



Sponsorship Package 2024

Privacy, Security, and Trust Industry Summit Sponsorship Packages

Canadian
Institute for
Cybersecurity



UNIVERSITY OF NEW BRUNSWICK
540 Windsor Street
Fredericton, NB
Canada E3B 5A3

UNB.CA/CIC - PSTNET.CA

About the Annual International Conference on Privacy, Security & Trust

The Annual International Conference on Privacy, Security & Trust provides a premier forum for sharing advances in cybersecurity research and security applications. PST offers an academic forum and an Industry Summit on themes of privacy, security, and trust, together with recent advances in Blockchain Technology.

Sponsorship Opportunities

CIC was established in 2017 as a comprehensive multidisciplinary training, R&D, and entrepreneurial unit. Its precursor, the Information Security Centre of Excellence, operated at the University of New Brunswick since 2007 and was a leader in cybersecurity.

In 2003, the ISCX started hosting the annual international conference series on privacy, security, and trust academic paper presentations on the leading topics related to cybersecurity. The conference was cancelled in 2020 due to pandemic travel restrictions and it was offered virtually in 2021. The conference was reformatted in 2022 to include virtual attendance and an added hybrid day for an Industry Summit in Fredericton.

The Industry Summit brings together participants from across government, academia, and industry for an intense day of discussion, keynote presentations, and networking.

PST Industry Day sponsorships create important opportunities for your organization to elevate its strategic positioning, foster new relationships, and increase its exposure within the industry.

Benefits of sponsorships:

- Raise your public profile.
- Build your professional network within the cybersecurity community.
- Promote your own products, services, and solutions to industry partners.
- Maximize your exposure with more effective reach and frequency.

Sponsorships make it possible for CIC and PST to:

- Provide effective leadership as the industry's most authoritative voice.
- Continue providing the community with a high calibre event that keeps you up to date on trends.
- Provide members with a forum to foster long lasting connections and share ideas and experiences.
- Support student skill development.

Sponsorship Levels

| Level | Titanium | Platinum | Gold | Silver | Bronze |
|--|----------------------------|-----------------|-----------------------------------|------------------------|----------------|
| Price | \$12,000 | \$10,000 | \$8,000 | \$6,000 | \$4,000 |
| Quantity Available | 1 | 1 | 1 | 1 | 3 |
| Company Banner on Stage | ✓ | | | | |
| 5-minute address | During closing remarks | At Reception | | | |
| Opportunity to Introduce Speaker | ✓ | ✓ | | | |
| MC acknowledgement during opening and closing remarks | ✓ | ✓ | ✓ | | |
| Advertisement in Agenda Booklet (materials deadline September 30 th) | ½ page landscape | ¼ page portrait | ¼ page portrait | | |
| Booth (equivalent to 6' table space) | 1 | 1 | 1 | | |
| Banner display | Next to registration table | Reception Area | Main conference room back or side | In Student Poster Zone | |
| Complimentary Registration | 6 | 5 | 4 | 3 | 2 |
| Logo on PST Website | ✓ | ✓ | ✓ | ✓ | ✓ |
| Podium Recognition | ✓ | ✓ | ✓ | ✓ | ✓ |
| Option to place company materials in delegate package | ✓ | ✓ | ✓ | ✓ | ✓ |
| Your logo on a social media post announcing your sponsorship before or after Summit (LinkedIn, Facebook & X) with appropriate tags | ✓ | ✓ | ✓ | ✓ | ✓ |
| 8.5"x 11" signs with logo on food & beverage tables during one of the following on first come first choice: <ol style="list-style-type: none"> Breakfast AM & PM Nutrition Breaks Lunch | | | | | ✓ |

For questions, email cic-events@unb.ca
 Purchase deadline is September 30th

Sponsorship Form

| | |
|-----------------------------|--|
| Organization: | |
| Contact Name: | |
| Title: | |
| Street Address: | |
| City & Province: | |
| Postal Code: | |
| Telephone: | |
| Email: | |
| Website: | |
| LinkedIn Handle: | |
| X Handle: | |
| Facebook Handle: | |

Select a Sponsorship Level:

- Titanium (Primary), 1 available
- Platinum (Reception), 1 available
- ~~Gold (Technology), 1 available~~
- ~~Silver (Student), 1 available~~
- Bronze (Break), 3 available - circle your choice ~~Breakfast~~, Nutrition, ~~Lunch~~

- To reserve your sponsorship, scan, and email this sponsorship form to: cic-events@unb.ca.
- The University of New Brunswick will issue an invoice using the information provided in this form.
- Sponsorship levels are only confirmed upon CIC's receipt of this form followed by an email confirmation from the Institute's Director.

