



S4x24

Sponsor Packages

Version 1.3
Updated 28 July 2023

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

*Packages Remaining:
1 Craft Beer Bash, and 2 Thursday Lunch*

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.

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.

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).

- 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)

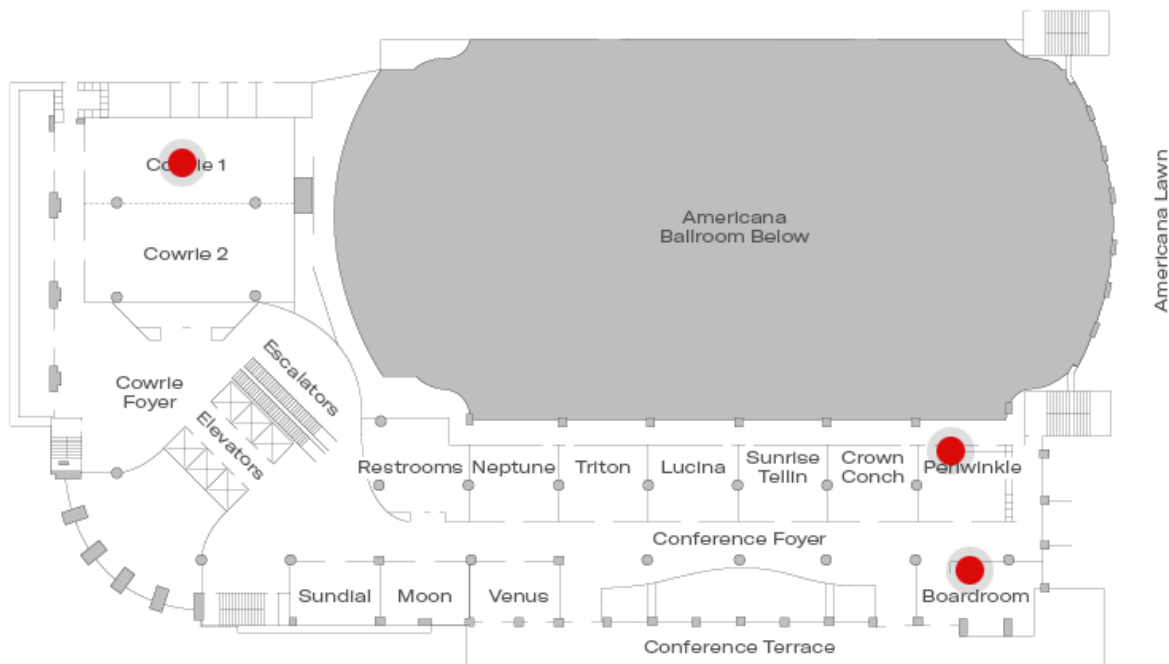


Figure 1 – Loews Third Floor

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, SOLD OUT)

Vulnerability Management Pavilion (8 Total, SOLD OUT)

Premium Cabana Sessions Sponsor (6 Total Sold Out)

Double Cabana Sessions Sponsor (2 Total, Sold Out)

Daily S4 Lounge Sponsor (3 Total, Sold Out)

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, Sold Out)

Lunch Sponsors (3 Tuesday Sold Out) (3 Thursday, 2 Available, \$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, 1 Available \$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.