



# S4x25

## Sponsor Packages

Version 1.2, 16 Sept 2024

### ***S4x25 Week: February 11<sup>th</sup> – 13<sup>th</sup>, 2025 in Tampa***

S4 creates a new future in 2025 as we move to the JW Marriot in Tampa, Florida. The venue is larger and provides a great canvas for the event, attendees, and sponsors.

The S4 Sponsor Packages sell out quickly, about 75% were sold in the first month. This document includes what is left as of 4 May 2025. We have left the sold out sponsor packages at the end of the document for your consideration for S4x26.

### S4 Survey Results

**S4x24 sold out at 1,100 attendees, a Net Promoter Score (NPS) of +76 and an average rating of 9.2.<sup>1</sup>**

**S4x23 sold out at 1,100 attendees, a NPS +70 and average rating of 9.2.**

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

S4 is an event built for the early adopter and influencer 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 those open to new ideas and able to help you make them happen. 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.

### **S4x25: What Stays The Same**

- We will design S4 for the experienced professional who is an early adopter and influencer in OT and ICS security. While all are welcome, it is designed for the attendee who already knows a lot on the subject and is looking for advanced content.
- The mission remains Create The Future. It is a future focused event. What might or will happen in the next 1 – 3 years. New ideas. Conflicting ideas. In a creative environment.
- The three stages will remain the same.
  - Main Stage for keynotes and big ideas.
  - Stage 2: Technical Deep Dives for the most advanced and technical sessions (S4's heritage)
  - Stage 3 for sessions aimed at a niche of the S4 audience.
  - No sponsor packages include a speaking spot. Vendors can submit to the CFP whether they sponsor or not.
- We will bring back and expand the Birds Of A Feather workshops.

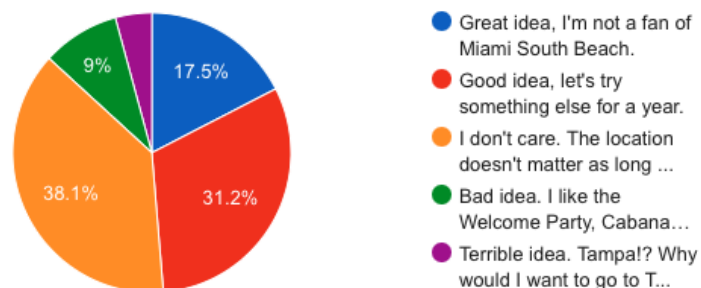
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<sup>1</sup> Attendees were asked "how likely is it you would recommend the S4 Event to a friend or colleague on a scale of 1 – 10. Average rating is the average of these responses. NPS is the percentage of 9s and 10s (promoters) – the percentage of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

## S4x25: What Changes

- The event moves to the [JW Marriott Tampa Water Street](#). It's bigger and newer than the Loews, and it's beautiful like the Loews. We have the 2<sup>nd</sup>, 3<sup>rd</sup> and 4<sup>th</sup> floors.
- The event can hold 1,500 attendees (up from our 1,100 at S4x23 and x22). We will not have ticket limits for sponsors.
- There will be no Cabana Sessions, so ...
- The event will be held over three full days rather than four. Tuesday from 3PM – 6PM we will close the Main Stage and Stage 2 for a focus on the S4 Prime Rooms, Birds Of A Feather sessions, activities and a lot of fun throughout the 2<sup>nd</sup>, 3<sup>rd</sup> and 4<sup>th</sup> floors. We are going to pull out all the stops to make Tuesday at S4x25 a great mix of content and social event experience.
- In addition to having more and larger ballrooms, the JW Marriott has nicer and larger rooms for S4 Prime Sponsors.
- The S4 Lounge is back and bigger than ever. The indoor lounge will serve omelets or crepes. Along with the espresso drinks, juice, and sodas. The outdoor lounge will have less food and add a small selection of craft cocktails beginning at 2PM. The S4 Lounge sponsors will have a tabletop adjacent to the lounge as an exhibit area.
- The Wednesday and Thursday lunch sponsors will be just outside the lunch ballroom and will have a bigger area, power, and be more like a traditional event exhibit.
- The Vulnerability Management Pavilion will be back for S4x25, and we will be taking lessons learned to better serve the attendees.
- The S4 Welcome Party will change into the S4 Big Party and held at [Sparkman Wharf](#) on Wednesday night. It is a three-block walk, or trolley ride, from the JW Marriott, and the opportunities there far exceed what we have at the Miami Beach Botanical Gardens. There are sponsor packages that include an exhibit outside the Main Stage on Wednesday and branding at the S4 Big Party.
- Some of the sponsor packages include free tickets for you to give away to asset owners.

### S4x24 Survey Question: *How Do You Feel About S4x25 Moving To Tampa?*

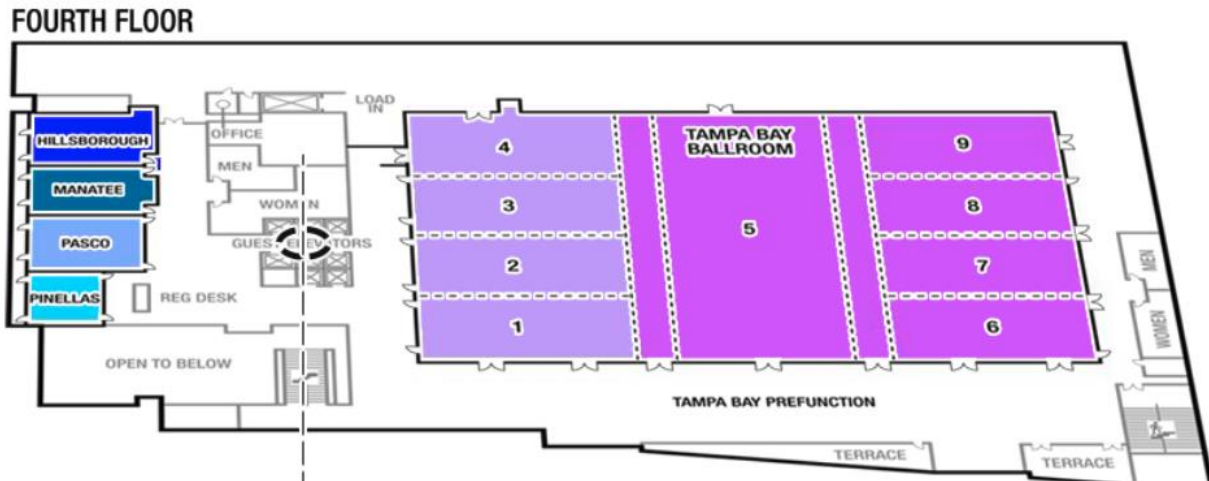


Over 85% of the attendees had a positive or neutral feeling on the move to Tampa. 48% had a positive feeling as compared to 14% who had a negative feeling on the move. We believe the location change will not affect attendee's interest in coming to S4x25.

## JW Marriott Tampa Water Street

This 5-star hotel opened in 2021 in the booming and vibrant [Water Street Tampa area](#). They have 519 rooms and are connected via a skybridge to a Marriott with 750 rooms. Almost all of the rooms described below have a link to a great photo, info, and ability to virtually tour the room and surrounding areas.

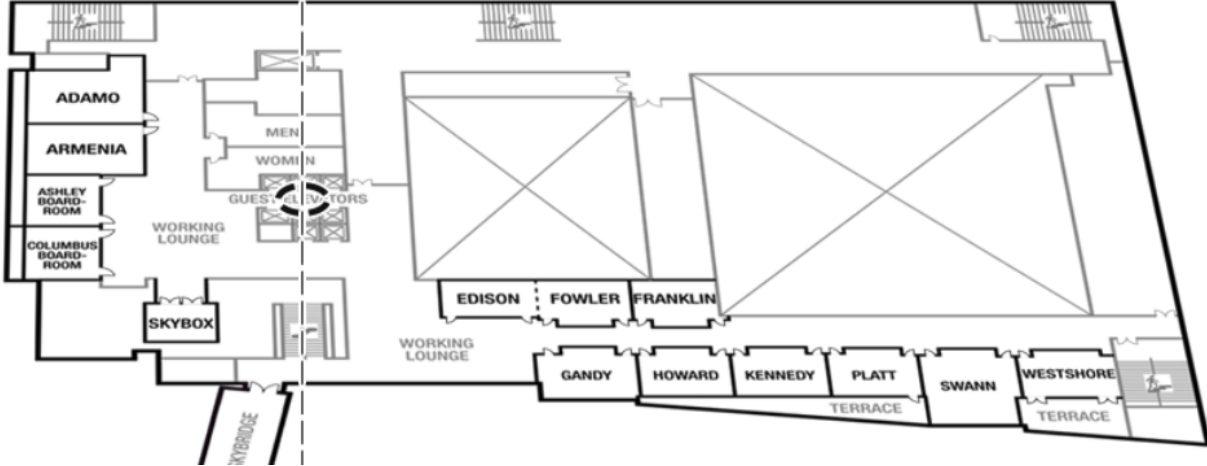
The conference area is on the 2<sup>nd</sup>, 3<sup>rd</sup> and 4<sup>th</sup> floors.



### Fourth Floor Activities

- The Main Stage and Stage 2 will be in the Tampa Bay Ballroom.
  - Pinellas will be the Green Room
- S4 Prime Rooms
  - [Hillsborough 29' x 41'](#)
  - [Manatee 26' x 41'](#)
  - [Pasco 28' x 41'](#)
- S4 Big Party Sponsors will be in the [Tampa Bay Prefunction area](#), outside the Main Stage and Stage 2 entrances.

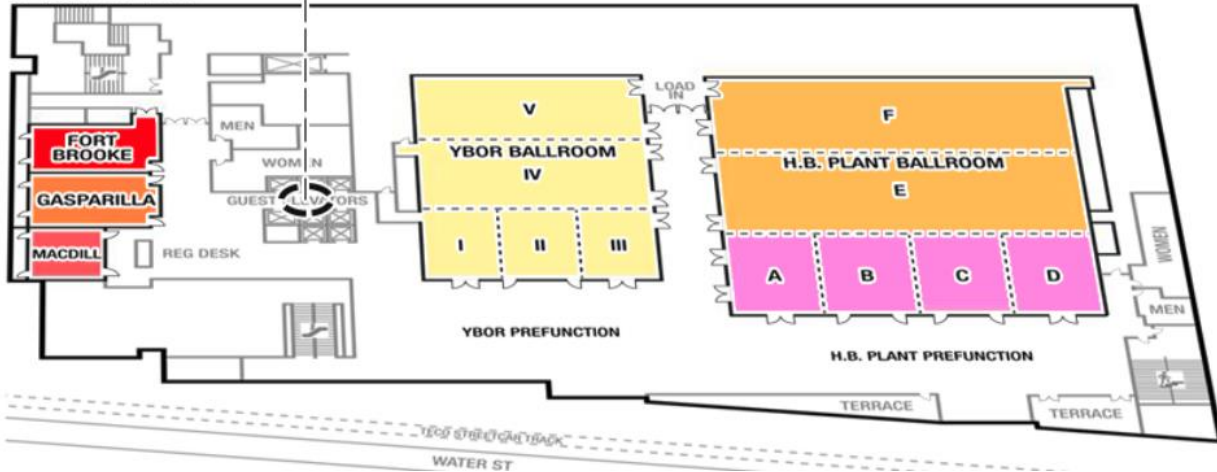
### THIRD FLOOR



### Third Floor Activities

- S4 Prime Rooms
  - [Adamo 30' x 42'](#)
  - [Armenia 26' x 42'](#)
  - [Edison 19' x 26'](#) (Medium)
  - [Fowler 23' x 26'](#) (Medium)
- Start-Up Pavilion in [Gandy](#) and adjacent Working Lounge. Presentations to VC's and Angels in the [Skybox](#)
- Indoor S4 Lounge in the Working Lounge by the Board Rooms.
- [Columbus Board Room](#) (22' x 29') and [Ashley Board Room](#) (22'x29') available for half day rental

### SECOND FLOOR



## Second Floor Activities

- Stage 3 in Ybor Ballroom IV and V
- Vulnerability Management Pavilion in Ybor I, II, III ([link to Ybor III](#), the airwalls between I, II and III will be open) and [Ybor Prefunction](#)
- S4 Prime Rooms
  - [Fort Brooke 28' x 41'](#)
  - [Gasparilla 28' x 41'](#)
- Lunch in H.B. Plant Ballroom
- Lunch Sponsors in [H.B. Plant Prefunction](#)
- Birds of a Feather Rooms (non-lunch times) in H.B. Plant A, B, C and D

## Still Available Sponsor Packages

### **Vulnerability Management Pavilion (13 Total, 4 in Ybor Prefunction @ \$40K (2 Available), 9 in Ybor 1 – 3 @ \$30K (2 Available))**

The Ybor Ballroom 1 – 3, a 38'x75' room, and the [Ybor Prefunction area](#) will hold the Vulnerability Management Pavilion. The Ybor Prefunction area will have the walk by traffic to and from lunch in addition to those coming to the Pavilion. We will take the lessons learned from S4x24 to make this an even better experience for the Pavilion sponsors and the attendees.

A highly realistic ICS will be running in the Pavilion. The Vulnerability Management Pavilion at S4x24 had a large number of different components rather than a specific ICS monitoring and controlling a process. The system at the S4x25 Vulnerability Management Pavilion will be related to a specific physical process. The asset inventory and vulnerability status will be documented and provided to attendees on Wednesday afternoon.

Sponsors in the Vulnerability Management Pavilion will be able to scan the ICS and passively monitor ICS network communication.

We will be looking for a variety of capabilities to fill this pavilion.

1. Classic vulnerability scanners (active and passive)
2. OT detection solutions (active and passive)
3. Asset management solutions (must have a way to gather information directly from the ICS or through an interface with another vendor in the Pavilion)
4. SBOM solutions (must interface to one or more vulnerability management solutions that have asset inventory information)
5. Risk management solutions (must interface to one or more vulnerability management solutions that have asset inventory information)
6. SIEM and SOAR (must interface to one or more vulnerability management solutions that have asset inventory information)

This package includes:

1. 12' depth x 10' width space in the Pavilion for all three days of the event while the event is session. The Pavilion will be open Tuesday 9AM – 6PM, Wednesday 8AM – 4PM, and Thursday 8AM – 4PM.
2. Two draped tables and two chairs.
3. Two tickets for S4x25 for your company attendees. (All sponsor participants will require a ticket to enter the Pavilion and anywhere else in S4)
4. Two tickets for S4x25 for your customers. (must be asset owners as determined by S4 Events)
5. Logo on the s4events.com site and mobile app as a sponsor.
6. App permissions to scan attendee QR codes to get contact information.

### **Half-Day Board Room (\$4,000 for a 3-hour block)**

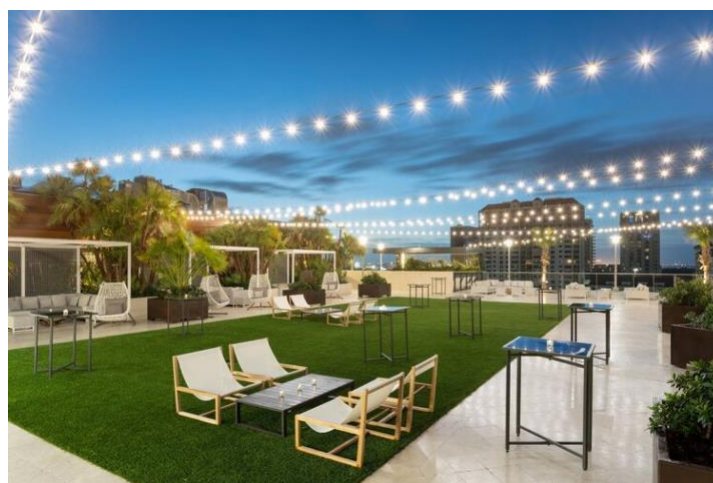
The Ashley and Columbus Board Rooms on the Third Floor can be rented for 9AM – 12PM or 1PM – 4PM on Tuesday, Wednesday or Thursday. The room has a large boardroom table with 12 chairs and there will be a monitor you can connect to with a HDMI cable. Any additional equipment or material must be hand carried in and out of the room during your time block.

Food and beverage for the room can be ordered through the hotel if desired.

### **Daily S4 Outdoor Lounge Sponsor (~~Tuesday and Wednesday: \$27,000,~~ Thursday: \$22,000)**

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 Outdoor Lounge is on the sixth floor, a direct elevator ride up from the event space. It will be seating for 30 people in a high end café serving espresso, lattes, cappuccinos, juices, and sodas, along with a snack. At 2PM we will also offer a choice of a small number of light drinks with alcohol.



There will be tables and chairs for groups. Patrons will be limited to 45 minutes in the lounge. There will be no standing in the S4 Lounge. The S4 Lounge will be open from Tuesday 9AM – 6PM, Wednesday 8AM – 4PM, and Thursday from 8AM – 4PM.

The S4 Outdoor Lounge Sponsor will have a reserved 4-person table the entire day they sponsor and a 8' x 8' exhibit area adjacent to the lounge.

#### **S4 Outdoor Lounge Sponsor Benefits:**

1. Sponsor signage in the lounge the day of sponsorship.
2. An 8' x 8' exhibit area adjacent to the S4 lounge. Tables, chairs and power will be provided to this area.
3. A reserved table with four 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.
4. Two S4x25 tickets for your company attendees. (All sponsor attendees will require a ticket to access the lounge)
5. Two tickets for S4x25 for your customers. (must be asset owners as determined by S4 Events)
6. Logo on the s4events.com site and mobile app as a sponsor.
7. Wednesday / Thursday only - 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.
8. App permissions to scan attendee QR codes to get contact information.
9. In the event of weather that makes the outdoor lounge unavailable, this is decided by the hotel, the S4 outdoor lounge will be moved to the 2<sup>nd</sup> floor (the floor where the Main Stage and Stage 2 are located).

#### **Small Company Sponsor Opportunities**

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

#### **Startup Pavilion (8 Total, \$15,000 (2 Available))**

This package is an opportunity for OT and ICS security startups to get in front of customers and sources of funding. It will be a combination of a chance to exhibit your product or service and an opportunity to pitch VC's and angels who are attending S4x25 in the Skybox.

S4 Events will determine if a company qualifies for the Startup Pavilion. Criteria includes the size of company, the age of company, and the desire to have a VC/angel round in the next 12 months.

#### **S4 Startup Pavilion Benefits**

1. A 10'x10' exhibit area in the Startup Pavilion.
2. A 45-minute meeting with the VC / angel panel in the Skybox.
3. Two S4x25 tickets for your company.
4. Logo on the S4x25 web site and mobile app.
5. App permissions to scan attendee QR codes to get contact information.

## **Lunch Sponsors (3 Wednesday (1 Available), 3 Thursday, \$12,500)**

Lunch will be served in the HB Plant Ballroom on the 2<sup>nd</sup> floor. Three 10' x 10' exhibit spaces will be available in the HB Plant Ballroom Prefunction area for the lunch sponsors from 10AM – 2PM. This is near the entrance / exit to get lunch.

### **Lunch Sponsor Benefits:**

1. A 10'x10' exhibit area outside the lunch ballroom from 10AM – 2PM on the day of your sponsorship. We will provide draped tables and standard power to the exhibit.
2. App permissions to scan attendee QR codes to get contact information.
3. Two S4x25 tickets for your company.
4. Logo on the s4events.com site and mobile app as a sponsor.
5. App permissions to scan attendee QR codes to get contact information.

## **Craft Beer (and Root Beer) Bash Sponsor (4 Total, \$5,000 (1 Available))**

After the S4x25 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:

- A 10'x10' exhibit area in the Craft Beer Bash. We will provide draped tables and standard power to the exhibit.
- Craft Beer Bash sponsors slide in the Thursday break slide deck.
- App permissions to scan attendee QR codes to get contact information.
- Logo on the s4events.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.

## **Sold Out Sponsor Packages**

### **S4 Prime Sponsor (SOLD OUT: 7 Large at \$75K and 2 Medium @ \$50K)**

*A S4 Prime Sponsor can have other vendors, subject to approval by S4 Events, in their Prime Room. However, the sponsor will be the only company recognized in S4 collateral and will be the sole point of contact for the sponsor package and payment.*

The S4 Prime Rooms have been very popular with sponsors and attendees since they began at S4x23. With the new venue we have an opportunity to take this to the next level. **The large S4 Prime Rooms are approximately 30' x 40', over twice as large as the rooms at S4x24. Click on the links for the rooms above by the floor plans to see the picture, dimensions and location.** The large rooms can hold 70 people for a theater style presentation. They are also nicer, newer and most have large windows on one wall, with an automatic shade if you need darkness in a presentation.





*Large S4 Prime Room*



*Medium S4 Prime Room*

In addition, they are spread throughout the event improving the walk by traffic.

**We will also include the S4 Prime Room activities in a supplemental agenda for all three days in the mobile app and on the web site.**

In your S4 Prime Room you can:

- Give presentations - - your room is like another track at S4.
- Provide training.
- Have an in-depth demonstration or learning technical environment.
- Lunch and learn (or breakfast and learn).
- Run a one-day CTF or bug bounty.
- Hold client, prospect, and team meetings.
- Have a happy hour or fun activity.
- Your creative activity here (it's a blank canvas).

*And it's big enough that you can have multiple things happening at once.*

The S4 Prime Sponsor Package include:

1. Use of one of a S4 Prime Room on the 2<sup>nd</sup>, 3<sup>rd</sup> or 4<sup>th</sup> floors. (Select your room preferences in the application)  
Tuesday 9AM – 6PM, Wednesday 8AM – 4PM, and Thursday 8AM – 4PM. Note: Main Stage and Stage 2 are on the 4<sup>th</sup> floor. Stage 3 and lunch is on the 2<sup>nd</sup> floor.
  - a. Average room size:
    - i. Large: 30' x 40'
    - ii. Medium: 21' x 26'
  - b. Access to the room for setup is available at 2PM on Monday.
  - c. S4 will provide tables and chairs as requested.
  - d. Additional AV equipment/services and furniture can be contracted through the hotel (no S4 markup).

- e. Food and drink can be contracted by the Sponsor through the hotel (no S4 markup).
  - f. Enter sessions all three days in a supplemental S4 Prime Room agenda we will provide to all attendees.
2. Participate in the lunch and learn on Tuesday. We will be offering box lunches for pickup on Tuesday, and no other sessions except for the S4 Prime Rooms will occur from noon to 1PM on Tuesday. (You also can have lunch and learns on Wednesday and Thursday if attendees pick up their lunch and bring it to your room.
  3. Four tickets to S4x25 (for your company attendees).
  4. Four tickets to S4x25 for your customers (must be asset owners as determined by S4 Events).
  5. One slide in the Main Stage, Stage 2 and Stage 3 Wednesday and Thursday Break Slide Decks.
  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, and country (no phone or email will be provided). List will be provided on December 10<sup>th</sup>, January 10<sup>th</sup>, February 3<sup>rd</sup> and the week following the event.

**Daily S4 Indoor Lounge Sponsor (SOLD OUT - Tuesday and Wednesday: \$32,000, Thursday: \$27,000)**

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 Indoor Lounge is on the third floor.](#) It will seat up to 40 people and have the vibe of a high end café serving espresso, lattes, cappuccinos, juices, sodas along with a light snack.

There will be a host who will be seating patrons and wait staff that will be taking orders. Patrons will be limited to 45 minutes in the lounge. There will be no standing in the S4 Lounge. The S4 Lounge will be open from Tuesday 9AM – 6PM, Wednesday 8AM – 4PM, and Thursday from 8AM – 4PM.

The S4 Indoor Lounge Sponsor will have a reserved 4-person table the entire day they sponsor and an 8' x 8' exhibit area adjacent to the lounge.

**S4 Indoor Lounge Sponsor Benefits:**

1. Sponsor signage in the lounge the day of sponsorship. (Will be defined in more detail in the next version)
2. An 8' x 8' exhibit area adjacent to the lounge. Tables, chairs, and power will be provided to the area.
3. A reserved S4 lounge table with four 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.
4. Two S4x25 tickets. (All sponsor attendees will require a ticket to access the lounge)
5. Two tickets for S4x25 for your customers. (must be asset owners as determined by S4 Events)
6. Logo on the s4xevents.com site and mobile app as a sponsor.
7. Wednesday / Thursday only - 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.

8. App permissions to scan attendee QR codes to get contact information.

### **S4 Big Party Sponsor (SOLD OUT - 4 Total, \$30,000)**

This is a combination package of a 15' x 15' exhibit area [outside the Main Stage](#) on Wednesday and brand signage at the S4 Big Party.

#### **S4 Big Party Sponsor Benefits**

1. A 15' x 15' exhibit area in the lobby/pre-function area outside the Main Stage on Wednesday (8AM – 4PM).
2. Branded signage at the S4 Big Party.
3. OPTIONAL: A 10' x 10' tent area for a giveaway or fun activity at the S4 Big Party, subject to approval by S4 Events. There is no product display or demo or sales allowed in this tented area at the S4 Big Party.
4. Two S4x25 tickets for your company attendees. (All sponsor attendees will require a ticket to access the lounge)
5. Two tickets for S4x25 for your customers. (must be asset owners as determined by S4 Events)
6. Logo on the S4x25 web site and mobile app.
7. One slide in the Main Stage, Stage 2 and Stage 3 on the Wednesday break slide deck.
8. App permissions to scan attendee QR codes to get contact information.