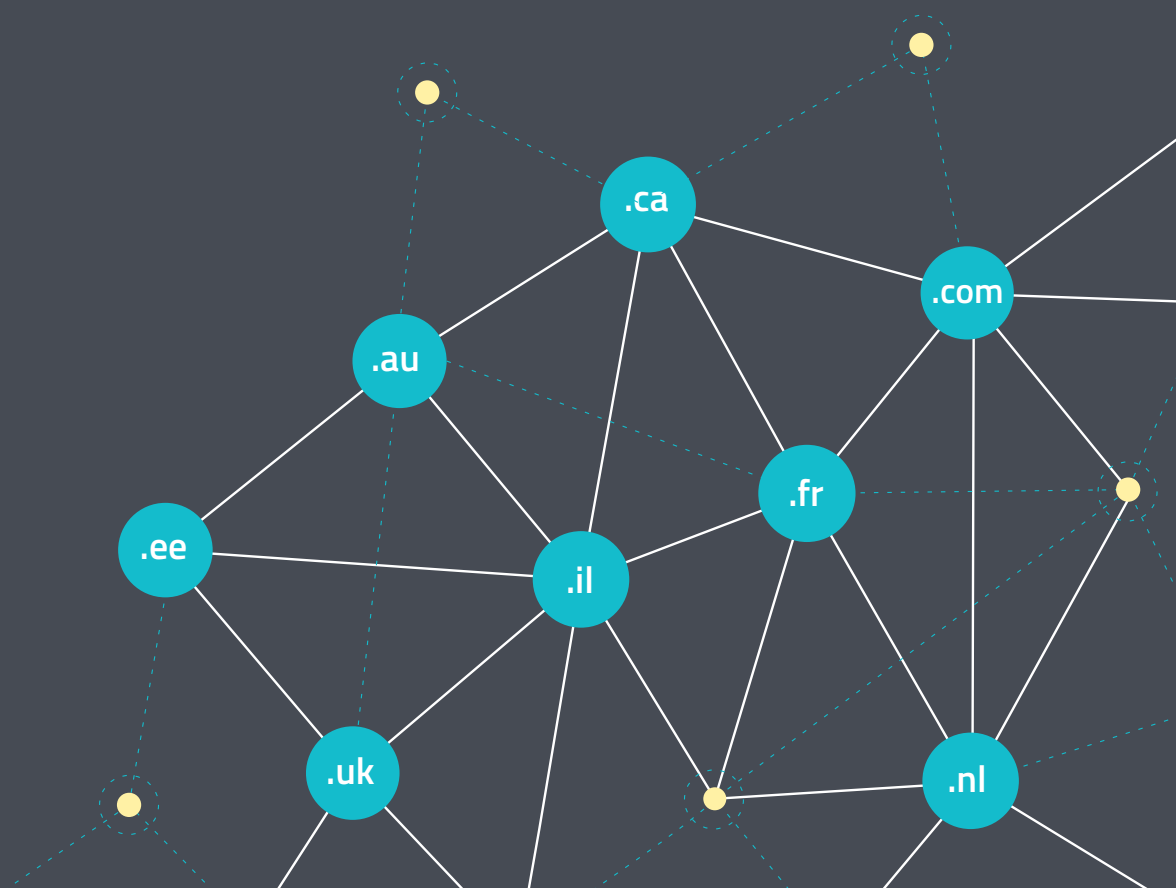


# CyberSmart 2019

## Sponsorship at-a-Glance



## SUMMARY

- CyberSmart 2019 is the 3<sup>rd</sup> International Event
- Only Cybersecurity Skills & Workforce Development Summit in North America
- Last year more than 450 Delegates from six countries, 20 US States and eight Canadian provinces

## OUR THEME

- *Dream Big*
- With an underlying theme of Women and Girls in Cyber
- And continued international collaboration



## KEYNOTE

Ellen Ochoa is a STEM speaker for our generation. She's a history-making astronaut, a brilliant inventor, a gifted corporate leader who left her mark on the culture of NASA, a role model for women executives, a hero of the Hispanic community, and a lodestar for discussions about females and minorities pursuing scientific and technical fields. On stage, she brings it all together—draws lessons from her life—in a down-to-earth style that has engaged hundreds of audiences across the country.

In 2013, Ochoa was named the 11th Director of NASA's Johnson Space Center, becoming the first Hispanic and the second female director to hold this prestigious position; she retired in 2018. An active astronaut since 1991, two years later, Ochoa became the first Hispanic woman to go to space when she served on a nine-day mission aboard the shuttle Discover. In total, she has flown in space four times, logging nearly 1,000 hours, leading onboard scientific activities, and serving as flight engineer during the launch, rendezvous, and entry phases of the mission. Ochoa is the recipient of many honors, including NASA's highest awards, the Distinguished Service Medal and the Presidential Distinguished Rank of the Senior Executive Service.

Within the halls of higher education, Ellen Ochoa has received honorary doctorates from the University of Pennsylvania and Johns Hopkins University among others. She is a Fellow of the American Association for the Advancement of Science, the American Institute of Aeronautics and Astronautics, and the National Academy of Inventors. She earned a B.S. in Physics from San Diego State University, and Ph.D. and M.S. in Electrical Engineering from Stanford. Prior to her astronaut and management career, Ochoa was a research engineer. She holds three patents for optical systems. She is also a classical flautist and has played with the Stanford Symphony Orchestra. There are six schools named in her honor, and several books written about her.

## GOLD

- \$15,000 each
- Speaking Opportunity:
  - Introduce a speaker or present on a skills and workforce development topic (to be approved by CyberNB)
- Includes one complimentary booth space
- Six full delegate passes
- Additional Registration (25% discount after six full delegate passes)
- Onsite branding:
  - Window/door clings
  - Sponsor signage
  - Digital screens (digital ad)
  - On-site presentation screens (logo)
  - Inclusion in organizer speeches
- Additional Logo Placement:
  - Event Website
  - Emarketing materials

## SILVER

- \$7,500 each
- Speaking Opportunity:
  - Introduce a speaker
- Four full delegate passes
- Additional Registration (15% discount after four full delegate passes)
- Onsite branding:
  - Sponsor signage
  - Digital screens (digital ad)
  - On-site presentation screens (logo)
- Additional Logo Placement:
  - Event Website

## BRONZE

- \$3,500 each
- Speaking Opportunity:
  - Introduce a speaker
- Two full delegate passes
- Additional Registration (10% discount after two full delegate passes)
- Onsite branding:
  - Sponsor signage
  - Digital screens (digital ad)
  - On-site presentation screens (logo)
- Additional Logo Placement:
  - Event Website

**FOR MORE INFORMATION ON OUR  
SPONSORSHIP OPPORTUNITIES,  
CONTACT**

Diane Duchenos  
diane.duchenos@onbcanada.ca  
506-292-6448

## ADDITIONAL SPONSORSHIP OPPORTUNITIES

Additional Opportunity	Cost
Custom Hotel Key Cards (for Host Hotel)	\$3,000 – create a custom key for event Delegates with your logo – artwork to be provided by Sponsor
Delegate Lanyard	\$3,500 Logo placement on Summit Lanyards
Table Top Charging Centres	\$1,700 Logo recognition on charging stations
Exhibit Booth Space	\$1,550 Includes one 8ft drape black panel, 6ft skirted table, electrical, internet access and up to two (2) complimentary registration
Materials Seat Drop	\$700 Have your collateral at every seat before each session (limited to one sponsor/session)
Youth Summit	\$5,000 (up to four sponsors) This year our Youth Summit will feature a New Brunswick regional CyberTitan championship. Sponsors get to participate in the conference session on the 29th and co-present Awards.
<p>Available to sponsors who are either Gold, Silver or Bronze that wish to enhance their presence without going up to the next sponsorship level. Each is an add on and not a replacement for items listed in the above sponsorship packages.</p>	