

September 10-11, 2024  
JW Marriott Kuala Lumpur  
Malaysia



# SPONSORSHIP OPPORTUNITIES

[www.fidoapacsummit.com](http://www.fidoapacsummit.com)

# About the Summit

Align your brand with the future of digital security by sponsoring the FIDO APAC Summit 2024, the pivotal event in Kuala Lumpur, Malaysia, from September 10-11. This summit is a magnet for the cybersecurity community, offering sponsors a gateway to interact with leading experts and decision-makers. With over 30 VIPs and a gathering of 300+ delegates, it's an unparalleled opportunity for brand visibility and thought leadership in the Asia-Pacific region's tech landscape.

The program is rich with opportunities for sponsors to connect with an audience eager for expertise in passkeys, phishing-resistant online authentication. Sponsorship puts your brand on center stage, directly in front of professionals and policymakers shaping the future of secure digital identities. The immersive experience includes keynotes, panels, and workshops, all highlighting the latest advancements and strategies in FIDO standards.

Step forward as a sponsor for the FIDO APAC Summit 2024 to anchor your brand in the conversation on digital trust and security. In a time where cybersecurity is paramount, your support for the summit demonstrates a commitment to innovation and the development of secure, user-friendly digital ecosystems. Engage with us at the summit and be part of setting the benchmark for authentication technologies.

For a glimpse into the value and impact of the summit, we invite you to [watch the video recap](#) and [read the blog post](#) about the FIDO APAC Summit 2023, held in Nha Trang, Vietnam.



# Sponsorship Structure

Benefits	Host Sponsor	Signature (USD25,000)	Platinum (USD12,500)	Gold (USD6,000)	Silver (USD3,500)	Bronze (USD1,500)
Sponsorship Cost	Sold Out!	USD25,000	USD12,500	USD6,000	USD3,500	USD1,500
Available Slots		1 out of 2	3	0 out of 5	7 out of 9	Unlimited
Speaking Sessions		30 min	20 min	10 min	NA	NA
Demo Table & Sizes		See the specs	See the specs	See the specs	See the specs	NA
Corporate Image Video Promotion		Yes	NA	NA	NA	NA
Logos on Name Tags		Yes	NA	NA	NA	NA
Delegate Tickets		20	10	5	3	1
Designated Gala Dinner Table		Yes	Yes	NA	NA	NA
Ad on Booklet		2 X Full Page	1 X Full Page	1 X 1/2 Page	1 X 1/4 Page	NA
Logo on Gala Dinner		Yes	Yes	NA	NA	NA
Logo on Lucky Draw		Yes	Yes	NA	NA	NA
Logo on Door Gift		Yes	Yes	NA	NA	NA
Logo on Onsite Slide Decks		Yes	Yes	Yes	NA	NA
Listed as Featured Sponsors for SNS		Yes	Yes	Yes	NA	NA
SNS Acknowledgements		Yes	Yes	Yes	Yes	NA
Branding on Event Website		Yes	Yes	Yes	Yes	Yes
Branding in Attendee Emails		Yes	Yes	Yes	Yes	Yes
Social Media Co-Promotion Before Event	Yes	Yes	Yes	Yes	Yes	
Opt-In Registration Data	Yes	Yes	Yes	Yes	Yes	

*\*The contents may change upon prior notice to committed sponsors.*

# Signature Sponsor

Sponsors that invest at the signature sponsor level get great brand exposure, with these benefits:

## Pre-Show

- 20 Delegate Tickets available to invite
- Company logo and outbound link on event website
- Social media co-promotion
- Branding in attendee emails (logo, outbound link)

## During Show

- Sponsor speaking session (30 min.)
- Booth size
  - 12ft(L) X 12ft(W) X 8ft(H)
- 60-inch TV in the booth
- Corporate Image Video Promotion at break (<5 min)
- Ad on Booklet (2 x Full Page)
- Logo on Name Tags
- Designated Gala Dinner Table Available
- Logo on all on-site materials, including slide decks
- Listed as featured sponsor for SNS social and networking event
- SNS acknowledgements

## After Show

- Opt-in registration data for all attendees

# Platinum Sponsor

Sponsors that invest at the platinum level get great brand exposure, with these benefits:

## Pre-Show

- 10 Delegate Tickets available to invite
- Company logo and outbound link on event website
- Social media co-promotion
- Branding in attendee emails (logo, outbound link)

## During Show

- Sponsor speaking session
- Booth size
  - 12ft(L) X 4ft(W) X 8ft(H)
- 60-inch TV in the booth
- Ad on Booklet (1 x Full Page)
- Designated Gala Dinner Table Available
- Logo on all on-site materials, including slide decks
- Listed as featured sponsor for SNS
- SNS acknowledgements

## After Show

- Opt-in registration data for all attendees

# Gold Sponsor

Sponsors that invest at the gold level get these great benefits:

## Pre-Show

- 5 Delegate Tickets available to invite
- Company logo and outbound link on event website
- Social media co-promotion
- Branding in attendee emails (logo, outbound link)

## During Show

- Sponsor speaking session
- Booth size
  - 6ft(L) X 8ft(W) X 8ft(H)
- 60-inch TV in the booth
- Ad on Booklet (1 x 1/2 Page)
- Logo on all on-site materials, excluding Gala Dinner, Lucky Draw and Door Gift
- Listed as featured sponsor for SNS
- SNS acknowledgements

## After Show

- Opt-in registration data for all attendees

# Silver Sponsor

## Pre-Show

- 3 Delegate Tickets available to invite
- Company logo and outbound link on event website
- Social media co-promotion
- Branding in attendee emails (logo, outbound link)

## During Show

- Booth size: 2ft 6in (L) x 1ft 4in (W) x 6ft 9in (H)
- Ad on Booklet (1 x 1/4 Page)
- Logo on all on-site materials, excluding slide decks, Gala Dinner, Lucky Draw and Door Gift
- SNS acknowledgements

## After Show

- Opt-in registration data for all attendees

# Bronze Sponsor

## Before / After Show

- 1 Delegate Tickets available to invite
- Company logo and outbound link on event website
- Social media co-promotion
- Branding in attendee emails (logo, outbound link)
- Opt-in registration data for all attendees



# How to Apply for Sponsorship

To request sponsorship, fill out the [Request Form](#).

Sponsorship will be allocated based on the FIDO Alliance Sponsorship Policy on a priority basis based on:

1. membership level; and then,
2. by the date and time that we received your request.

You have 14 days to sign the contract before the sponsorship is released to other parties.

Once your signed contract is received, we will generate an invoice with net 30 payment terms. Sponsorship benefits begin upon receipt of payment.

*\*If you have outstanding bills, you will not be eligible to sponsor this event.*



# Booth Design Specifications

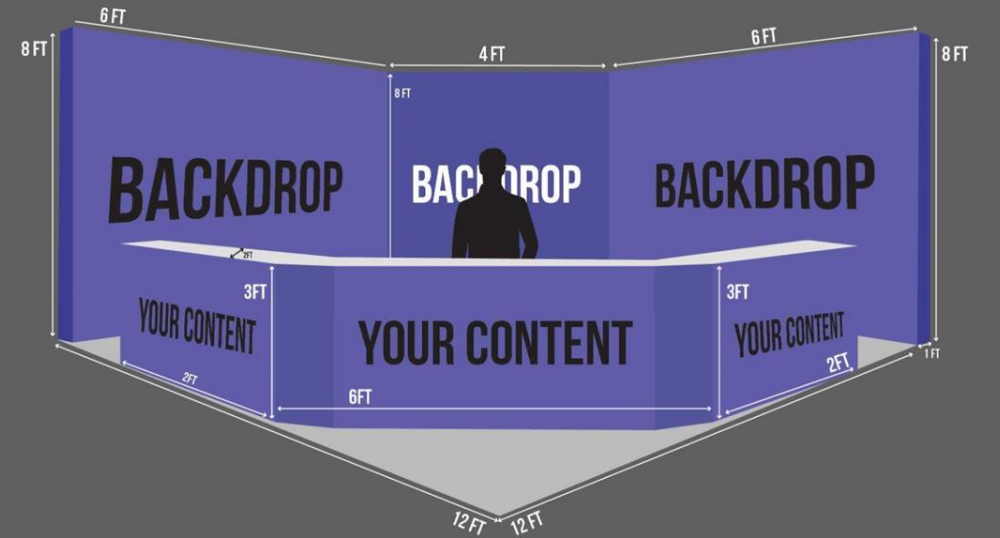
# Signature

- Centre Backdrop: 4ft (L) x 8ft (H) x 1ft (W)
- Side Backdrop x2: 6ft (L) x 8ft (H) x 1ft (W)
- Flooring with Carpeted Platform: 12ft (L) x 12ft (W)
- Centre Counter: 6ft (L) x 3ft (H) x 2ft (W)
- Side Counter: 2ft (L) x 3ft (H) x 2ft (W)
- Includes Long Arm Light and x1 TV (60 inch)
- Can be curved or straight backdrop

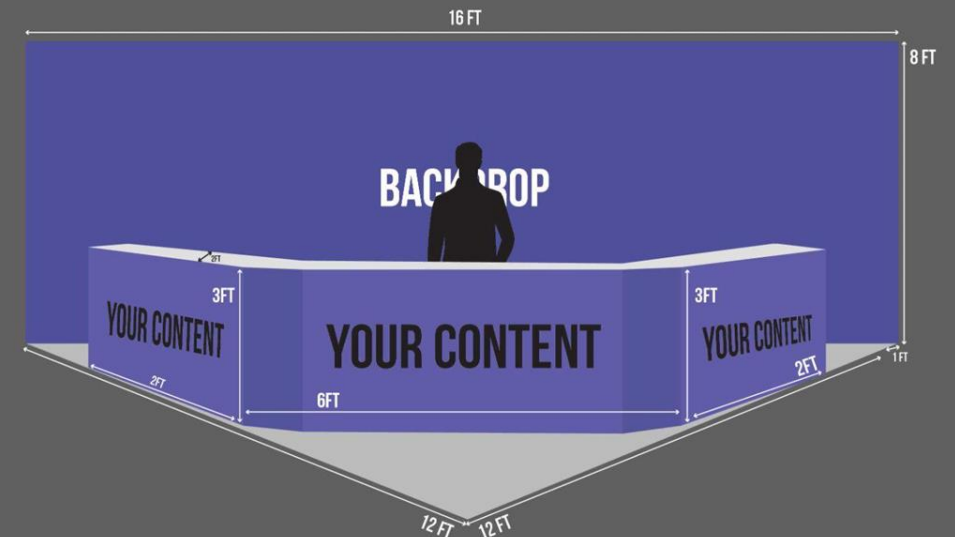
*(\*)The event management team will print and install booth graphics once sponsors provide their artwork designs.*

*(\*)An online orientation for signed sponsors will be scheduled before the event.*

## SIGNATURE BOOTH



**CURVED OR  
STRAIGHT BACKDROP**

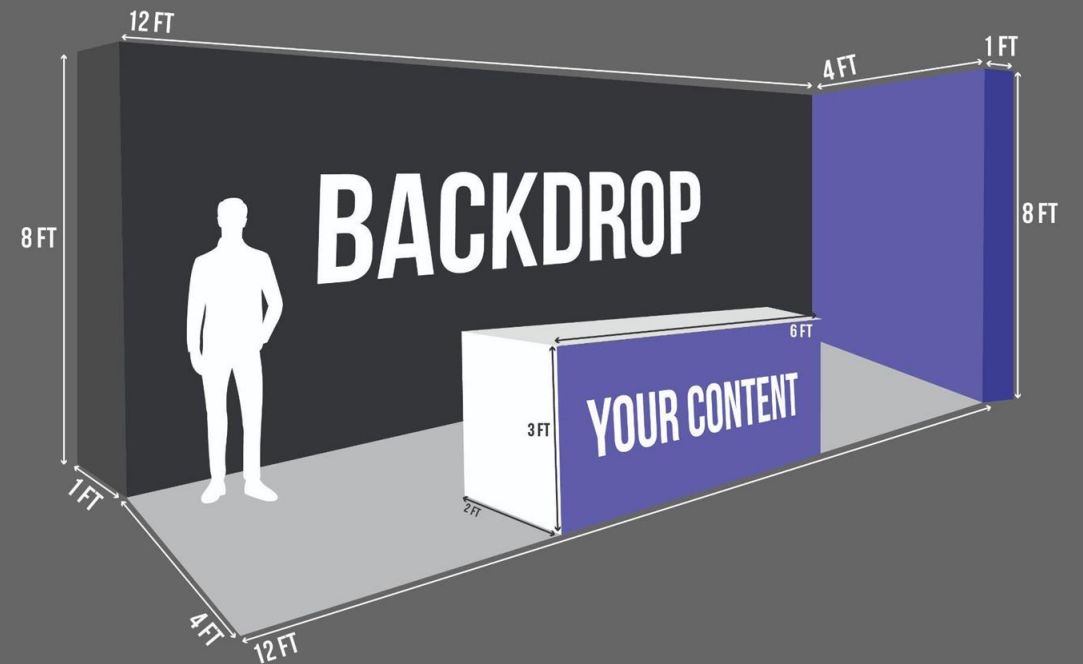


# Platinum

- Long Backdrop: 12ft (L) x 8ft (H) x 1ft (W)
- Side Backdrop: 4ft (L) x 8ft (H) x 1ft (W)
- Flooring with Carpeted Platform: 12ft (L) x 4ft (W)
- Counter: 6ft (L) x 3ft (H) x 2ft (W)
- Includes Long Arm Light and x1 TV (60 inch)

*(\*)The event management team will print and install booth graphics once sponsors provide their artwork designs.  
(\*)An online orientation for signed sponsors will be scheduled before the event.*

## PLATINUM BOOTH

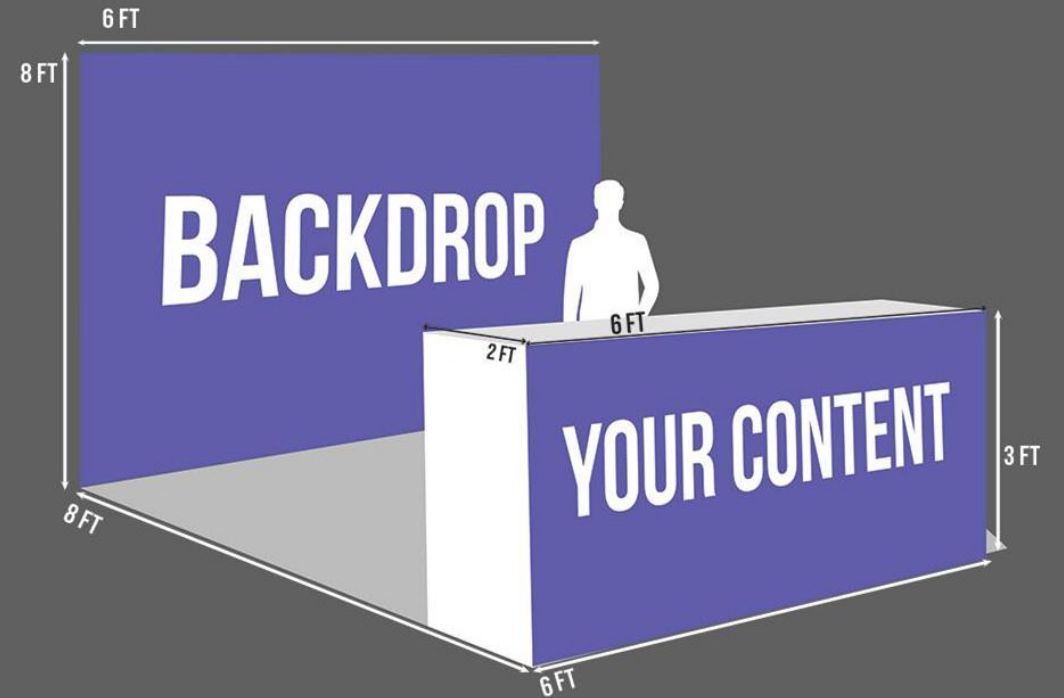


# Gold

- Counter with Printing: 6ft (L) x 3ft (H) x 2ft (W)
- Flooring with Carpeted Platform: 6ft (L) x 8ft (W)
- Printed Backdrop: 6ft x 8ft
- Includes Long Arm Light and x1 TV (60 inch)

*(\*)The event management team will print and install booth graphics once sponsors provide their artwork designs.  
(\*)An online orientation for signed sponsors will be scheduled before the event.*

## GOLD BOOTH



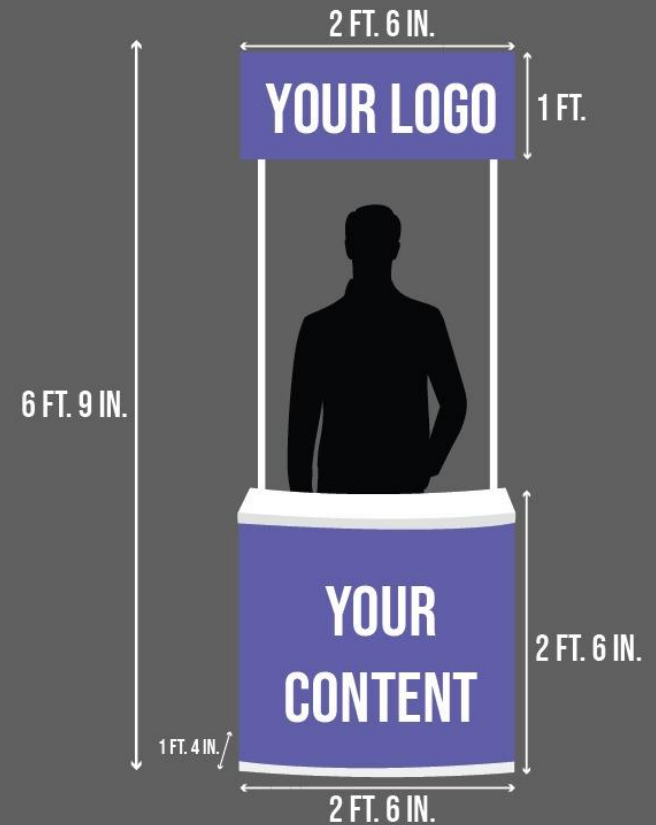
# Silver

- Header: 2ft 6in (L) x 1ft (H)
- Counter: 2ft 6in (L) x 2ft 6in (H) x 1ft 4in (W)
- Total Height : 6ft 9in (H)

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## SILVER BOOTH





# FIDO APAC SUMMIT 2024

## Questions?

Contact Atsuhiro Tsuchiya at [tsuchiya@fidoalliance.org](mailto:tsuchiya@fidoalliance.org)

[www.fidoapacsummit.com](http://www.fidoapacsummit.com)