



S4x26

Sponsor Packages

Version 1.0

S4x26 Week: Feb 23 - 26, 2026 in Miami South Beach

S4 returns to the Loews Miami South Beach for S4x26. This may be our last time in Miami South Beach. Last time for the Welcome Party at the Botanical Gardens. Last time for the Cabana Sessions at the Surfcomber.

The S4 Sponsor Packages sell out quickly; the most in demand packages are gone by May. Submit your application for early acceptance prior to April 1st. We recommend submitting your top three choices for a package in case your first choice is not available.

S4x26 Sponsor Package Schedule

3 March 2025	S4x26 Sponsor Package Information & Application Form Published
17 March 2025	S4x26 Sponsor Contracts Available For Review
1 April 2025	S4x26 Sponsor Early Acceptance Notification
8 April 2025	S4x26 Sponsor Contract Signing Begins

S4 Survey Results and General Info

S4x25 had a record 1193 attendees, a Net Promoter Score (NPS) +75.4 and average rating of 9.2.¹

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. People who are spending money on OT security.

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 and bring the right team.

S4x26 Venues

We will be back at the same venues attendees know and love from S4x23 and 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.
- The S4 Welcome Party will return to the Miami Beach Botanical Gardens.

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). A NPS over 70 is world class, very rare.

- The S4 Cabana Sessions will return to the Kimpton Surfcomber Hotel (outside, around the pool).

Third Floor At Loews Miami South Beach

On Monday from 2PM – 7PM, all activities, except for badge and swag pickup, will take place on the 3rd floor. Historically the 3rd floor has a lot of foot traffic on Monday. Tuesday and Thursday 3rd floor activities need to be a destination. The following are the active 3rd Floor Spaces.

- Cowrie 1 and 2, and the Cowrie Foyer will house the Real Solutions Pavilion (name subject to change).
- The nine ~25'x20' rooms (Sundial, Moon, Venus, Neptune, Triton, Lucina, Sunrise Tellin, Crown Conch and Periwinkle) are part of the S4 Prime Sponsor Packages.
- The Boardroom is available for 1 hour rentals.

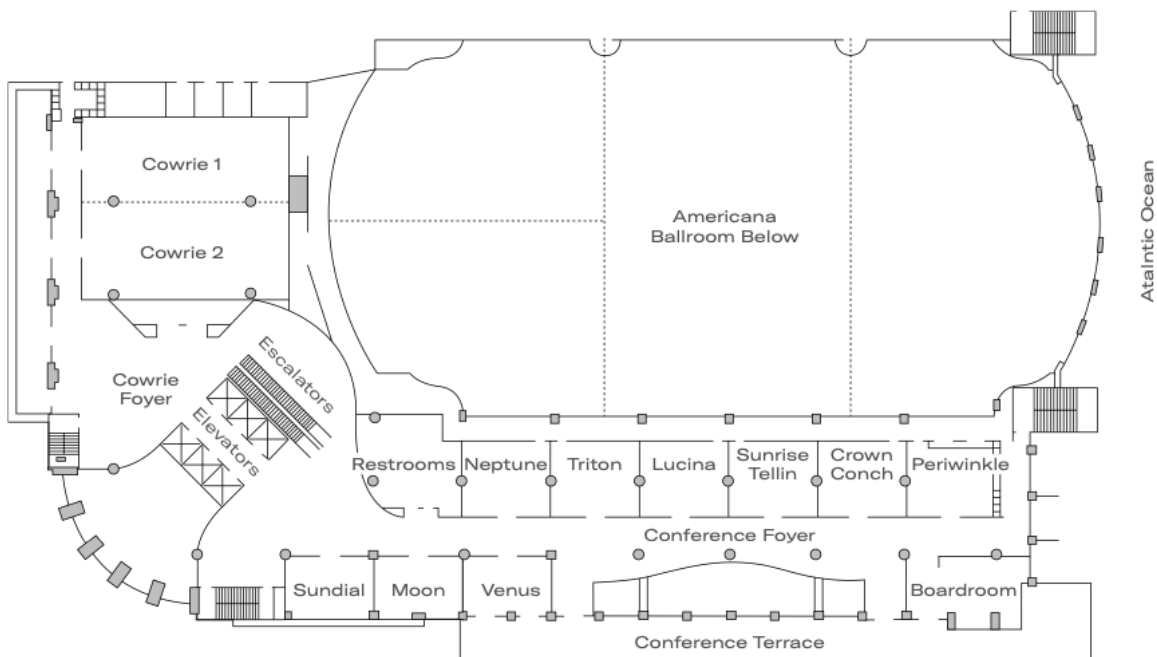


Figure 1 – Loews Third Floor

Second Floor At Loews Miami South Beach

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

- The S4 Cafe will be in the Rotunda.
- The Birds of a Feather Sponsors will be in Poinciana 1.
- The OnRamp Sponsors will be in Poinciana 3 and 4.
- Welcome Party Sponsor will be in the Americana Foyer on Tuesday.

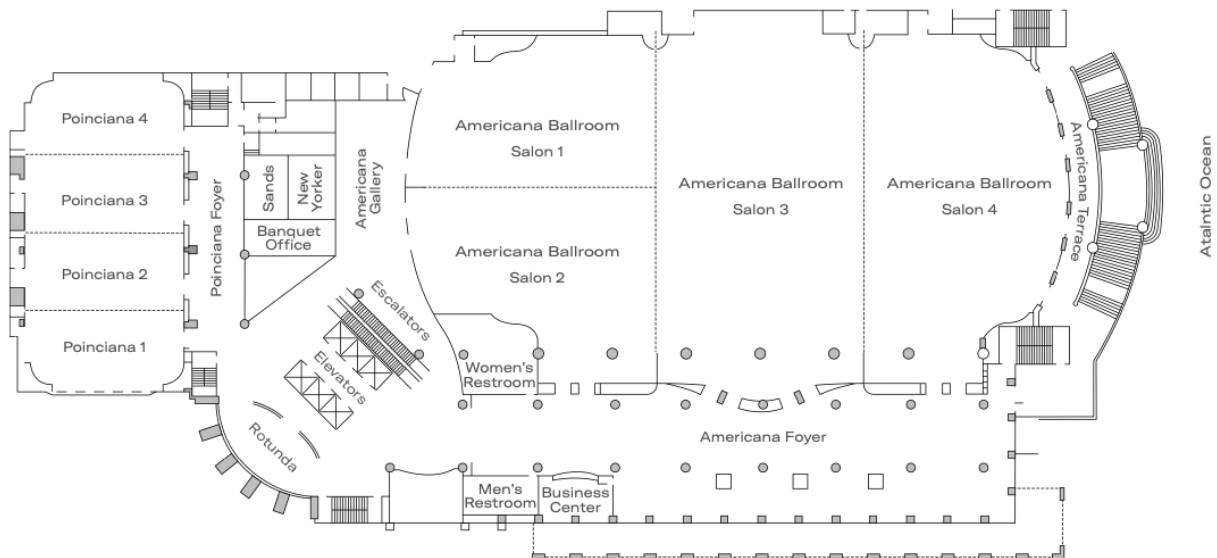


Figure 2 – Loews Second Floor

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

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. When considering this package understand that:

- You will get a lot of walk by foot traffic from 2PM – 7PM on Monday.
- You will need to have activities that drive people up to your room Tuesday – Thursday. Big name speakers, interesting topics, demos, roadmap meetings, technical contests, ... And you should plan on using the attendee list to invite people to your room.
- You will be able to have sessions on the mobile app agenda as sub-sessions under a Prime Room session for each hour.
- A Prime room is ideal for private meetings with customers, prospects, and partners.

In short, Prime Rooms are a tremendous opportunity and a lot of work. You should not select a Prime Room if you are expecting foot traffic and want maximum badge scans. This will only happen on Monday. You should select a Prime Room if you will do the work to be a destination for the attendees you want to reach. If you want longer, deeper discussions, detailed demos, private meetings with the key people for you at S4.

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 and ordered furniture will need to be shipped to the S4 selected Expo Vendor and will be delivered to your room prior to opening on Monday morning. Shipping charges will apply.

³ Additional AV and food/drink must be ordered through Loews.

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



Figure 3 – Venus Room With Private Patio



Figure 4 – S4x24 Prime Room On Monday

The S4 Prime Sponsor Package include:

1. Use of one of the third-floor rooms, see Figure 3, when the third floor is open (Monday 2PM – 7PM, Tuesday 8AM – 5PM, Wednesday 8AM – 1PM, and Thursday 8AM – 2PM).
 - a. Average room size is 25' x 20', see Figure 5.

- b. Access to the room for setup is available at 9AM on Monday. Any boxes shipped through the Expo vendor will be waiting for you in your room at this time.
 - c. S4 will provide tables and chairs as requested
2. Sessions and other specific time based activities are eligible to be added to the S4x26 agenda as sub-sessions to a Prime Room agenda item.
3. Four tickets for your team to S4x26. (All sponsor participants will require a ticket to enter the Prime Room.)
4. Four S4x26 tickets for Prime Sponsors to give to asset owner attendees.
5. One slide in the Main Stage, Stage 2 and Stage 3 Break Slide Decks.
6. One slide in the 3rd Floor Activity Monitors.
7. Logo on the s4xevents.com site and mobile app as a sponsor.
8. App permissions to scan attendee QR codes to get contact information.
9. Attendee list with name, title, company, and country (no phone or email will be provided). List will be provided on December 15, January 23, February 17, 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

Figure 5 – S4x26 Prime Room Sizes

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

When: Wednesday, Feb 25th from 1PM – 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 outside to 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 S4x24 Cabana Sessions at <https://youtu.be/sgBTxBWMCgl>.

The Premium Cabana locations are shown in Figure 6 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 S4x26 tickets for your team. (All sponsor participants will require a S4x26 ticket to attend 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 on Wednesday.
5. Logo on the s4xevents.com site and mobile app as a sponsor.
6. App permissions to scan attendee QR codes to get contact information.

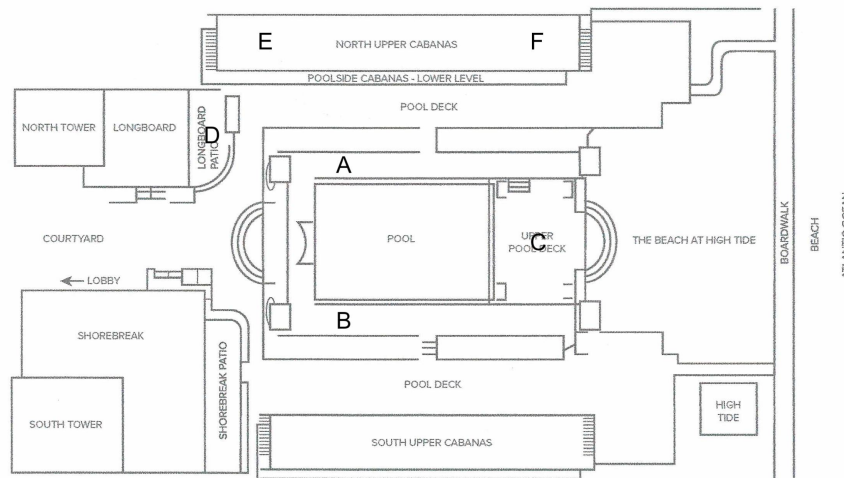


Figure 6 – Cabana Sessions Map

Double Cabana Sessions Sponsor (2 Total, \$35,000)

When: Wednesday, February 25th from 1PM – 4:30 PM

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

The Double Cabana Session Sponsorship Includes:

1. A 9'x18' double cabana at the cabana sessions. (All furniture, AV, and other materials must be in the cabana to allow for attendees to walk by the cabanas.)
2. Four S4x26 tickets for your team. (All sponsor participants will require a S4x26 ticket to attend 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 on Wednesday.
5. Logo on the s4xevents.com site and mobile app as a sponsor.
6. App permissions to scan attendee QR codes to get contact information

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

When: Wednesday, February 25th from 1 – 4:30 PM

Similar to the Double Cabana Session Sponsor Package except these packages get one of the Surfcomber's permanent single cabanas.

The Single Cabana Session Sponsorship Includes:

1. A 9'x9' single cabana at the cabana sessions. ((All furniture, AV, and other materials must be in the cabana to allow for attendees to walk by the cabanas.)
2. Two S4x26 tickets for your team. (All sponsor participants will require a S4x26 ticket to attend 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.

Welcome Party Sponsors (3 Total, \$25K)

You will have a 10' x 15' exhibit area outside the Main Stage on Tuesday (Day 1 at S4) and brand signage at the S4 Welcome Party.

S4 Big Party Sponsor Benefits

1. A 10' x 15' exhibit area in the lobby/pre-function area outside the Main Stage on Tuesday (8AM – 5PM).
2. Branded signage at the S4 Welcome Party.
3. Two S4x25 tickets for your company attendees.
4. Two tickets for S4x25 for your customers. (must be asset owners as determined by S4 Events)
5. Logo on the S4x25 web site and mobile app.
6. One slide in the Main Stage, Stage 2 and Stage 3 on the Tuesday break slide deck.
7. App permissions to scan attendee QR codes to get contact information.

PENDING: Real Solutions Pavilion (8 Total, \$30K)

Name Subject to Change

Final Details, Pavilion Rules, and Applications Accepted on May 1st

The Cowrie Rooms on the third floor, see Figure 1, will house the Real Solutions Pavilion. We will be selecting applicant vendors that have a wide range of solutions related to securing OT cyber assets. All sponsors in the Pavilion will need to interoperate with an ICS that will be the heart of the Pavilion.

We will allow at most two similar technologies / solutions in the Pavilion.

**If the sponsor does not meet its commitment to interoperate with the ICS,
they will not be allowed to be in the Pavilion.
Even if this is learned as late as on site during S4 Week.
No exceptions. No refunds.**

This package includes:

1. 10' x 10' space in the Pavilion for all four days of the event while the event is session. The Pavilion will be open Monday 3PM – 7PM, Tuesday 8AM – 5PM, Wednesday 8AM – 1PM, and Thursday 8AM – 2PM.
2. Draped tables and chairs as requested.
3. Two tickets for S4x26. (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.

Daily S4 Café 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 best in world array of OT and ICS security talent, it is more valuable than any other OT security event.

The S4 Café is in the Rotunda, 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 S4 Café is a high end café serving espresso, lattes, cappuccinos, sparkling non-alcohol drinks along with some light food to order from the menu. There will be tables and chairs that will seat at least 30. 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 café if there is a wait. There is no standing or walk up service in the S4 Café. The S4 Café will be open from Tuesday 8AM – 4PM, Wednesday 8AM – 1PM, and Thursday from 8AM – 2PM.

S4 Cafe Sponsor Benefits:

1. A choice of a promotional table either:
 - One small circular high top by the café 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. This is best if maximizing badge scans is your goal.
 - A 6' rectangular draped table adjacent to the S4 Café. This will allow for attendees to put promotional materials, a monitor or other small system to display a product, or whatever

else you would typically do at an expo. The S4 Café patrons would not need to visit this table to gain access to the café.

2. Sponsor logo on a window in the café Tuesday – Thursday.
3. A reserved table with four chairs in the S4 Cafe the entire day for the sponsor's exclusive use. No time limit, and the sponsor determines who can be at this table.
4. Two S4x26 tickets. (All sponsor attendees will require a S4x26 ticket to access the café and any other areas at S4x26.)
5. Logo on the s4xevents.com site and mobile app as a sponsor.
6. A 5" x 7" laminated card that the sponsor can produce and will be placed on each table the day you sponsor the S4 Café.
7. One slide in the Main Stage, Stage 2 and Stage 3 break slide deck will promote the café and your sponsorship on the appropriate day.
8. App permissions to scan attendee QR codes to get contact information.

Birds Of A Feather Sponsors (2 Each Day, 6 Total, \$10,000)

When: Tuesday, 1PM – 3:30PM (Manufacturing)

Wednesday, 10:30AM – 1PM (Electric)

Thursday, 12:30PM – 3PM (Oil & Gas)

The Birds of a Feather sessions will be held in Poinciana 1, see Figure 2. These two hour sessions, with a 15-minute buffer at the beginning and end, will include one hour of sessions followed by one hour of social. The social will include light food and drink and a sector themed giveaway.

The Birds of a Feather Sponsorship Includes:

1. A 10'x10' exhibit area in the Birds of a Feather room. S4 will provide draped tables and chairs as requested.
2. One S4x26 ticket for your team. (All sponsor participants will require a S4x26 ticket to attend the Birds of a Feather.)
3. Promotion of the Birds of a Feather 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.

OnRamp Training Sponsors (2 Total, \$15,000)

When: Monday, February 23rd from 9AM – 3PM

The OnRamp is S4's 101-level OT Cyber Risk & Security Training series. It's designed to get those new to the topic up to speed quickly. We get the best and most well-known OT Security Professionals in their area of expertise to provide this training. [You can see the previous OnRamp training at this link.](#) The OnRamp will be limited to 200 students. Previous OnRamp Training Sessions (and the 201-level Highway Training) have sold out this 200 seat training.

The OnRamp Training Sponsorship Includes:

1. A 7'x 14' exhibit area just outside the Poinciana 3 and 4 rooms where the OnRamp is training is being held. (OnRamp attendees will need to walk by this every time they enter or exit the OnRamp training room.)
2. Three people from your team can be in your exhibit area. No ticket to S4x26 is required. This sponsor package does not include any tickets to S4x26.
3. Promotion of the OnRamp Training Sponsorship on the S4xEvents site, mobile app, and signage.
4. Logo on the s4xevents.com site and mobile app as a sponsor.

Boardroom Rental (\$750/hour)

The 23' x 16' Boardroom on the 3rd floor is available for 1-hour rentals. The Boardroom has seating for 16 in executive chairs around a board table. A stand up monitor will be provided so you can plug in a HDMI cable and project what you like for your meeting attendees. The Boardroom is available Tuesday through Thursday while S4x26 is open.

Small Company Sponsor Opportunities

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

Lunch Sponsors (3 Tuesday, 3 Thursday, 6 Total, \$7,000)

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. It is next to the tent where attendees will be eating lunch outside. There is also lunch being served inside. Traditionally the outside seating has filled up first.
- You can place small giveaways (subject to approval) and a 3" x 7" image on a laminated page that will be placed on each lunch table (inside and out).
- One S4x26 ticket for your team. (All sponsor participants will require a S4x26 ticket to attend the Birds of a Feather.)
- 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 S4x26 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:

- Craft Beer Bash sponsors slide in the Thursday break slide deck.
- A 6' draped table next to one of the beer serving areas. There is no power available at this table.
- Sponsor can bring a pull up banner sign, maximum width 39', to put next to their table.
- 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 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.