

# Sponsorship Opportunities



## MICHIGAN 2021 CYBER SUMMIT

#MiCyberSummit

VIRTUAL CONFERENCE HOSTED BY  
**GOVERNOR GRETCHEN WHITMER**  
October 20-21, 2021

The 2021 Michigan Cyber Summit (formerly the North American International Cyber Summit) is scheduled for Thursday, Oct. 21, 2021, with a half-day invitation-only in-person event taking place on Wednesday, Oct. 20, 2021, in Lansing, Michigan. To maintain your health and safety, this year's conference will be online. The full-day virtual conference will be fully interactive delivering all the benefits of an in-person event to you from the comfort of your home or office. Attendance is complimentary.

This event, now in its tenth year, will bring together experts to provide timely content and address a variety of cybersecurity issues impacting the world. Attendees will hear from government and industry leaders on the latest developments and gain insights into managing today's security challenges.

The state of Michigan has long been considered a national leader on cybersecurity, leading the discussion on emerging trends and best practices in policy, law, and all manner of public and private interests. The agenda for the online conference will showcase recognized speakers and experts to lead sessions on topics such as:

- Government and private sector collaboration
- Cybersecurity and workforce development
- Cybersecurity infrastructure
- Private sector cybersecurity trends

### DIAMOND SPONSOR — 1 Available

**\$25,000** (Must commit by June 30, 2021, to guarantee speaking opportunity)

- Sponsor logo will be featured prominently on the marketing materials, electronic communications, and on the Michigan Cyber Summit 2021 event web page with a link to the sponsor's website.
- Recognition in email promotions for the event.
- Final list of attendees in an Excel spreadsheet.

#### IN-PERSON BENEFITS—OCTOBER 20, 2021:

- Sponsor logo featured prominently on event signage
- Display table during the event
- Five attendees may attend the invitation only event
- Five attendees to attend a private VIP Meet and Greet with DTMB leaders
- Reserved table at event luncheon with DTMB leadership
- Listed as host of the event Happy Hour
- Participation in a Panel Session during the event

#### VIRTUAL EVENT BENEFITS - OCTOBER 21, 2021:

- Virtual exhibit booth to promote your product or service during the conference with the ability to network with attendees
- Ability to have six staff working in your booth and interacting with attendees
- Recognition during the conference as a sponsor during the main session
- Opportunity to participate during the general session on a panel
- Full-page ad in the online downloadable program booklet
- Participate in the main session panel "Innovation and Impacts to Cybersecurity"

For event information, please visit  
[MICHIGAN.GOV/CYBERSUMMIT](https://michigan.gov/cybersummit)

## GOLD SPONSOR

**\$18,000** (Must commit by June 30, 2021, to guarantee speaking opportunity)

- Logo will be featured on the marketing materials, electronic communications, and on the Michigan Cyber Summit 2021 event web page with a link to the sponsor's website.
- Recognition in email promotions for the event.
- Final list of attendees in an Excel spreadsheet.

### IN-PERSON BENEFITS—OCTOBER 20, 2021:

- Sponsors logo featured on event signage
- Display table during the event
- Three attendees may attend the invitation only event
- Seating at event luncheon with select VIPs and DTMB leadership
- Participation in a Panel Session

### VIRTUAL EVENT BENEFITS - OCTOBER 21, 2021:

- Virtual exhibit booth to promote your product or service during the conference with the ability to network with attendees
- Ability to have four staff working in your booth and interacting with attendees
- Recognition during the conference as a sponsor during the main session
- Opportunity to participate in a breakout session
- Three quarter-page ad in the online downloadable program booklet

## SILVER SPONSOR

**\$10,000** (Must commit by June 30, 2021, to guarantee speaking opportunity)

- Logo will be featured on the marketing materials, electronic communications, and on the Michigan Cyber Summit 2021 event web page with a link to the sponsor's website.
- Recognition in email promotions for the event.

### IN-PERSON BENEFITS—OCTOBER 20, 2021:

- Sponsors logo featured on event signage
- Display table during the event
- Two attendees may attend the invitation only event

### VIRTUAL EVENT BENEFITS - OCTOBER 21, 2021:

- Virtual exhibit booth to promote your product or service during the conference with the ability to network with attendees
- Ability to have three staff working in your booth and interacting with attendees
- Recognition during the conference as a sponsor during the main session
- Opportunity to participate in the silver sponsor panel discussion during the breakout sessions
- Half-page ad in the online downloadable program booklet

# Sponsorship Opportunities



## BRONZE SPONSOR

**\$4,000**

- Sponsors logo will be featured on the marketing materials, electronic communications, and on the Michigan Cyber Summit 2021 event web page with a link to the sponsor's website.
- Recognition in email promotions for the event.

### IN-PERSON BENEFITS—OCTOBER 20, 2021:

- Sponsors logo featured on event signage
- Display table during the event
- One attendee may attend the invitation only event

### VIRTUAL EVENT BENEFITS - OCTOBER 21, 2021:

- Virtual exhibit booth to promote your product or service during the conference with the ability to network with attendees
- Ability to have two staff working in your booth and interacting with attendees
- Recognition during the conference as a sponsor during the main session
- Quarter-page ad in the online downloadable program booklet

## SPONSORSHIP OPPORTUNITIES ARE LIMITED. SECURE YOUR SPOT TODAY!

To reserve your sponsorship, please contact Leslie Smith, CMP at **248-353-0735, ext. 152** or [lsmith@esd.org](mailto:lsmith@esd.org). For event info, please visit [michigan.gov/cybersummit](http://michigan.gov/cybersummit).

