

ASSOCIATION OF ANTI VIRUS ASIA RESEARCHERS



**AAVAR**

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**27<sup>th</sup> ANNUAL CYBER SECURITY CONFERENCE**

**4<sup>th</sup>-6<sup>th</sup> December 2024 | Chennai, India**

**SPONSORSHIP DOCUMENT**

[www.aavar.org](http://www.aavar.org)



AVAR 2024 is the 27<sup>th</sup> 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 2024 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 2024 Highlights



250+  
Delegates



50+  
Speakers



40+  
Presentations



10+  
Awards



Panel  
Discussions



CISO  
Connect



CISO  
Awards

Past Event Highlights

Sponsors & Partners

AhnLab

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AVTEST

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Canon Marketing Japan Group

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## CISO Panelists



Ajay Kumar  
Regional Head - Cyber Security Services,  
Asia, CrowdStrike



Anil Malekani  
Security Architect,  
Microsoft



Ashish Thapar  
Vice President,  
NTT



Bassil Mohammed  
Senior Director,  
PwC Middle East



David Brown  
Security Operation Director,  
CyberGate



Dr. Hossam Elshenraki  
Associate Professor in Criminal Investigation,  
Dubai Police Academy



Javed Alam  
Vice President - Head of Information Security,  
DAMAC Properties



Ravi Baldev  
CTO Cyber Resilience,  
Dell Technologies EMEA



Robert Neumann  
Head of the Cyber Protection Operations  
Center, Acronis



Rudy Lim  
Senior Manager,  
Accenture



Siham Benhamidouche  
MEA Cybersecurity Officer,  
Schneider Electric



Dr. Tan Kian Hua  
CISO,  
PCCW Solutions Limited/Lenovo



Victor Keong  
APJ's Field CISO,  
Cohesity



Waqas Haider  
Chief Information Security Officer,  
HBL Microfinance Bank LTD



Yul Bahat  
Director,  
Kiteworks

## Expert Speakers



Righard Zwienenberg  
ESET



Eddy Willems  
G DATA Cyberdefense



Chintan Shah  
Trellix



Holger Unterbrink  
Cisco Talos



Michael Daniel  
Cyber Threat Alliance



David Driker  
Check Point Research



Robert Xiang Wang  
NortonLifeLock



Jaromir Horejsi  
Trend Micro



Simon Edwards  
SE Labs



Samir Mody  
K7 Labs



Dennis Batchelder  
AppEsteem



Itay Cohen  
Check Point Research



Vanja Svajcer  
Cisco Talos



Alexandra Gofman  
Check Point Research



Ryan Flores  
Trend Micro

# CISO Awards



## Why Partner With AVAR 2024?

### **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 2024 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 2024 will include dedicated networking events which enable building deep relationships in a relaxed environment.

### **INFLUENCE DECISION MAKERS**

AVAR 2024'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 2024'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 2024'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 2024, 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 2024 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 2024 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 2024 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 2024 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 (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 2024, 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

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**4<sup>th</sup>-6<sup>th</sup> December 2024 | Chennai, India**

**For more information on AVAR 2024 and Sponsorship benefits, contact**

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