

ASSOCIATION OF ANTI VIRUS ASIA RESEARCHERS
Presents



Cybersecurity Counter Punch

25th International Conference
1-2 December 2022, Singapore

Partnership Packages

www.aavar.org

AVAR Spearheads The Fight Against Cyber Threats

AVAR (Association of anti Virus Asia Researchers) exists to counter the spread of malware. Formed in 1998, AVAR serves as a platform to develop cooperative relationships among cyber threat experts in Asia. AVAR's members include prominent experts from 17 territories including Australia, China, Hong Kong, India, Japan, Korea, Philippines, Singapore, Taiwan, UK, and the USA.

AVAR 2022

AVAR's annual conferences are among the most anticipated cyber security knowledge events in the world. Hosted every year since 1998, AVAR's conferences have been held across the Asia Pacific region and attended by speakers and delegates from around the world. AVAR 2022 (1-2 December 2022) is the 25th edition of the conference and will be held in Singapore. The theme for AVAR 2022 is Cybersecurity Counter Punch.

Participants at AVAR 2022 will include the most prominent organizations in the cyber security industry along with CEOs, CTOs, CSOs/CISOs, Security Heads, Threat Intelligence Heads, Researchers, Regulators, Law Enforcement Agencies, and Academia. The conference audience will gain knowledge on the latest trends in cyber threats as the world moves beyond the pandemic, benefit from expert insight into the workings of the latest cyber attacks, and enjoy unmatched networking opportunities as the who's who of the cyber security industry gather under one roof.

Past Event Highlights

AVAR 2021 VIRTUAL



1200

Participants

58 Countries



48

Speakers

15+ Countries



24

Papers

13 Live & 10 On Demand

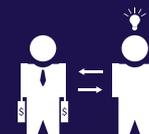


1700+ Students
Registrations

10+ Colleges and
Universities



2 Panel
Discussions



12 Sponsors and
Partners

INDUSTRY SECTORS

**BFSI & FSI | Energy & Power | Healthcare | Manufacturing & Retail
IT Services/ Consulting | Security Product | Automobile/Aerospace
Government | Academia | Not Profit and more**

AVAR 2021 Virtual – Prominent Speakers



Alex Matrosov
CEO and Founder
Binarly Inc.



Sachin Shah
CTO-(OT)
Armis Security



J. Michael Daniel
President & CEO
Cyber Threat Alliance



Samir Kanu Mody
VP - Threat Research
K7 Computing



Chintan Trivedi
Principal Software Engineer
Broadcom



Anna Chung
Principal Researcher
Palo Alto Networks



Eddy Willems
Security Evangelist
GData CyberDefence



Righard Zwienberg
Senior Research Fellow
ESET



Peter Stelzhammer
Co - Founder
AV-Comparatives



Hariharan S
Director - Threat Research
K7 Computing

AVAR 2021 Virtual – Sponsors & Partners

Platinum Sponsors

AhnLab  **CYBER THREAT ALLIANCE**

Gold Sponsors



Supporting Partners

 **K7 COMPUTING**

 **certm**
Enhancing Cyber Security in India

Media Partners

 **EXPRESS COMPUTER**

Associate Partners

 **FELIX infotech**

 **AppEsteem®**

 **STATUSTRONICS**

 **ASIA PRINT MEDIA PUBLISHING**

 **Anantya Infratech**
...better IT forever

 **cits**
Complete IT Solutions

Why Partner With AVAR 2022?

Enjoy International Exposure

AVAR 2022's extensive marketing campaigns and carefully designed partnership packages ensure that your organization's brand and USPs are disseminated to the international cyber security audience through media and formats chosen for maximum retention..

Access the Right People

AVAR 2022's audience includes over a thousand innovators and agenda setters in the cyber security industry. The event offers unparalleled opportunities to connect with cyber security researchers and decision makers in an environment conducive to building deep relationships.

Gain Thought Leaders' Perspectives

AVAR 2022 gathers the world's foremost experts in cyber threats to deliberate on current threats and the future of cyber security. The conference is widely acclaimed for encouraging unsurpassed knowledge sharing and acting as a thought-starter for future innovation in the sector.

Promote Across Industries

AVAR 2022 features cyber security practitioners who protect a wide spectrum of industries including Automobile, BFSI, Energy, Education, Healthcare, Manufacturing, and Retail, delivering the opportunity to promote products and services that suit a variety of commercial niches.

Partner with Purpose

AVAR 2022's partnership packages have been designed to avoid one-size-fits-all promotional opportunities. Partners can choose from 9 packages that have been carefully constructed to suit the purposes of partners operating in different industry segments, and offer further customization for tailored brand building.



PARTNERSHIP OPPORTUNITIES

1-2 December
Singapore

Platinum, US\$ 20,000 (2 slots)

The Platinum partnership package is the most comprehensive offering and includes

- 30-minute speech to the conference delegates
- 5 passes (covering conference sessions, welcome reception, lunch, and gala dinner)
- Logo prominently displayed on
 - Official AVAR 2022 website
 - Conference handbook
 - Delegate kit
 - Emails
 - Backdrop
 - All announcement presentations and ceremonies
 - All pre- and post-conference promotions including social media
- Video advertisement played before the conference each day and at breaks (no longer than 1 minute; to be provided by the partner)
- 2 full-color pages advertisements (designed and supplied by the partner) as a delegate handout and to be included in the conference handbook
- Pamphlet/Flyer/Handbook of partner (to be provided by the partner) inserted into delegate folders or document bags
- 2 physical spaces where content (product showcase, games, contests, etc.) can be offered to visitors (design to be provided by the partner)

Gold, US\$ 15,000 (2 slots)

The Gold partnership package includes

- 15-minute speech to the conference delegates
- 3 passes (covering conference sessions, welcome reception, lunch, and gala dinner)
- Logo displayed on
 - Official AVAR 2022 website
 - Conference handbook
 - Delegate kit
 - Emails
 - Backdrop
 - All announcement presentations and ceremonies
 - All pre- and post-conference promotions including social media
- 1 full-color page advertisement (designed and supplied by the partner) as a delegate handout and to be included in the conference handbook
- Pamphlet/Flyer/Handbook of partner (to be provided by the partner) inserted into delegate folders or document bags
- 1 physical space where content (product showcase, games, contests, etc.) can be offered to visitors

Silver, US\$ 10,000 (4 slots)

15-minute speech to the conference delegates

- 2 passes (covering conference sessions, welcome reception, lunch, and gala dinner)
- Logo displayed on
 - Official AVAR 2022 website
 - Conference handbook
 - Emails
 - Pre- and post-conference promotions including social media
- 1 full-color page advertisement (designed and supplied by the partner) in the handbook
- Pamphlet/Flyer/Handbook of partner (to be provided by the partner) inserted into delegate folders or document bags

Gala Dinner,

US\$ 10,000 (2 slots)

The Gala Dinner partnership package includes

- 2 passes (covering conference sessions, welcome reception, lunch, and gala dinner)
- Logo displayed on
 - Official AVAR 2022 webpage
 - Dinner tables
- Partner branding in rollup banners (design to be provided by the partner)
- Branded napkins (all costs incurred are the responsibility of the partner)
- Supply of additional entertainment on agreement with the organizer
- 1 video advertisement of the partner played during the gala dinner (no longer than 1 minute; to be provided by the partner)

Reception,

US\$ 6,000 (2 slots)

- The Reception partnership package includes
- 1 pass (covering conference sessions, welcome reception, lunch, and gala dinner)
- Logo displayed on
 - Official AVAR 2022 webpage
 - Buffet tables
 - Standby tables in the reception area
- 2 rollup banners with the partner's branding (design to be provided by the partner)
- Supply of additional entertainment on agreement with the organizer
- 1 video advertisement played during the welcome reception (no longer than 1 minute; to be provided by the partner)

Conference T-Shirt,

US\$ 5,000 (1 slot)

The Conference T-shirt partnership package includes

- Partner's logo on one sleeve (AVAR 2022 conference logo on the other sleeve)
- Color of the T-shirt chosen by the partner (should represent a

reasonable match with either a full white or a full black AVAR 2022 conference logo

- Partner will be mentioned in the announcement presentation as well as on the conference website

Internet Sponsor,

US\$ 4,000 (1 slot)

The Internet partnership package includes

- Branded SSID and Password (common sense on phrases used will apply)
- Partner will be mentioned in the conference website, handbook, social mentions, promotional emails, etc.

Attendee Name Badges,

US\$ 3,500 (1 slot)

The Attendee Name Badges partnership package includes

- Partner's logo on the front and rear of a double-sided A4 badge (along with participant's name and organization, and the AVAR 2022 conference logo)
- Badge layout to be provided by partner (badges will be printed for each attendee by the organizer)
- Partner will be mentioned in the conference website, handbook, social mentions, promotional emails, etc.

Lanyard,

US\$ 3,000 (1 slot)

The Lanyard partnership package includes

- Provision of 250 lanyards by partner printed with an alternating partner logo and AVAR 2022 conference logo
- The partner will be mentioned in the conference website, handbook, social mentions, promotional emails, etc.



PARTNERSHIP OPPORTUNITY SUMMARY

1-2 December | Singapore

BENEFITS	Platinum Sponsor [US\$ 20,000]	Gold Sponsor [US\$ 15,000]	Silver Sponsor [US\$ 10,000]	Gala Dinner [US\$ 10,000]	Reception Sponsor [US\$ 6,000]	T-Shirt Sponsor [US\$ 5,000]	Internet Sponsor [US\$ 4,000]	Attendee Name Badge Sponsor [US\$ 3,500]	Lanyard Sponsor [USD 3000]
Speaking Slot	30mins	15mins	15mins	-	-	-	-	-	-
Complimentary Pass (Covering Conference Sessions, Welcome Reception, Lunch and Gala Dinner)	Five	Three	Two	Two	One	-	-	-	-
Logo and Link on Conference Website	✓	✓	✓	✓	✓	✓	✓	✓	✓
Logo on Communication Materials (Official Website of AVAR 2022, Handbook, Delegate Kit, Email, Backdrop)	✓	✓	✓	✓	✓	✓	✓	✓	✓
Sponsor Mention in Opening / Welcome Ceremony	✓	✓	✓	✓	✓	✓	✓	✓	✓
Video Ads (1 Minute Video to be provided by the Sponsor)	✓	-	-	✓	✓	-	-	-	-
Full-page Color Advertisements (Design to be provided by the Sponsor)	Two	One	One	-	-	-	-	-	-
Sponsor Recognition on Social Media Accounts	✓	✓	✓	✓	✓	✓	✓	✓	✓
Inserts: Pamphlet / Flyer / Handbook of sponsor (to be provided by the Sponsor) will be inserted into delegate folders or document bags	One	One	One	-	-	-	-	-	-
Exhibition Booths (design to be provided by the Sponsor)	Two	One	-	-	-	-	-	-	-
Rollup Banner	-	-	-	Two	Two	-	-	-	-
Logo on T-shirt	-	-	-	-	-	✓	-	-	-



Cybersecurity Counter Punch

1-2 December
Singapore

For more information on AVAR 2022 and partner benefits,

Please Contact

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aavar.org