

AVAR2020  
VIRTUAL

**THE NEW NORMAL OF CYBER INSECURITY**

3<sup>rd</sup> DECEMBER 2020 - 5<sup>th</sup> DECEMBER 2020

# EVENT PARTNERSHIP OPPORTUNITIES



ASSOCIATION OF ANTI VIRUS ASIA RESEARCHERS

WWW.AAVAR.ORG

# AVAR (Association of anti Virus Asia Researchers)

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AVAR (Association of anti Virus Asia Researchers) was formed in 1998 to prevent the spread of malware. AVAR aims to do this by developing cooperative relationships among cyber threat experts in Asia. AVAR is an independent and non-profit organization which focuses on the Asia Pacific region and consists of prominent experts from 17 territories including Australia, China, Hong Kong, India, Japan, Korea, Philippines, Singapore, Taiwan, UK, and the USA.

# AVAR 2019 Highlights



54  
speakers

41+  
Research  
Papers

200+  
Participants

14  
Sponsors



# AVAR (Association of anti Virus Asia Researchers)

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AVAR has hosted international conferences across the Asia Pacific region in every year since 1998. AVAR 2019 featured 54 speakers and more than 41 research papers. AVAR 2020 Virtual (3rd to 5th December 2020) will be the 23rd edition of the conference and the first to be hosted online.

AVAR 2020 will feature participation from the who's who of the cyber security industry, including CEOs, CSOs/CISOs, Regulators, Researchers, Vendors, and Recruiters. Conference delegates will gain from exposure to the latest trends in the cyber security industry, insight from thought leaders, and actionable intelligence from the frontlines in the war against cyber threats.

# Why Sponsor AVAR 2020 Virtual

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## **KNOWLEDGE CENTER**

AVAR is a forum for technical discussions and debates on emerging threats and mitigation, contributing to and learning from a global cybersecurity knowledge center

## **LIVE Q&A**

AVAR is a forum for technical discussions and debates on emerging threats and mitigation, contributing to and learning from a global cybersecurity knowledge center

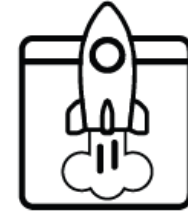
## **1-1 CHAT FOR VISITORS**

Networking is a big part of events, so any visitor can search and filter other visitors in the audience to get in contact, chat and set meetings.



## **KNOWLEDGE CENTER**

AVAR offers a global platform for business to business networking and partnering with other members



## **PRODUCT LAUNCHES**

AVAR is a platform to gain international mileage for product launches

## **GET YOUR LEADS**

At the end of the event, your partners can export their leads and start selling

# Partnership Opportunities

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AVAR 2020 presents a never before opportunity to capture the interest and imagination of an international, cyber security focused gathering in a convenient virtual format.

Our partnership packages have been finely tuned to help you gain access to your target audience and maximize the reach and impact of your messages.

# Diamond Sponsor – 15000 USD

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- **Logo and link on conference website**

Get your brand placed at AVAR website as a sponsor of AVAR 2020 Virtual with links directing to your organization's website

- **Logo placement in pre-event promotional emails**

All the event promotional emails your logo will get featured

- **1 Text Ad**

An opportunity to display your organization information, Job Ads, Product offers on conference hosting platform

- **Sponsor recognition on AVAR Social Media accounts**

Sponsors will be announced on our social media accounts (Facebook, Twitter, LinkedIn and Instagram)

- **Dedicated “services” section where sponsors can list all products or services via photos, texts, external links directing to your website**

**Profile partners on event hosting platform**

Dedicated section, where the sponsors of AVAR 2020 Virtual will be recognized.

- **Sponsor recognition in post-conference thank you email to attendees**

Logos of AVAR 2020 Virtual sponsors will be placed at all the post event activities

- **Dedicated Chat Channel – interact with the audience. (capacity of 50 pax at a time)**

Visitors can view the sponsor's booth and explore products/services. Visitors & sponsors can also chat

- **Networking access with the visitors**

Networking is a big part of events, any visitor can search to get in contact, chat set meetings.

- **1 Booth (Custom Branded)**

Get the customised booth for the sponsors with feature of chatting, text ads space, product details, video ad space.

- **20minutes Speaking slot**

Diamond and Platinum sponsor will have the privilege to get a speaking slot for 20minutes in the event agenda.

- **Logo banner in virtual event lobby**

Place your logo in the lobby area to get the visibility among the visitors.

- **Event promotion via SMS – with info regarding the sponsors**  
Get opportunity to place your brand name while promoting AVAR 2020 Virtual via SMS
- **1 Partner Message (video)**  
Diamond and Gold Sponsors gets the opportunity to place their brand promo, product promo or sale promo text message on the event hosting platform
- **Post-event data and leads report**  
Sponsors will be provided with list of all contact details of the visitors that interacted at their booth
- **Video to be played during interval/breaks**  
Diamond sponsors will get the privilege of inserting their promo video during the break time allotted in between the session
- **Placing logo on the speaker screen frame**  
Speaker frame will be incorporated with the Diamond sponsor brand logo to strengthen their brand
- **Logo Placement on flags or poster on the entrance of the event virtual building**  
Only the Diamond sponsor get the opportunity for branding the entrance of the virtual conference building





# Platinum Sponsor – 10000 USD

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- **Logo and link on conference website**

Get your brand placed at AVAR website as a sponsor of AVAR 2020 Virtual with links directing to your organization's website

- **Logo placement in pre-event promotional emails**

All the event promotional emails your logo will get featured

- **1 Text Ad**

An opportunity to display your organization information, Job Ads, Product offers on conference hosting platform

- **Sponsor recognition on AVAR Social Media accounts**

Sponsors will be announced on our social media accounts (Facebook, Twitter, LinkedIn and Instagram)

- **Dedicated “services” section where sponsors can list all products or services via photos, texts, external links directing to your website**

- **Profile partners on event hosting platform**

Dedicated section, where the sponsors of AVAR 2020 Virtual will be recognized.

- **Sponsor recognition in post-conference thank you email to attendees**

Logos of AVAR 2020 Virtual sponsors will be placed at all the post event activities

- **Dedicated Chat Channel – interact with the audience. (capacity of 50 pax at a time)**

Visitors can view the sponsor's booth and explore products/services. Visitors & sponsors can also chat

- **Networking access with the visitors**

Networking is a big part of events, any visitor can search to get in contact, chat set meetings.

- **1 Booth (Custom Branded)**

Get the customised booth for the sponsors with feature of chatting, text ads space, product details, video ad space.

- **20minutes Speaking slot**

Diamond and Platinum sponsor will have the privilege to get a speaking slot for 20minutes in the event agenda.

- **Logo banner in virtual event lobby**

Place your logo in the lobby area to get the visibility among the visitors.

- **Event promotion via SMS – with info regarding the sponsors**

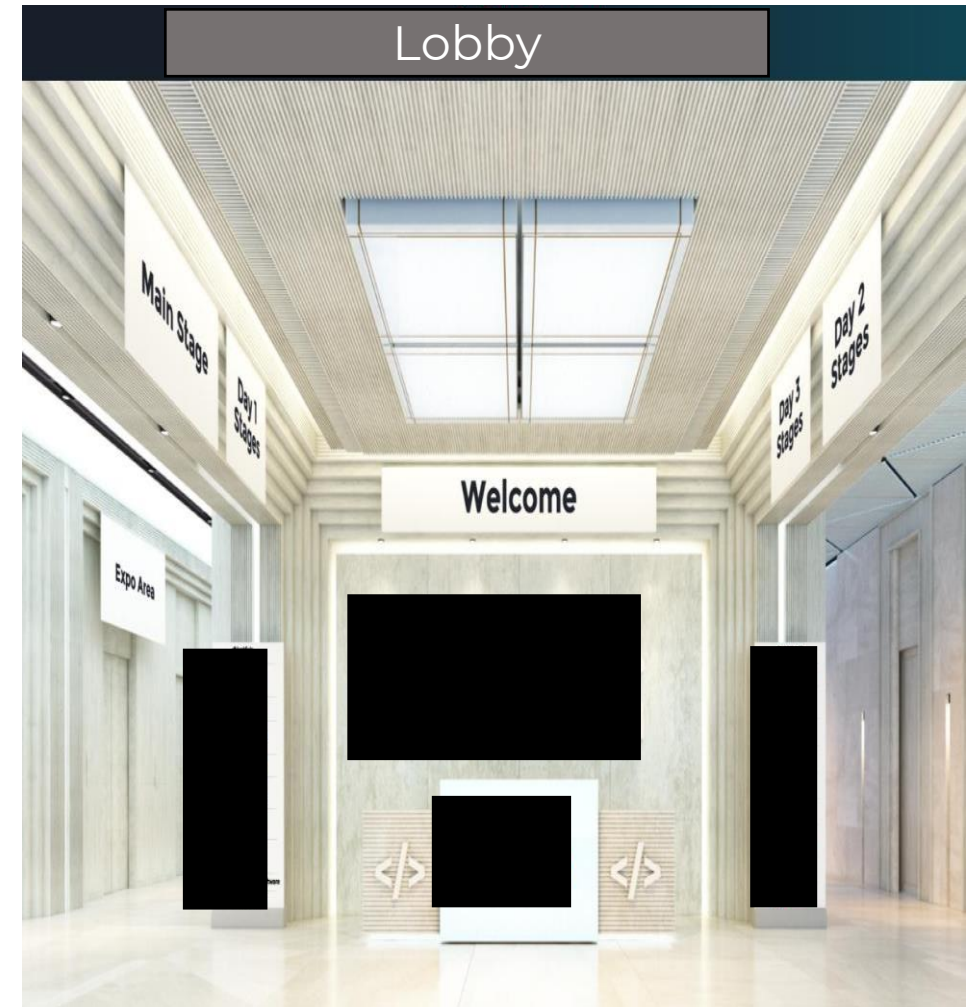
Get opportunity to place your brand name while promoting AVAR 2020 Virtual via SMS

- **1 Partner Message (video)**

Diamond and Platinum Sponsors gets the opportunity to place their brand promo, product promo or sale promo text message on the event hosting platform

- **Post-event data and leads report**

Sponsors will be provided with list of all contact details of the visitors that interacted at their booth



# Gold Sponsor – 7500 USD

- **Logo and link on conference website**

Get your brand placed at AVAR website as a sponsor of AVAR 2020 Virtual with links directing to your organization's website

- **Logo placement in pre-event promotional emails**

All the event promotional emails your logo will get featured

- **1 Text Ad**

An opportunity to display your organization information, Job Ads, Product offers on conference hosting platform

- **Sponsor recognition on AVAR Social Media accounts**

Sponsors will be announced on our social media accounts (Facebook, Twitter, LinkedIn and Instagram)

- **Dedicated “services” section where sponsors can list all products or services via photos, texts, external links directing to your website**

- **Profile partners on event hosting platform**

Dedicated section where the sponsors of AVAR 2020 Virtual will be recognized.

- **Sponsor recognition in post-conference thank you email to attendees**

Logos of AVAR 2020 Virtual sponsors will be placed at all the post event activities

- **Dedicated Chat Channel – interact with the audience. (capacity of 50 pax at a time)**

Visitors can view the sponsor's booth and explore products/services. Visitors & sponsors can also chat

- **Networking access with the visitors**

Networking is a big part of events, any visitor can search to get in contact, chat set meetings.

- **1 Booth (Custom Branded)**

Get the customised booth for the sponsors with feature of chatting, text ads space, product details, video ad space



**Customizable Booth**

# Silver Sponsor – 5000 USD

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- **Logo and link on conference website**

Get your brand placed at AVAR website as a sponsor of AVAR 2020 Virtual with links directing to your organization's website

- **Logo placement in pre-event promotional emails**

All the event promotional emails your logo will get featured

- **1 Text Ad**

An opportunity to display your organization information, Job Ads, Product offers on conference hosting platform

- **Sponsor recognition on AVAR Social Media accounts**

Sponsors will be announced on our social media accounts (Facebook, Twitter, LinkedIn and Instagram)

- **Dedicated “services” section where sponsors can list all products or services via photos, texts, external links directing to your website**

- **Profile partners on event hosting platform**

Dedicated section where the sponsors of AVAR 2020 Virtual will be recognized.

- **Sponsor recognition in post-conference thank you email to attendees**

Logos of AVAR 2020 Virtual sponsors will be placed at all the post event activities

Benefits	Diamond	Platinum	Gold	Silver
Logo and link on conference website	.	.	.	.
Sponsor recognition on AVAR Social Media accounts	.	.	.	.
1 Text Ad	.	.	.	.
Logo placement in pre-event promotional emails	.	.	.	.
Dedicated “services” section where they list all products or services via photos, texts, external links directing to their website	.	.	.	.
Profile partners on event hosting platform	.	.	.	.
Sponsor recognition in post-conference thank you email to attendees	.	.	.	.
1 Dedicated Chat Channel – interact with the audience. (capacity of 50 pax at a time)	.	.	.	.
Networking access with the visitors	.	.	.	.
1 Booth (Custom Branded)	.	.	.	.
20min Speaking slot	.	.	.	.
Logo banner in virtual event lobby	.	.	.	.
Event promotion via SMS – with info regarding the sponsors	.	.	.	.
1 Partner Message (video)	.	.	.	.
Post-event data and leads report - a list of all contact details of the visitors that interacted at their booth	.	.	.	.
Video to be played during interval/breaks	.	.	.	.
Placing logo on the speaker screen frame	.	.	.	.
Logo Placement on flags or poster on the entrance of the event virtual building	.	.	.	.
Sponsorship Cost	15000 USD	10000 USD	7500 USD	5000 USD

# Partnership Summary



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Please contact [admin@aavar.org](mailto:admin@aavar.org) for more information on AVAR 2020 and partnership packages and benefits.