass to the conference sessions, welcome reception, lunch, and gala dinner
- **Badge** – Double-folded A4
- **Design**
 - **Outside** – Front and rear are identical, with the sponsor's logo, AVAR 2025 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

DELEGATE BAG SPONSOR

US\$ 7,000 (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 2025 conference logo

EXHIBITOR

US\$ 4,000 (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 × 2 Sq. M
- **Complimentary Pass** – 1 complimentary pass to the conference sessions, welcome reception, lunch, and gala dinner
- **Advertisement** – 1 quarter-page color advertisement (designed and supplied by the sponsor) that will be included in the conference booklet

Sponsorship Rate Card



BENEFITS	Platinum Sponsor (2 Slots)	Gold Sponsor (2 Slots)	Silver Sponsor (4 Slots)	Awards Night & Gala Dinner Sponsor (2 Slots)	Bronze Sponsor (6 Slots)	Reception / Networking Area Sponsor (2 Slots)	T-Shirt Sponsor (1 Slot)	Delegate Bag Sponsor (1 Slot)	Internet Sponsor (1 Slot)	Exhibitor (6 Slots)	Attendee Name Badge and Lanyard Sponsor (1 Slot)
	[US\$ 30,000]	[US\$ 20,000]	[US\$ 12,500]	[US\$ 10,000]	[US\$ 8,500]	[US\$ 7,000]	[US\$ 7,000]	[US\$ 7,000]	[US\$ 7,000]	[US\$ 4,000]	[US\$ 5,000]
Speaking Slot	30 Mins (During Conference)	20 Mins (During Conference)	15 Mins (During Conference)	15 Mins (During Gala Dinner)	-	-	-	-	-	-	-
Panel Slot	Two	One	One	-	-	-	-	-	-	-	-
Exhibition Booths (raw space, design to be provided by the Sponsor)	6 x 2 Sq. M	3 x 2 Sq. M	1 x 2 Sq. M	-	1 x 2 Sq. M	-	-	-	-	1 x 2 Sq. M	-
Complimentary Pass (Covering Conference Sessions, Welcome Reception, Lunch, and Gala Dinner)	Six	Four	Two	Two	Two	One	One	One	One	One	One
Full-page Color Advertisements in the AVAR Booklet (Design to be provided by the Sponsor)	Four	Two	One	-	1/2 Page	-	-	-	-	1/4 Page	-
Video Ads Played Each Day Before the Conference and During Breaks (Video to be provided by the Sponsor)	2 Mins	1.5 Mins	1 Min	1 Min*	1 Min	1 Min*	-	-	-	-	-
Rollup Banner	-	-	-	Two	-	Two	-	-	-	-	-
Logo and Link on the Conference Website	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Sponsor Mention in Opening / Welcome Ceremony	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Sponsor Recognition on Social Media Accounts	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Logo on Communication Materials (Official Website of AVAR 2025, Handbook, Delegate Kit, Email, Backdrop)	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Inserts: Pamphlet / Flyer / Handbook of sponsor (to be provided by the Sponsor) will be inserted into delegate folders or document bags	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Logo on T-shirt	-	-	-	-	-	-	✓	-	-	-	-
Logo on the Delegate Bag	-	-	-	-	-	-	-	✓	-	-	-
Sponsor Logo branded with an SSID and Password	-	-	-	-	-	-	-	-	✓	-	-
Logo on Attendee Name Badge and Lanyard	-	-	-	-	-	-	-	-	-	-	✓
Sponsor felicitation during Awards Night	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

* Video ad will be played only during the sponsor segment

Why Conduct A Workshop For CISOs?

The CISO is the enterprise leader with the greatest responsibility and accountability in the event of a cyber attack against the organization. While becoming a CISO may be regarded as the pinnacle of career accomplishment by many cyber security professionals, a highly disruptive cyber attack that occurs under their watch may also ruin their careers. Cyber security practitioners who have developed extensive technical skillsets to succeed in their functional roles may struggle, as CISOs, with meeting the board's expectations from the C-suite with respect to strategy, advice, and communication.

CISO Connect, AVAR's workshop for CISOs, creates an opportunity to provide CISOs with the perspectives they require to excel, and influence their approach to cyber security leadership.

Partnership Opportunities

4-hour Workshop: USD 20,000 | 2-hour Workshop: USD 12,500

Workshop Audience

CISOs in Audience: 50

Workshop Program

Partners may customize the workshop to suit their products and brand strategy. Suggested workshop sessions include

- **Training Session** – CISO-oriented training on partner's products
- **Panel Discussion** – 1-hour panel discussion, with panelists provided by partner
- **Fireside Chat** – A conversation between 2 representatives of the partner addressing any cyber security topic of interest to CISOs
- **Product Launch** – Curtain raiser for a product from the partner
- **Networking** – A relationship-building session between the partner and workshop participants

Other Partner Benefits

AVAR 2025 Conference

- **Complimentary Passes** – 4-hour Workshop: 2 conference passes; 2-hour Workshop: 1 conference pass
- **Inserts** – Partner material (provided by partner) will be inserted into the conference delegate kit
- **Video Advertisement** – 1-minute video (provided by partner) that will be played during the conference
- **Digital Advertisement** – Partner advertisement (provided by partner) will be included in the conference ebook

Online

- **Website Mentions** – Partner logos and links on the conference webpage
- **Social Media Mentions** – Pre- and post-event social media mentions in conference social media accounts

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Malaysia

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