



S4x23

Sponsor Packages

S4x23 Week: February 13th – 16th in Miami South Beach

We are excited about S4x23 after a big post-Covid comeback with a **record 800 attendees at S4x22** and a **Net Promotor Score (NPS) of 9.35 out of 10¹**.

S4 is an event built for those who want to know what will happen in the next 1 to 3 years in OT and ICS security. The target attendee is knowledgeable on these topics and wants to play a role in creating the future. It is the ideal place to reach early adopters and those open to new ideas. In addition to the great sessions on three stages, 90% of attendees rated the sessions as extremely or very useful content, the attendees love the social events and free time to talk with other attendees and sponsors. It is an event where you can have deeper and longer conversations if you approach S4 with the right spirit.

It is hard to describe how unique S4 is if you haven't been there. Rather than take our word for it, we suggest you reach out to employees or colleagues who have attended in past years.

What's New for S4x23

The Fillmore Miami Beach theater that has been S4's Main Stage since 2017 will be under construction all of 2023. We have moved S4x23 to the Loews Hotel at 16th & Collins. While not a theater, [it is the largest and most beautiful hotel in that part of Miami SoBe](#). We are planning to sell up to 1,000 tickets and a capacity of 1,250 attendees with the speakers, sponsors, press, women in ICS, etc.

This change in venue is forcing some changes and opening up some opportunities for sponsors.

- We have 8 beautiful rooms that are approximately 25' x 20' and are available in the S4 Sponsor Package. You can use these for a new public session on Monday, and demos and private meetings on Tuesday through Thursday.
- We will have a larger and nicer S4 Lounge on Tuesday, Wednesday and Thursday that can be sponsored. The S4 Lounge was new at S4x22 and was a hit.
- We will have a SBOM / Firmware Analysis Pavilion along with a competition in this hot new area.
- The Cabana Sessions will move back to Wednesday afternoon, 1 – 4:30 PM.
- We have designated some of packages for small companies, less than \$25M in sales, and others for non-profit/community organizations.

¹ Attendees were asked "How likely is it that you would recommend attending S4 to a friend or colleague?" on a scale of 1 (Not at all likely) to 10 (Extremely Likely). The NPS is the average of the responses.

S4 is an attendee, not sponsor, driven event. **We are looking for and will be accepting sponsors who can improve the S4 experience for attendees.** There will be a discussion on what you would provide to the attendee experience prior to signing the contract.

We will begin signing contracts for S4x23 on May 16th. If there is a package you want, be ready to submit a signed contract to apply for the package you want on that day. We welcome any discussions and questions any time after you receive this document.

The Loews Floorplan

The Loews event environment is on a dedicated 2nd and 3rd Floor. It is a convenient layout that will address some of the logistic concerns from S4x22. On Monday, all activities will take place on the 3rd Floor and outside on the Americana Lawn while the Stages on the 2nd Floor are being set up. The following are the active 3rd Floor Spaces.

- Cowrie 1 and 2 will house the SBOM / Firmware Analysis Pavilion.
- Cowrie Foyer will be used for post session Q&A by reporters and attendees.
- The ~25'x20' rooms (Sundial, Moon, Venus, Neptune, Triton, Lucina, Sunrise Tellin and Crown Conch) are part of the S4 Sponsor Package. They will contain Monday sessions, and then be used Tuesday – Thursday for any purpose the sponsor selects.
- The Boardroom will be available by appointment for S4 Lounge, Premium Cabana, and Double Cabana Sponsors.

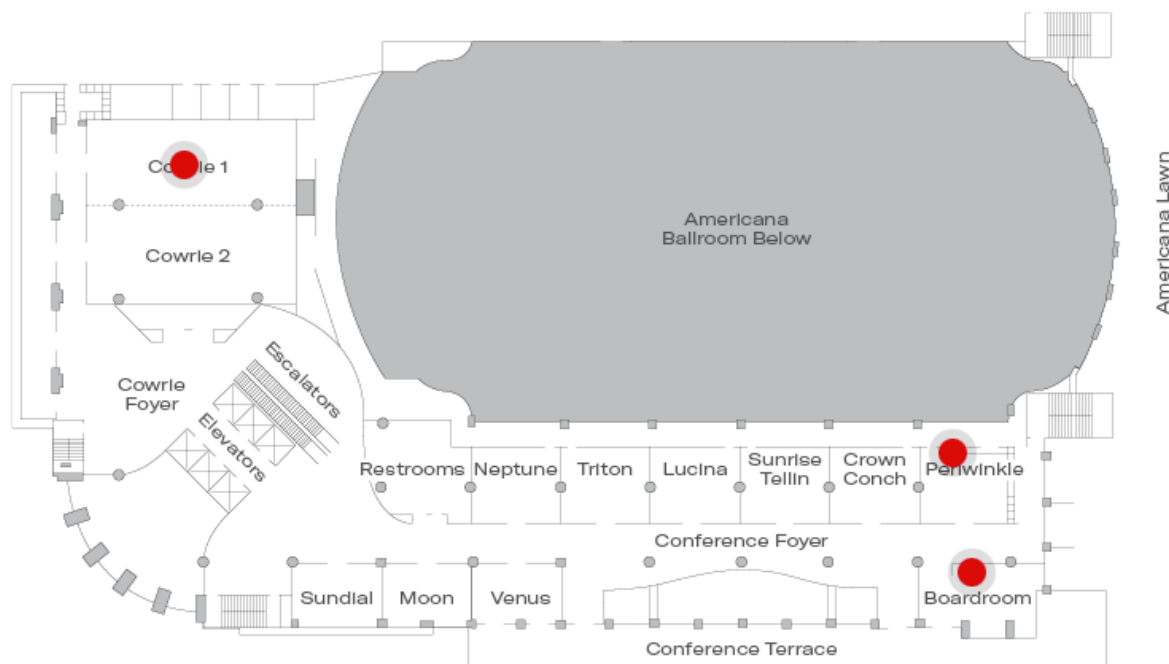


Figure 1 – Loews Third Floor

The three S4 Stages will be in the Americana Ballroom Salons 1 – 3 and in Poinciana 1 – 4. The sponsor activities on the second floor, Figure 2, are:

- The S4 Lounge will be in the Rotunda.
- The Badge Pickup and Lunch Sponsors will be in cabanas on the Americana Lawn.
- The Non-Profit / Community Sponsors will be in the Americana Foyer.

Loews Miami Beach Hotel: Second Level

Expansive ballrooms, floor-to-ceiling windows, ocean views and ample pre-function space seamlessly blend with a curated art collection and sophisticated design to bring truly memorable events to life.



Figure 2 – Loews Second Floor

S4 Prime Sponsor (8 Total, 3 Available \$40K)

This package is designed for sponsors who want a room to provide demos, hold customer and team meetings, and give presentations. You also will participate in the S4 CTF and have up to two hours of your in-room sessions on Monday, Feb 13th included on the site and app agenda.

The rooms are on average 25' x 20' and are on the third floor, an escalator ride from the stages see Figure 1. The Venus room also has a private patio. S4 will provide draped table and chair configuration you select and provide a video projector and screen. You can bring in demo systems, order furniture, order additional AV, order food or drink, or whatever you choose to do to entertain and inform S4 attendees.

- Give presentations
- Provide training
- Have an in-depth demonstration
- Hold client, prospect and team meetings
- Have a fun activity
- Your creative activity here



Venus Room With Private Patio



Triton Room – Typical Size, Look & Feel

The S4 Prime Sponsor Package and Requirements includes:

1. Use of one of the third-floor rooms, see Figure 3, Monday 1PM – 7PM, Tuesday 8AM – 5PM, Wednesday 8AM – 1PM and 5PM – 8PM, and Thursday 8AM – 1PM.
 - a. Average room size is 25' x 20'
 - b. Access to the room for setup is available at 9AM on Monday
 - c. S4 will provide tables and chairs as requested, a screen and a projector
 - d. Additional equipment and furniture can be contracted by the Sponsor through S4 (no markup)
 - e. Food and drink can be contracted by the Sponsor through S4 (no markup)
 - f. A draped table with a company sign will be placed outside the room
2. REQUIREMENT: Sponsor must provide one on-site S4 CTF flag and one Internet accessible S4 CTF flag from Monday 1PM – Thursday Noon. Flags ideas must be submitted and approved by Nov 1st and completed by Jan 15th. Room must be available for CTF use at least 2 hours each day (10:30AM – 12:30PM).
3. Up to two hours of sessions in your room on Monday will be included on the agenda. The 3rd Floor will be open on Monday from 1PM-7PM for attendees, no badge required. There are no activities on the other S4 stages on Monday.

4. Four tickets to S4x23
 - a. No ticket is required for Sponsor staff working the room or staying on the third floor. Non-ticketed staff will not be able to attend the Tuesday – Thursday sessions or social events.
5. One slide in the Main Stage and Stage 2 Break Slide Decks.
6. Logos on the event site and app.
7. App permissions to scan attendee QR codes to get contact information.
8. Attendee list with name, title, company and country (no phone or email will be provided). List will be provided on January 2nd, February 1st, and the week following the event.

Room	Dimensions (Ft./m.)	Sq. Ft.	Ceiling (Ft./m.)	Classroom	Theater	Reception	Banquet	Hollow Square	U-Shape	Cfn.
Function Areas										
Boardroom	23 x 16 / 7 x 4.9	368	12 / 3.7	Permanent boardroom table, seating for 16						
Periwinkle	25 x 23 / 7.6 x 7	575	12 / 3.7	27	50	40	30	24	20	20
Crown Conch	25 x 23 / 7.6 x 7	575	12 / 3.7	27	50	40	30	24	20	20
Sunrise Tellin	25 x 16 / 7.6 x 4.9	400	12 / 3.7	25	40	40	30	22	18	20
Lucina	25 x 16 / 7.6 x 4.9	400	12 / 3.7	26	40	40	30	20	18	20
Triton	25 x 20 / 7.6 x 6.1	500	12 / 3.7	30	40	40	30	20	18	20
Neptune	23 x 23 / 7 x 7	529	12 / 3.7	28	50	40	30	20	18	20
Sundial	25 x 19 / 7.6 x 5.8	475	12 / 3.7	26	50	40	30	20	18	20
Moon	26 x 18 / 7.9 x 5.5	468	12 / 3.7	26	50	40	30	20	18	20
Venus	26 x 15 / 7.9 x 4.6	390	12 / 3.7	26	50	40	30	20	18	20

SBOM / Firmware Analysis Pavilion (6 Total, 3 Available \$25K)

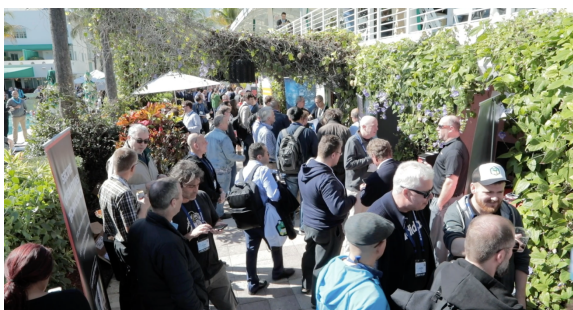
The Cowrie Rooms on the third floor, see Figure 1, will house the SBOM / Firmware Analysis Pavilion. This package includes:

1. 15'x10' space in the Pavilion for all four days of the event while the event is session. This begins Monday at 1PM and ends at Thursday noon. (The exhibit does not need to be staffed at all times and Setup can begin at 9AM Monday).
2. Draped table, chairs and basic signage (vendors can bring in their own booth, display or signage as long as it fits in the designated area and complies with Loews rules)
3. Participation in the SBOM / Firmware Analysis challenge.
4. Two tickets to S4x23
 - a. No ticket is required for Sponsor staff working the room or staying on the third floor. Non-ticketed staff will not be able to attend the Tuesday – Thursday sessions or social events.
5. Logos on the event site and app
6. App permissions to scan attendee QR codes to get contact information

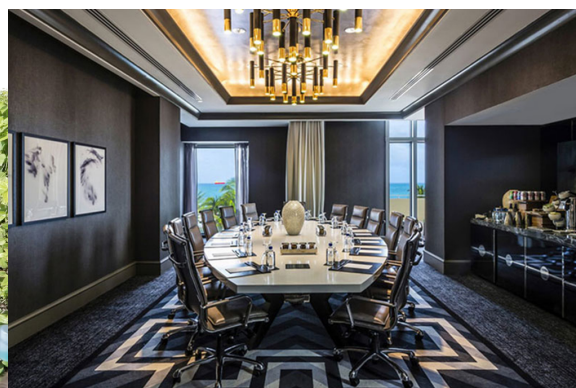
Premium Cabana Sessions Sponsor (4 Total, SOLD OUT \$50,000)

When: Feb 15 from 1 – 4:30 PM

The Cabana Sessions Packages have traditionally been the most in demand sponsor package. We shut down the stages on Wednesday and bring everyone out into the Surfcomber pool area for food, drinks, activities, and most importantly a chance to create and reestablish relationships. There is something about a social event in the daytime in a great atmosphere that loosens the attendees up and leads to long and substantive conversations. It also seems to result in finding opportunities that lead to sales according to both past sponsors and attendees.



Cabana Sessions



Board Room

The sponsor will have a tented 10'x20' area or the Longboard patio to show their products, services or otherwise engage with the attendees. An activity will be adjacent to their area.

The Cabana Session Sponsorship Includes:

1. A 10'x20' tented cabana at the cabana sessions.
2. An activity adjacent to your cabana to draw attendees to the area.
3. Four S4x23 tickets to use as you like, and four additional, non-ticketed people can work the Cabana Sessions.
4. Promotion of the Cabana Session Sponsorship on the S4xEvents site, mobile app, signage and inclusion in appropriate attendee emails.
5. 1 slide in Main Stage and Stage 2 break slides.
6. 2 hours use of the Boardroom at the Loews for private meetings, as scheduled.
7. App permissions to scan attendee QR codes to get contact information.
8. Attendee list with name, title, company and country (no phone or email will be provided). List will be provided on January 2nd, February 1st, and the week following the event.

Double Cabana Sessions Sponsor (2 Total, SOLD OUT \$30,000)

When: Feb 15 from 1 – 4:30 PM

Similar to the Premium Cabana Session Sponsor except these packages get one of the Surfcomber permanent cabanas.

The Double Cabana Session Sponsorship Includes:

1. A 9'x18' double cabana at the cabana sessions
2. Four S4x23 tickets to use as you like, and two additional, non-ticketed people can work the Cabana Sessions.
3. Promotion of the Cabana Session Sponsorship on the S4xEvents site, mobile app, signage and inclusion in appropriate attendee emails.
4. 1 slide in Main Stage and Stage 2 break slides.
5. 1 hour use of the Boardroom at the Loews for private meetings.
6. App permissions to scan attendee QR codes to get contact information
7. Attendee list with name, title, company and country (no phone or email will be provided). List will be provided on January 2nd, February 1st, and the week following the event.

S4 Lounge Sponsor (3 Total, SOLD OUT, \$25,000)

The hallwaycon, talking with your colleagues outside the sessions, is a highlight of any event. Since S4 draws the largest and best in world array of OT and ICS security talent, it is even more valuable than normal.

The S4 Lounge will be in the Rotuna, see Figure 2 and pictures below. This is right by the escalators where people will come up to the Stages and head to the 3rd Floor rooms. The area offers tremendous branding opportunities.



The S4 Lounge will have comfortable chairs for lounging and high top tables for a standup drink and conversation. The Lounge will be open from the first session to the final session each day. Coffee and selected other non-alcoholic beverages will be available in the S4 lounge.

The lounge will be open to all attendees, but sponsors can certainly invite VIP's to join them there.

S4 Lounge Sponsor Benefits:

1. Sponsor signage in the lounge. Tuesday and Thursday Lounge sponsors will have increased signage.
2. One three foot in diameter small circular high top in the lounge for sponsor materials. Sponsor can have a paid attendee sit behind the table, and there can be literature, giveaways or something else on the table. There will not be space to perform a demo, no electrical power available.
3. Four S4x23 tickets.

4. Up to three sponsor representatives can be in the lounge. **Important: The purpose of the lounge is for attendees to relax and have a discussion. This sponsor package should be viewed as a brand building, not a sales package.**
5. Sponsor will be listed on the S4xevents website as a S4 Lounge Sponsor.
6. One slide in the Main Stage and Stage 2 break slide deck will promote the lounge and your sponsorship on the appropriate day.
7. App permissions to scan attendee QR codes to get contact information.
8. Attendee list with name, title, company and country (no phone or email will be provided). List will be provided on January 2nd, February 1st, and the week following the event.

Small Company Sponsor Opportunities

The Basic Cabana, Badge Pickup, Lunch and Craft Beer Bash Sponsor opportunities are available to small companies, less than \$25M in annual sales.

Single Cabana Sessions Sponsor (4 Total, SOLD OUT, \$20,000)

When: Feb 15 from 1 – 4:30 PM

The Single Cabana Session Sponsorship Includes:

1. A 9'x9' single cabana at the cabana sessions.
2. Four S4x23 tickets to use as you like, and two additional, non-ticketed people can work the Cabana Sessions.
3. Promotion of the Cabana Session Sponsorship on the S4xEvents site, mobile app, signage and inclusion in appropriate attendee emails.
4. 1 slide in Main Stage and Stage 2 break slides.
5. 1 hour use of the Boardroom at the Loews for private meetings.
6. App permissions to scan attendee QR codes to get contact information

Badge Pickup Sponsor (3 Total, SOLD OUT, \$5,000)

At S4, more than half of the attendees picked up their badges and swag bags the Monday night before S4 starts. After the badge pick up, the attendees will go to the Americana Lawn to pick up their swag bag and get some light snacks and first shot (healthy or heathen). There were 100's of people hanging around the until the event ended.

Badge Pickup Sponsor Benefits:

- A cabana on the American Lawn from 4PM – 7PM on Monday, Feb 13th, adjacent to the swag bag pickup or food/drink. We will provide a draped table and stools. No power is available. This is for handouts and materials, not in depth product demonstrations.
- Logo on the s4xevents.com site as a sponsor.
- Recognition on the Monday email notifying attendees of the Badge Pickup times and details.

Lunch Sponsors (3 Tuesday (1 Available), 3 Thursday, \$5,000)

Lunch will be served inside and outside at Loews on Tuesday and Thursday. Three cabanas adjacent to the outdoor seating and desert or drinks will be available to Lunch sponsors from 11AM – 2PM.

Badge Pickup Sponsor Benefits:

- A cabana on the American Lawn from 11AM – 2PM on the day of your sponsorship. We will provide a draped table and stools. No power is available. This is for handouts and materials, not in depth product demonstrations.
- Logo on the s4xevents.com site as a sponsor.
- Recognition on the daily email notifying attendees of the Lunch details.

Craft Beer Bash Sponsor (4 Total, 2 Available \$4,000)

After the S4x23 final session on the Main Stage, we open up the craft beer and root beer for a farewell in what we call the Craft Beer Bash. It lasts 90 minutes. The Craft Beer Bash Add-On sponsor package includes:

- Three presentation slides in the slide deck that is played in a loop on the large screens during the Craft Beer Bash
- Exclusive signage in front of one of the beer/root beer serving stations during the Craft Beer Bash. This will be a banner that covers the front of the serving stand.
- Logo on the s4xevents.com site as a sponsor.
- Opportunity to provide attendees with a branded giveaway during the Craft Beer Bash (subject to approval) at a small round high-top table next to the beer/root beer stand.

Non-Profit / Community Sponsor Opportunities

Stage Lobby Sponsor (2 Tuesday, 2 Wednesday, 2 Thursday, Free)

The S4x23 Main Stage and Stage 2 will be on 2nd Level. Lunch and refreshments will also be served on the 2nd Level. Each day there will be two American Foyer Sponsors who will be provided with a 10'x15' space in the Americana Foyer, see Figure 2. This is where the most foot traffic will be those three days as attendees move from stage to stage and eat and drink.

S4 wants to highlight industry organizations who are doing good work. We will open up applications for these sponsor slots on September 1st. The selection will be based on the potential impact on the community and S4 attendee of what the applicant proposes.

1. 10'x15' space in the American Foyer for the selected day of the sponsorship. Setup will be available two hours before the day's session start and tear down must be completed by two hours after the day's session ends.
2. Draped table, chairs and basic signage (vendors can bring in their own booth, display or signage as long as it fits in the designated area and complies with Lowes rules)
3. Logos on the event site and app
4. App permissions to scan attendee QR codes to get contact information

Sponsor members will not require a ticket to work the Sponsor area, but they will not be provided with entrance to the stages or social events.