



S4x24

Sponsor Packages

Version 1.0

S4x24 Week: March 4th – 7th, 2024 in Miami South Beach

The S4 Sponsor Packages sell out quickly, so you need to be ready to submit your application for what you want on 1 April 2023. We recommend submitting your top three choices for a package in case your first choice is not available. All companies will be limited to purchase one package, with the exception of the Vulnerability Management Pavilion.

S4x24 Sponsor Package Schedule

1 March 2023	S4x24 Sponsor Package Information & Application Form Published
15 March 2023	S4x24 Sponsor Contracts Available For Review
1 April 2023	S4x24 Sponsor Applications Accepted
8 April 2023	S4x24 Sponsor Contract Signing Begins

S4 Survey Results and General Info

S4x23 had a record 1105 attendees, a Net Promoter Score (NPS) +70 and average rating of 9.2.¹

S4x22 had a then record 800 attendees, a NPS of +78 and average rating of 9.4.

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, 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.

Attendee Limits For S4x24

We will limit the S4x24 attendance to a maximum size of 1,000 paid attendees, which includes tickets in the sponsor packages. There will be approximately 100 more attendees for speakers and staff. The same number that was at S4x23, and we had about 70 on the waitlist.

S4 attendance has increased at an average annual rate of 30%. This means S4 is likely to sell out. We will be implementing ticket limits for all organizations except for asset owners, with the goal of having 50% of the ticket holders being asset owners. Tickets included with your sponsor package will not be included in your company's ticket limit.

Example: Your company is in a category with a ticket limit of 5 tickets. You purchase a sponsor package that includes 4 tickets. You will be able to purchase 5 more tickets for a total of 9 tickets for your company.

¹ Attendees were asked "how likely is it you would recommend the S4 Event to a friend or colleague on a scale of 1 – 10. Average rating is the average of these responses. NPS is the percentage of 9s and 10s (promoters) – the percentage of ratings 6 and lower (detractors).

S4x24 Venues

We will be back at the same venues for S4x24.

- The Loews Miami Beach hotel will be used for all Monday activities, all Tuesday activities except for the Welcome Party, all Wednesday activities except for the Cabana Sessions, and all Thursday activities.

Note: The S4x23 attendee survey showed that 73.3% of attendees wanted S4x24 to return to the Loews Miami Beach hotel.

- The S4 Welcome Party will return to the Miami Beach Botanical Gardens.
- The S4 Cabana Sessions will return to the Kimpton Surfcomber Hotel (around the pool).

The Loews event environment is on a dedicated 2nd and 3rd Floor. On Monday, all activities, except for badge and swag pickup, will take place on the 3rd Floor while the Stages on the 2nd Floor are being set up. The following are the active 3rd Floor Spaces.

- Cowrie 1 and 2, and the Cowrie Foyer will house the Vulnerability Management Pavilion.
- The nine ~25'x20' rooms (Sundial, Moon, Venus, Neptune, Triton, Lucina, Sunrise Tellin, Crown Conch and Periwinkle) are part of the S4 Prime 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 Premium Cabana. (We may make additional Boardroom time available for free for industry groups, and for rental by attendees)

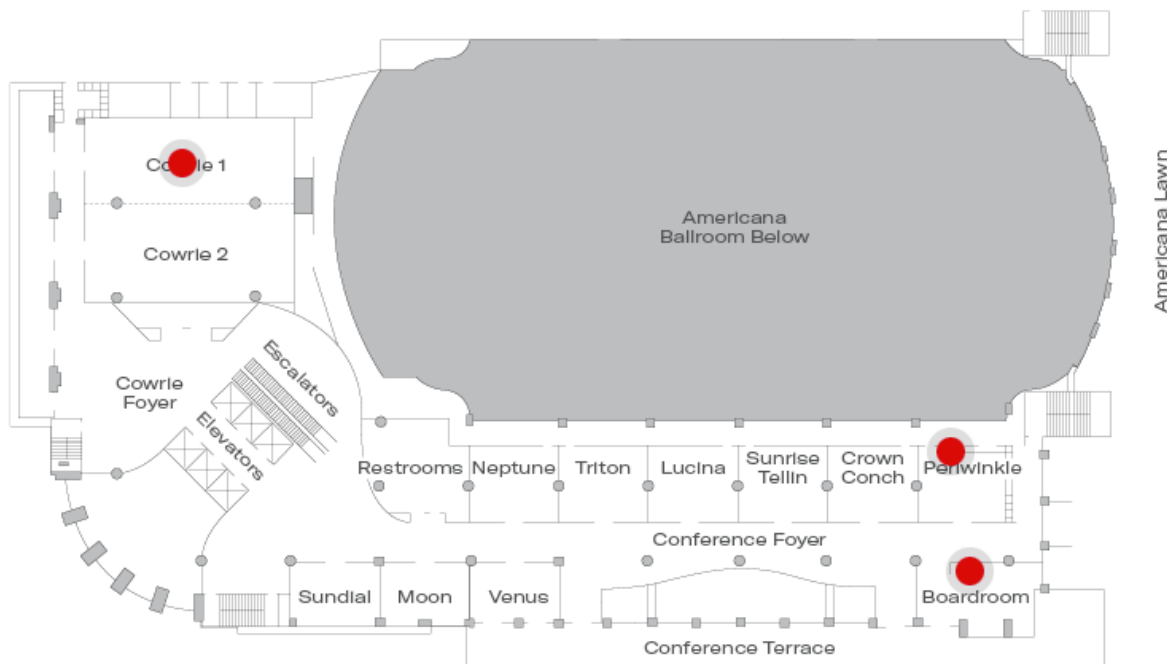


Figure 1 – Loews Third Floor

The S4 Main Stage and Stage 2 Technical Deep Dives will be in the Americana Ballroom, and Stage 3 will be in Poinciana 3 – 4. The sponsor activities on the second floor, Figure 2, are:

- The S4 Indoor Lounge will be in the Rotunda.
- The Lunch Sponsors will be in cabanas on the Americana Lawn.
- The Welcome Party Sponsor will be in the Americana Foyer on Tuesday.
- The Worthy Cause Exhibits will be in the Americana Foyer.

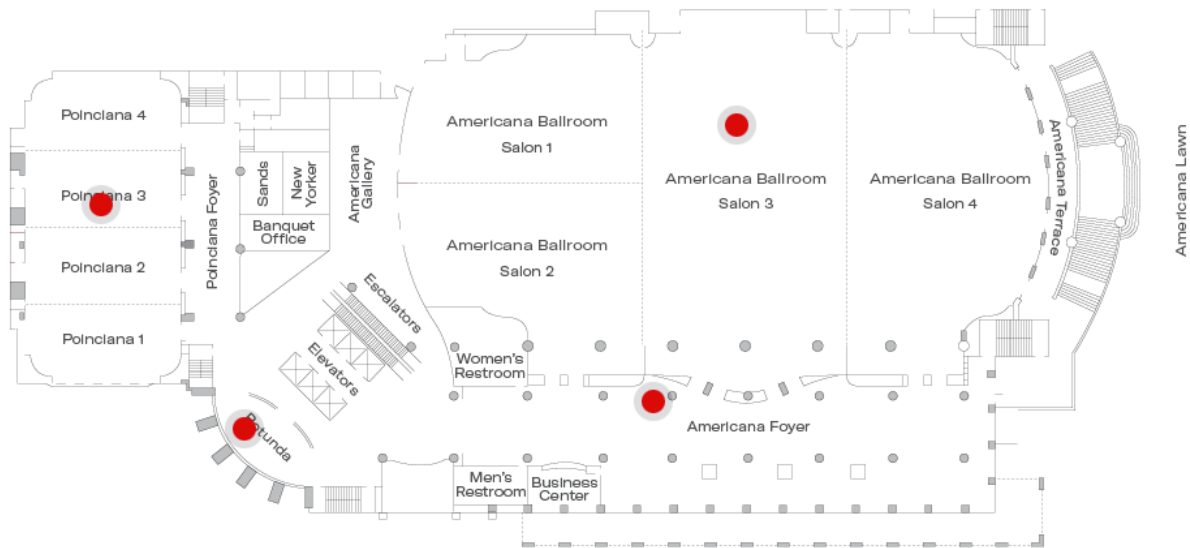


Figure 2 – Loews Second Floor

S4 Prime Sponsor (9 Total, 8 x \$50K and Venus x \$60K)

NOTE: This was a new sponsor package for S4x23. It was a huge hit. The 3rd floor was very busy on Monday, and S4 Prime Sponsors raved about the continued interaction Tuesday thru Thursday.

This package is designed for companies who want a room to provide demos, hold customer and team meetings, and give presentations. 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 the draped table and table/theater chair configuration you select. You can bring in demo systems², order furniture, order additional AV, order food or drink³, or whatever you choose to do to entertain and inform S4 attendees.

² S4 Prime Sponsors can carry in suitcase / hand carry gear. Any larger gear will need to be shipped to the S4 Expo Vendor and will be delivered to your room prior to opening on Monday morning. Shipping charges will apply. S4 Prime Sponsors will not be allowed to use the loading dock.

³ Furniture, additional AV you don't bring, and food/drink is ordered through S4 and charged at the rate Loews (AV and food/drink) or the S4 furniture vendor charges. There is no markup.

You can:

- Give presentations
- Provide training
- Have an in-depth demonstration or learning technical environment
- Hold client, prospect and team meetings
- Have a happy hour or fun activity
- Your creative activity here



Venus Room With Private Patio



S4x23 Prime Room On Monday

The S4 Prime Sponsor Package include:

1. Use of one of the third-floor rooms, see Figure 3, Monday 1PM – 7PM, Tuesday 8AM – 5PM, Wednesday 8AM – 1PM, 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
 - 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)
2. 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.
 3. Four tickets to S4x24.
 4. One slide in the Main Stage, Stage 2 and Stage 3 Break Slide Decks.
 5. One slide in the 3rd Floor Activity Monitors.
 6. Logo on the s4xevents.com site and mobile app as a sponsor.
 7. App permissions to scan attendee QR codes to get contact information.
 8. Attendee list with name, title, company, state, and country (no phone or email will be provided). List will be provided on January 2nd, February 1st, February 26th 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

Changes from S4x23 S4 Prime Sponsor Package

- All Sponsor attendees on the 3rd floor will require a S4x24 ticket and badge. Badge pickup will open at 1PM on Monday, March 4th.
- The First Shot that was on the 2nd Floor at S4x23 will not take place at S4x24. This should drive more people to the 3rd Floor.
- There will not be a CTF associated with the S4 Prime Rooms. S4 Prime Sponsors are welcome to have their own challenges and prizes.

NEW: Vulnerability Management Pavilion (8 Total, \$25K)

The Cowrie Rooms on the third floor, see Figure 1, will house the Vulnerability Management Pavilion. We will be selecting vendors that have a wide range of solutions related to vulnerability management and risk management of OT cyber assets. This could include scanners, asset inventory solutions, SBOM products and even IR / forensics to analyze what is happening that week.

There will be an ICS environment that can be used as common input for all the solutions. The ICS environment will be available for scanning, a feed from a network tap / span port will be available, and the system will be available for physical inspection. The goal of this common input is to provide attendees with the ability to compare solutions side by side. To compare the information they accumulate, the way the information is presented, and the recommended actions provided by the solution.

This package includes:

1. 12' x 12' space in the Pavilion for all four days of the event while the event is session. The Pavilion will be open Monday 1PM – 7PM, Tuesday 8AM – 5PM, Wednesday 8AM – 1PM, and Thursday 8AM – 1PM. (The exhibit does not need to be staffed at all times and Setup can begin at 9AM Monday).
2. Draped tables and chairs as requested.
3. Two tickets for S4x24. (All sponsor participants will require a ticket to enter the Pavilion)
4. Logo on the s4xevents.com site and mobile app as a sponsor.
5. App permissions to scan attendee QR codes to get contact information.

Premium Cabana Sessions Sponsor (6 Total, \$50,000)

When: Wednesday, March 6 from 1 – 4:30 PM

The Premium Cabana Sessions Sponsor 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. You can see a video of the S4x20 Cabana Sessions that had ~700 people at this link: <https://youtu.be/mPtKwEe9jPU>

The Premium Cabana locations are shown in Figure 3 on the next page. Attendees will enter the Cabana Sessions from the left side of the map (courtyard, lobby). Locations A and B are on the pool deck and will have a 10'x20' tent. Location C is on a raised pool deck and will have a 10'x20' tent. Location D is on a covered patio. Locations E and F are on the covered North Upper Cabana area and will have a 10'x 20' area assigned.

The Premium Cabana Session Sponsorship Includes:

1. A premium location at the Cabana Sessions at least 10'x20' in size.
2. Four S4x24 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, and signage.
4. 1 slide in Main Stage, Stage 2 and Stage 3 break slides.
5. A 90 minute time block for use of the Boardroom at the Loews for private meetings.
6. Logo on the s4xevents.com site and mobile app as a sponsor.
7. App permissions to scan attendee QR codes to get contact information.
8. Attendee list with name, title, company, state and country (no phone or email will be provided). List will be provided on January 2nd, February 1, February 26th and the week following the event.

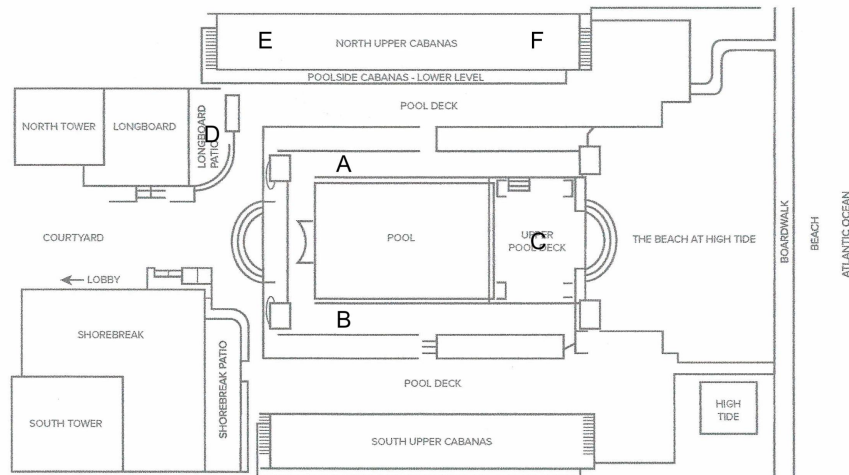


Figure 3 – Cabana Sessions Map

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

When: Wednesday, March 6th from 1 – 4:30 PM

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

The Double Cabana Session Sponsorship Includes:

1. A 9'x18' double cabana at the cabana sessions
2. Four S4x24 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, and signage.
4. Logo on the s4xevents.com site and mobile app as a sponsor.
5. App permissions to scan attendee QR codes to get contact information

Daily S4 Lounge Sponsor (1 Per Day Tuesday: \$30,000, Wednesday: \$20,000, Thursday: \$20,000)

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 is 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 be a high end café serving espresso, lattes, cappuccinos, sparkling non-alcohol drinks along with some small snacks to eat. There will be tables and chairs for groups. Along the windows there will be high-top bar seats, with power outlets, for individuals. There will be a host who will be seating patrons and wait staff that will be taking orders. Patrons will be limited to 30 minutes in the lounge if there is a wait. There will be no standing in the S4 Lounge. The S4 Lounge will be open from Tuesday 8AM – 4PM, Wednesday 8AM – 1PM, and Thursday from 8AM – 2PM.

The S4 Lounge Sponsor will have a reserved 6 person table the entire day they sponsor, and a high top table next to the host stand outside the S4 Lounge. The S4 Lounge Sponsor can be involved in taking orders and delivering drinks if they want to chat with attendees.

S4 Lounge Sponsor Benefits:

1. Sponsor logo on a window in the lounge Tuesday – Thursday.
2. Sponsor logo on a pole wrap by the S4 Lounge Tuesday – Thursday.
3. One small circular high top by the lounge host stand for sponsor materials. Sponsor can have one person at this table, and there can be literature, giveaways, badge scan or something else on the table. There will not be space to perform a demo, no electrical power is available.
4. One person participating in taking orders and delivering drinks / snacks. (Not required, but an opportunity to interact with the attendees.)
5. A reserved table with six chairs in the lounge the entire day for the sponsor's exclusive use. No time limit, and the sponsor determines who can be at this table.
6. Two S4x24 tickets. (All sponsor attendees will require a ticket to access the lounge)
7. Logo on the s4xevents.com site and mobile app as a sponsor.
8. One slide in the Main Stage, Stage 2 and Stage 3 break slide deck will promote the lounge and your sponsorship on the appropriate day.
9. App permissions to scan attendee QR codes to get contact information.

Changes from S4x23 S4 Lounge Sponsor Package

- The lounge will be a sit-down café with a host and wait staff. The S4 team will run the café. No standing will be allowed in the S4 Lounge.
- The S4 Lounge Sponsor will have a reserved table for six the entire time the S4 Lounge is open the day they sponsor the S4 Lounge.

Small Company Sponsor Opportunities

The Basic Cabana, Lunch and Craft Beer Bash Sponsor opportunities are available to small companies, less than \$25M in annual sales. This is a great branding opportunity for companies new to the OT / ICS security market.

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

When: Wednesday, March 6th from 1 – 4:30 PM

The Single Cabana Session Sponsorship Includes:

1. A 9'x9' single cabana at the cabana sessions.
2. Two S4x24 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, and signage.
4. App permissions to scan attendee QR codes to get contact information.
5. Logo on the s4xevents.com site and mobile app as a sponsor.

Lunch Sponsors (3 Tuesday, 3 Thursday, 6 Total, \$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.

Lunch Sponsor Benefits:

- A cabana on the Americana 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.
- You can place small giveaways (subject to approval) on each lunch table (inside and outside).
- App permissions to scan attendee QR codes to get contact information.
- Logo on the s4xevents.com site and mobile app as a sponsor.

NOTE: No tickets are included in the Lunch Sponsor package and tickets are required to access the Cabana. The staff for this sponsor package will need to purchase tickets.

Craft Beer Bash Sponsor (4 Total, \$5,000)

After the S4x24 final session on the Main Stage, we open up the craft beer and root beer for a farewell toast in what we call the Craft Beer Bash. It lasts 90 minutes. The Craft Beer Bash 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.
- Craft Beer Bash sponsors slide in the Thursday break slide deck.
- Sponsor can bring a pull up banner sign, maximum width 39', to put next to their serving area.
- App permissions to scan attendee QR codes to get contact information.
- Logo on the s4xevents.com site and mobile app as a sponsor.

- Opportunity to provide attendees with a branded giveaway and handout during the Craft Beer Bash (subject to approval) at two small round high-top table next to the beer/root beer stand.

NOTE: No tickets are included in the Craft Beer Bash Sponsor package and tickets are required to access the Craft Beer Bash. The staff for this sponsor package will need to purchase tickets.