

S4x26 POC Pavilion

Provided By Booz Allen

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Overview

Purpose: Demonstrate to the S4 attendees OT security products solving an asset owner problem.

Approach: We will simulate an OT security proof of concept (POC) project, installation, and demonstration on two lines in an automotive manufacturing plant. The Pavilion sponsors must install and demonstrate their solution on this OT environment provided and run by Booz Allen.

Pavilion System: A highly realistic manufacturing system. It includes the MES, SCADA, HMI and PLC levels of the manufacturing automation stack. The primary vendors in the system are Inductive Automation, Rockwell Automation, and Siemens.

Four Questions: All Pavilion sponsors must answer four questions. The first two questions were answered as part of the application process. They are:

1. What problem is your solution solving?
2. What are the criteria to determine if your solution is successful?

The answers to these questions is captured on the POC Pavilion web page, see <https://s4xevents.com/poc-pavilion/>. These answers are important. Your Live Demo session on the POC Pavilion stage will begin with the moderator showing your answers to these two questions. S4 will consider any suggested changes or additions to your answers of these two questions.

The other two questions must be answered during your POC Pavilion Live Demo session. These questions are:

3. How long did it take (in man-days) to implement the solution?
4. How much does the solution cost at deployment and annually?

You should track your man-days working on this POC to answer question 3.

Live Demo Session

This is the key part of the POC Pavilion.

1. Each POC Pavilion Live Demo Session will last between 45 – 60 minutes, depending on the number of questions.
2. Each POC Pavilion Live Demo Session will have a moderator and up to two Pavilion Sponsor participants. Each person on stage will have a microphone.
3. The sponsor will be expected to bring a laptop to the stage to do the live demo. The laptop will need to plug into an HDMI cable to display the output and a RJ-45 cable to access the POC Pavilion OT for the demo. We will have a podium to set the laptop on.
4. The POC Pavilion room is 63' x 60', and the stage will be 12' wide by 8' deep. We will have a monitor in the Pavilion room to show your presentation and live demo. There will

also be a monitor in the foyer outside the room for overflow attendees to see and hear your Live Demo.

5. Your Live Demo will be structured as follows:

- a. Minute 0: The moderator will start the session by introducing the sponsor speakers and reading off the answers to the first two questions (these should be on the first slide in your deck).
- b. Minutes 1 – 6: The sponsor can provide a 5 minute introduction on whatever you feel is appropriate. Your company, the problem, the market, the threat, ... your choice. We do encourage sponsors to think about what will grab the attendee interest from the start.
- c. Minutes 6 – 15: Description of the deployment of their solution on the POC Pavilion system. Where is it deployed in the network architecture? What were the steps to deployment? What changes needed to be made, etc.
 - i. Note 1: the Moderator will interrupt if the Sponsor is not talking about their POC deployment or deviates from the problem being solved to get the session back on track.
 - ii. Note 2: You don't need to take all this time. You can move to the demo earlier.
- d. Minutes 15 – 30: A live demonstration on the POC Pavilion system. Show the problem being solved. Show how you are achieving success based on your criteria. Show how configuration changes can be made for additional features and benefits.
 - i. Note the Moderator will interrupt if the Sponsor is not talking about the POC or deviates from the problem being solved to get the session back on track.
- e. Minutes 30 – 40: The Moderator will ask the Sponsor questions on their solution. This could be questions such as:
 - i. Can you show me how your solution would do x?
 - ii. How would your solution stop or address y?
 - iii. Would your solution work in a z environment?
- f. Minutes 40 – 60: Attendees can ask questions. The Moderator will have a microphone and run the Q&A. The session will end when questions are done or when the 60 minutes are over.

6. We will be recording these Live Demo sessions.

7. No other Pavilion sponsors will be able to affect the OT environment during your Live Demo. You will have exclusive access to the OT environment for that hour.

8. Dale Peterson and Ron Brash will be the Moderators. We may add a third Moderator. Each Live Demo will have one Moderator.

9. Your Live Demo should be available in your exhibit to show to attendees over the three days.

Preparation

You are receiving the OT system information package alongside this document. This information package mimics the information an asset owner with a medium to high level of OT maturity would have available to share with a vendor who is going to deploy a POC on a subset of the OT environment.

The information package will not be complete or 100% accurate, just like most asset owner provided information.

Q & A

You are welcome to submit questions to the Booz Allen team. Send them to miller_kyle@bah.com and cc dale@s4xevents.com. If necessary a Zoom or Teams call can be scheduled for questions better answered in a conversation.

This Q & A should mimic what you would ask of an asset owner to insure you have a successful poc deployment.

Dry Run

In December the Booz Allen team will schedule a one-hour virtual meeting to review step-by-step what will happen onsite. You will need to send this logistics information and schedule one week before the dry run meeting.

Some of the Pavilion sponsors only require access to the network. Others require software and hardware to be deployed. Others require configuration changes to be made. We need to be clear on what will be required onsite.

If either Booz Allen or the Pavilion sponsor feels there is unacceptable technical risk in waiting to be onsite to test the POC, then there will be a discussion if and how this technical risk can be addressed prior to arriving in Miami Beach for S4x26. Please consider what you typically do for a POC and try to follow this approach for the Pavilion installation.

On-Site At S4x26

Liz Daley, lizdaley@daleydirection.com has sent you information on how to send boxes to the venue through the expo services. You are allowed to hand carry items into Pavilion, but the hotel will stop you if you have a hand cart or are otherwise bringing in multiple large boxes.

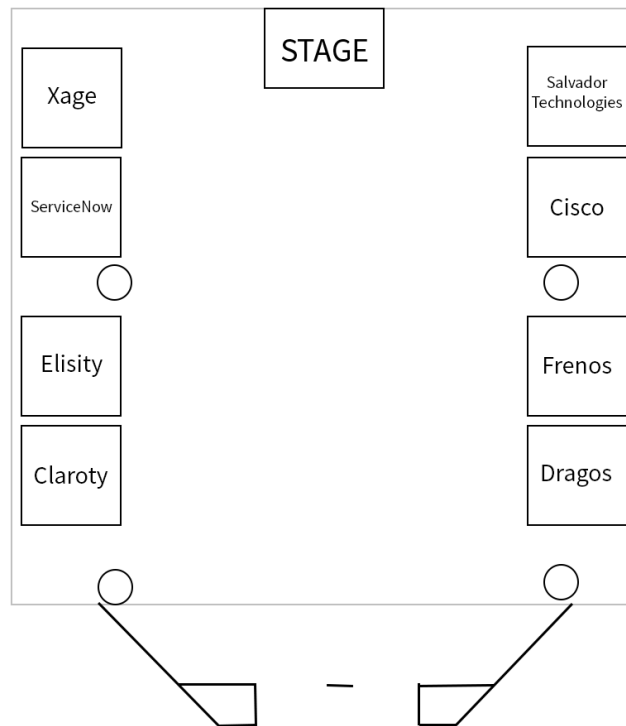
You also will be provided with a 6' x 30" draped rectangular table and two chairs. Additional chairs and more or different tables in standard sizes are available at no charge. Let Liz know if you want anything different than the one table and two chairs.

Your exhibit area will have standard 20 amp power and an Ethernet cable that connects to the OT system. There is event Internet available, but no QoS is promised with this connection. If you require additional access to the OT system, then make these requests during the Q&A and Dry Run with Booz Allen. If additional power or Internet connectivity is required let Dale know, dale@s4xevents.com, and we will connect you with Encore services.

Setup

Your 10' x 10' exhibit area will be available at 8AM on Monday, Feb 23rd. When you arrive your boxes, table/chairs, power, and OT system connection will be available in your taped off exhibit area. A rough diagram of the Pavilion and your location is in the diagram below.

POC Pavilion Sponsors



The Booz Allen team will have the OT system up and running and will be ready to support your POC deployment as agreed upon in the dry run meeting.

The POC Pavilion is set to open at 4PM on Monday, Feb 23rd. We may open the POC Pavilion as early as 2PM, the same time the Badge Pickup and Prime Rooms open, if the Pavilion is ready.

You do not need to have your POC ready until 8AM on Tuesday, Feb 24th. The Booz Allen team will stay as late as midnight on Monday to assist with any POC installation issues.

POC Pavilion Hours:

Monday: 4PM – 7PM

Tuesday: 8AM – 5PM

Wednesday: 8AM – 1PM

Thursday: 8AM – 2PM

Live Demo Schedule

Booz Allen and the S4 team will assign Pavilion Sponsors to Live Demo time slots on December 1st. **IMPORTANT:** If you want another day to perfect your Live Demo, let us know and we will not schedule you for Tuesday

Tuesday, Feb 24th

- Slot 1: 11:00 – 12:00 Moderator: Dale Peterson
- Slot 2: 13:00 – 14:00 Moderator: Ron Brash
- Slot 3: 14:30 – 15:30 Moderator: Ron Brash
- Slot 4: 16:00 – 17:00 Moderator: Dale Peterson

Wednesday, Feb 25th

- Slot 5: 10:45 – 11:45 Moderator: Dale Peterson
- Slot 6: 12:00 – 13:00 Moderator: Ron Brash

Thursday, Feb 26th

- Slot 7: 11:00 – 12:00 Moderator: TBD
- Slot 8: 13:00 – 14:00 Moderator: TBD

Other Items

Liz Daley, the S4 Event Coordinator, has sent you an email with the non-Pavilion information you need, such as the using your two complimentary tickets and entering your information in the Whova application. Please review this email closely.

Final Warning

All Pavilion Sponsors must be prepared to show their Live Demo that solves the agreed upon asset owner problem. This will be verified in the Dry Run, and enforced onsite. If a Pavilion Sponsor decides not to solve the agreed upon problem the cancellation clause will be taken, and the Pavilion Sponsor will not be allowed in the POC Pavilion.

Logistics

The Pavilion is located on the 3rd Floor in Cowrie 1 & 2, see diagram below. The third floor is also where the Prime Rooms are and is the only part of S4 that is open on Monday.

The 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 4PM – 7PM, Tuesday 8AM – 5PM, Wednesday 8AM – 1PM, and Thursday 8AM – 2PM.
2. A one-hour demonstration / presentation slot on the Pavilion Stage.
3. Draped tables and chairs as requested.
4. Two tickets for S4x26. (All sponsor participants will require a ticket to enter the Pavilion.)
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.