S4x27
Sponsor Packages

Version 1.9, 18 November 2026

S4x27 Week: February 8th – 11th, 2027 in Tampa

TL;DR … what's still available

- Bay Sessions Library Package (1)
- Bay Sessions Floating Dock Package (1)
- Outdoor S4 Café Package (3)
- Indoor S4 Café Package (Thursday)
- Craft Beer Bash Package (3)

S4 creates a new future in 2027 as we move to the JW Marriot Water Street in Tampa, Florida. The venue is larger and provides a great canvas for the event, attendees, and sponsors. We learned a lot when we held S4x25 at this venue and are excited about being back for S4x27 and S4x28.

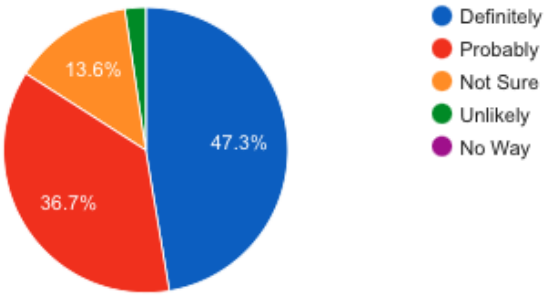
S4 is an event built for the early adopter and influencer in OT and ICS security. The target attendee is knowledgeable on these topics and wants to play a role in creating the future. It is the ideal place to reach those open to new ideas and able to help you make them happen. In addition to the great 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.

S4 Survey Results

S4x26 sold out at 1,100 attendees, a Net Promoter Score (NPS) of +78.7 and an average rating of 9.3.[1] We turned away over 100 people after the event sold out.

S4x25 had a record 1,193 attendees, a NPS of +75.4 and an average rating of 9.2.

The S4x26 survey asked: Will you be returning to S4x27?



S4x27 Highlighted Features and Changes

[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). Anything over +70 is considered world class / exceptional.

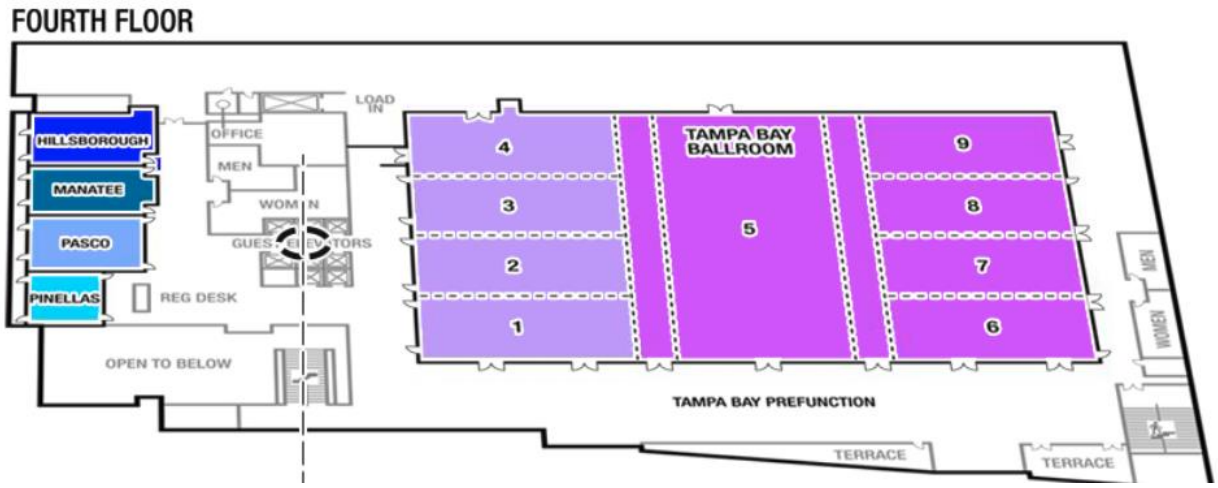
S4x27 will have a similar schedule as S4x26 in Miami. Badge pickup and sponsor activities Monday afternoon. Tuesday all stages will open, and the Welcome Party will be held on Tuesday night. Wednesday afternoon will be the Tampa version of the Cabana Sessions … The Bay Sessions. And Thursday will be a full day ending in the Craft Beer Bash.

- The venue holds up to 1,500 attendees.
- The Proof of Concept Pavilion will be back at S4x27. When asked, "Should we bring back (an improved) POC Pavilion to S4x27? 76.3% of respondents said yes.
- The Welcome Party will be back at Sparkman Wharf, which includes Splitsville, Lighthaus Beer Garden, the Sparkman lawn and stage, and more. It was a big hit at S4x25.
- The Cabana Sessions will be replaced with the Bay Sessions. This will be on the Marriott deck overlooking the Bay and includes a variety of options.
- The S4 Indoor Café will be back on the third floor and run very similar to the S4 Café at S4x26.
- The S4 Outdoor Café will be on the 6th floor yard by the pool. We have learned what works in this spot and changed the concept.
- We will bring back and expand the Birds Of A Feather workshops.

JW Marriott Tampa Water Street

This 5-star hotel opened in 2021 in the booming and vibrant Water Street Tampa area. It has 519 rooms and is connected via a skybridge to a Marriott with 750 rooms. The event related rooms described in this document have a link to a great photo, info, and ability to virtually tour the room and surrounding area.

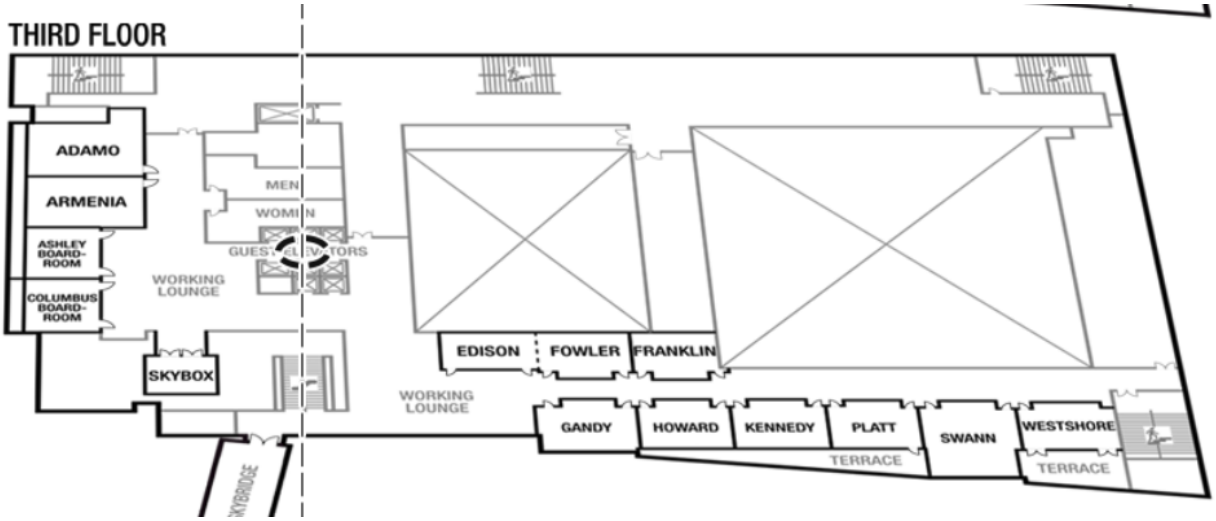
The S4x27 conference area is on the 2nd, 3rd and 4th floors.



Fourth Floor Activities

- The Main Stage and Stage 2 will be in the Tampa Bay Pavilion.
  - Pinellas will be the Green Room
- S4 Prime Rooms (SOLD OUT)
  - Hillsborough 29'x 41'

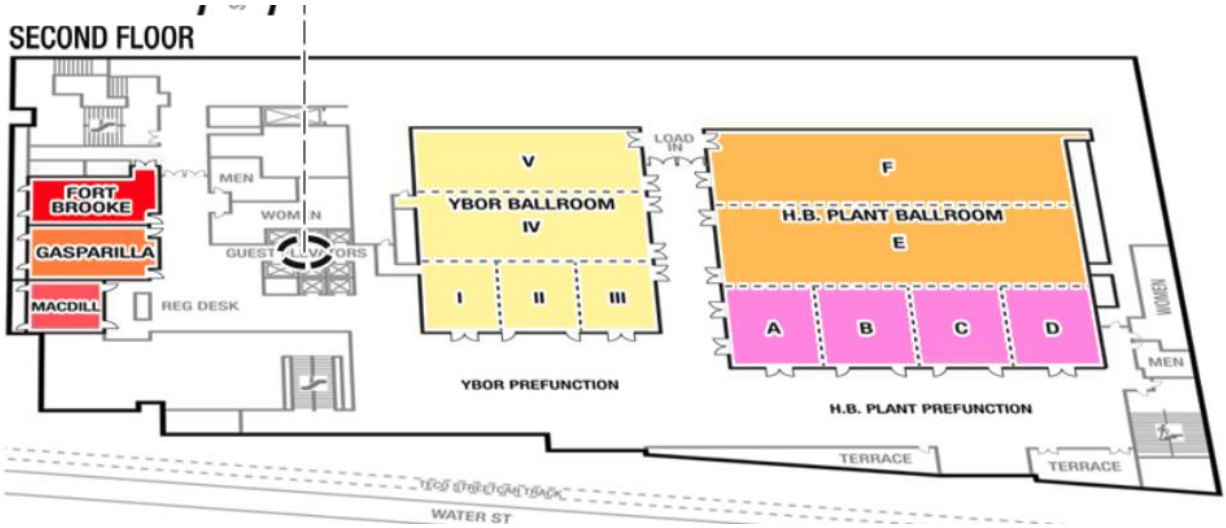
- Manatee 26’ x 41’
- Pasco 28’ x 41’



Third Floor Activities

The third floor does not have any stages. It's for Prime Rooms, the Indoor S4 Cafe, Board Room Meetings, the S4 Book Store, and other smaller activities such as the podcast studio, board rooms, ICS Escape Room and more.

- S4 Prime Rooms (SOLD OUT)
    - Adamo 30' x 42'
    - Armenia 26' x 42'
    - Gandy 22' x 29' with a wall that opens to the Working Lounge
    - Edison & Fowler 20'x52' with a temporary wall that can split the room in two
- S4 Indoor Cafe in the Working Lounge
- Columbus Board Room (22' x 29') and Ashley Board Room (22' x 29') available for rental or pro bono meetings



Second Floor Activities

- Stage 3, the POC Pavilion Stage, and Birds of a Feather activities in Ybor Ballrooms
- Lunch in H.B. Plant Ballroom.
- POC Pavilion participants will be in Ybor and H.B. Plant Prefunction. Two larger POC Prime Rooms are SOLD OUT.
- Lunch Sponsors in H.B. Plant Prefunction

The Bay Sessions (MAJOR UPDATES In This Version)

Watch this video for more information.

The S4 Cabana Sessions have been a sponsor and attendee favorite since we introduced them in 2016. There is something about a social event in daytime that leads to longer and better conversations. And according to our sponsors results in sales or leads moving well down the funnel. We are attempting to recreate and even improve the Cabana Sessions in Tampa with the Bay Sessions.

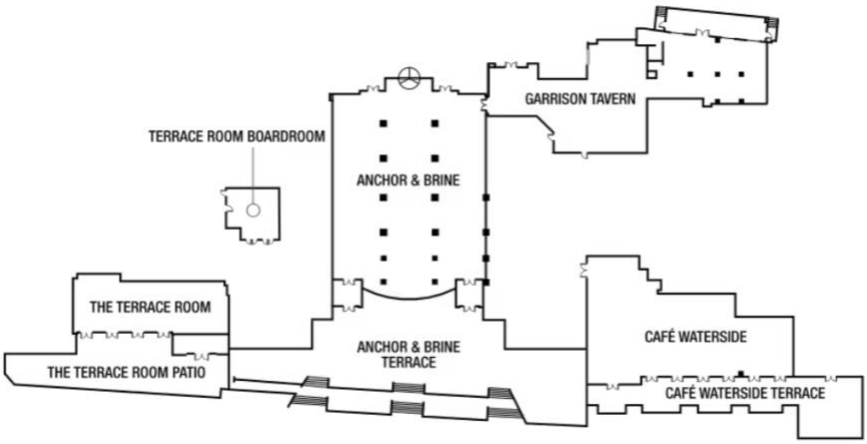
The Bay Sessions will take place from 1PM – 5PM on Wednesday (the middle day at S4). At 1PM all the stages and everything else closes at S4, and all attendees head to the Bay Sessions for lunch and a plethora of activities.

The Bay Sessions will be held on the bayside deck and the dock of the Marriott Water Street. We have The Terrace Room Patio, Anchor & Brine Terrace, and Café Waterside Terrace plus four boat slips across the Tampa Riverwalk. We will also have the inside Anchor & Brine Bar, the inside Terrace Room and Café Waterside for installations and activities.

There are six different Bay Sessions Sponsor Packages:

1. Bay Sessions Boat Sponsor (Qty 3) SOLD OUT
2. Bay Sessions Deluxe Sponsor (Qty 2) SOLD OUT
3. Bay Sessions Anchor & Brine Sponsor (Qty 2) SOLD OUT
4. Bay Sessions Sponsor (Qty 4) SOLD OUT
5. Bay Sessions Library Sponsor (Qty 1)
6. Bay Sessions Floating Dock Sponsor (Qty 1)

Since this is new, please ask any questions and watch the video to better understand the sponsor options.



The Bay Sessions Venues

Bay Sessions Library Sponsor (1 @ $40K)

The library can seat 20 for a meal and host at least 40 for a reception. This is a complex package, that if done right, could be fantastic.



It has three parts:

Part 1 Arrival

The library is a room that is part of Café Waterside. Half of the attendees will be directed towards the buffet lunch installation in Café Waterside and will need to walk through the Library. From 1PM – 2PM the sponsor must leave an 8’ wide walkway through the library, and you will have an opportunity for a quick interaction (seconds) with half of the S4x27 attendees. Ideal for a quick giveaway or pitch to bring them back.

Part 2 Bay Sessions Event

After the attendees arrive, and no later than 2PM, the sponsor can spread out to utilize the whole room for an exhibit area. This is unlikely to be a high traffic area so you will need to have a draw to get people to the Library.

Part 3 Post Bay Sessions

This may be the best part. When the Bay Sessions end you could host a reception, dinner, game night, whatever you want in this space until 10PM as long as you meet a food and beverage minimum of $6,000 with the Marriott hotel.

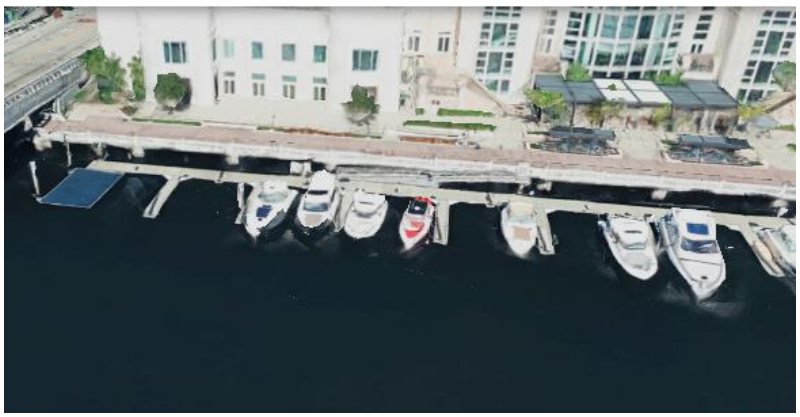
The Bay Sessions Library Sponsorship Includes:

1. Restricted use of the Library until 2PM. There must be a clear 8’ wide walkway through the Library.
2. Use of the entire Library until 5PM.
3. Continued use of the entire Library until 10PM with a commitment to purchase a minimum of $6,000 food and beverage from the Marriott.
4. Four S4x27 tickets for your team. (All sponsor participants will require a S4x27 ticket to attend the Bay Sessions.)
5. Promotion of the Bay Sessions Sponsorship on the S4xEvents site, mobile app, and signage.
6. 1 slide in Main Stage, Stage 2 and Stage 3 break slides on Wednesday.
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.

Bay Sessions Floating Dock Sponsor (1 @ $25K)

This is an unusual package, the only package on the water during the Bay Sessions, that could be great. It is a 30' x 20' floating dock. It can hold about 15 people with furniture on it. There is no power on the floating dock.



Attendees can bring plastic cups (provided by the venue) with drinks from the Bay Sessions bars to the dock, or you could have it catered by the Marriott.

The Bay Sessions Floating Dock Sponsorship Includes:

1. A 30' x 20' floating dock just on the Bay by the Bay Sessions venue. It's a blank, flat, dock. Marriott can provide tables and chairs. Marriott can provide rope and stanchion along the edges to reduce fall-in risk.
2. Two S4x27 tickets for your team. (All sponsor participants will require a S4x27 ticket to attend the Bay Sessions.)
3. Promotion of the Bay Sessions 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.

Daily S4 Indoor Cafe Sponsor (Thursday: $20K, Tuesday and Wednesday SOLD OUT)

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 Cafe is on the third floor. It will seat up to 36 people and have the vibe of a high end café serving espresso, lattes, cappuccinos, juices, sodas along with some snacks and food. We are thinking omelets and crepes during certain time periods and smaller items during others.

There will be tables and chairs for groups. And some table/bar seats 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 - 45 minutes in the Cafe if there is a wait. There will be no standing in the Indoor S4 Cafe. The Indoor S4 Cafe will be open from Tuesday 8AM – 5PM, Wednesday 8AM – 1PM, and Thursday from 8AM – 3PM.

Indoor S4 Cafe Sponsor Benefits:

1. A pullup sign with the sponsor's logo at the S4 Indoor Café entrance on the day of sponsorship.
2. A 6' rectangular table nearby the S4 Indoor Café. (see S4 Events for exact location) You can use this as a typical exhibit location. There will be power at this table.
3. A reserved table with four chairs in the S4 Indoor 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 S4x27 tickets. (All sponsor attendees require a ticket to access the S4 Indoor Cafe)
5. Logo on the s4xevents.com site and mobile app as a sponsor.
6. One slide in the Main Stage, Stage 2 and Stage 3 break slide deck will promote the S4 Indoor Cafe and your sponsorship on the day you are a sponsor.
7. App permissions to scan attendee QR codes to get contact information.

Daily S4 Outdoor Cafe (2 Sponsors Each Day, Tuesday $30K, Wednesday $15K, and Thursday $20K)

The S4 Outdoor Cafe is on the sixth floor, a direct elevator ride up from the event space. There will be seating for 40 people. The S4 Outdoor Café serves espresso, lattes, cappuccinos, juices, and sodas, along with a light snack. After noon, we will also offer a choice of a small number of light drinks with alcohol (such as spritzers).

The sponsor will have the cabana in the center or right (see picture below); S4 will provide tables and chairs available from the JW Marriott as requested. There will be power to this table for live demos. The cabana on the left is where S4 attendees will order drinks prior to sitting down.



There will be tables and chairs for groups. Attendees will be limited to 45 minutes in the S4 Outdoor Cafe. There will be no standing in the S4 Outdoor Cafe. Attendees will walk up and order their drink and

then be given a numbered device to take to their seat. The server will deliver the drink and snack when ready. They will not deliver any drink or snack to someone standing.

The S4 Outdoor Cafe will be open from Tuesday 10AM – 5PM, Wednesday 10AM – 1PM, and Thursday from 10AM – 3PM.

Outdoor S4 Cafe Sponsor Benefits:

1. Sponsor signage near the entrance to the Outdoor S4 Café the day of sponsorship.
2. A 6' rectangular table in the Outdoor S4 Café under a cabana on one side of the middle service cabana. Standard 20Amp electrical power is available in the Cabana.
3. Two S4x27 tickets for your company attendees. (All sponsor attendees will require a ticket to access the Outdoor S4 Cafe)
4. Logo on the s4xevents.com site and mobile app as a sponsor.
5. One slide in the Main Stage, Stage 2 and Stage 3 break slide deck will promote the Outdoor S4 Cafe and your sponsorship on the appropriate day.
6. App permissions to scan attendee QR codes to get contact information.

   Note: If there is a weather event the Outdoor S4 Café will move inside to the 2nd or 4th floor.

Small Company Sponsor Opportunities

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

Craft Beer Bash Sponsor (3 Total, $5,000)

After the S4x27 final session on the Main Stage, we open up the craft beer for a farewell toast in what we call the Craft Beer Bash. It lasts 60 minutes. The Craft Beer Bash Sponsor Package includes:

- A 10'x10' exhibit area in the Craft Beer Bash. We will provide tables and standard power to the exhibit area.
- 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 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.

Sold Out Packages

S4 Prime Sponsor (SOLD OUT ~~8 @ $60K~~)

A S4 Prime Sponsor can have other vendors 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 JW Marriott venue we have an opportunity to take this to the next level. **The S4 Prime Rooms**

vary in size and most are ~30' x 40', over twice as large as the rooms at S4x26. Click on the links for the rooms above by 3rd and 4th floor plans to see the picture, dimensions and location. The large rooms can hold 75 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. They are spread out throughout all three floors. It is important you have a plan that will cause the S4 attendees you seek to come to your room.

In your S4 Prime Room you can:

- Give presentations - - your room is like another track at S4 and will be included as Prime Room sub-sessions in the agenda.
- Provide training.
- Have an in-depth demonstration or learning technical environment. You may want to invite some of your partners to have people and product in the room.
- Lunch and learns (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).

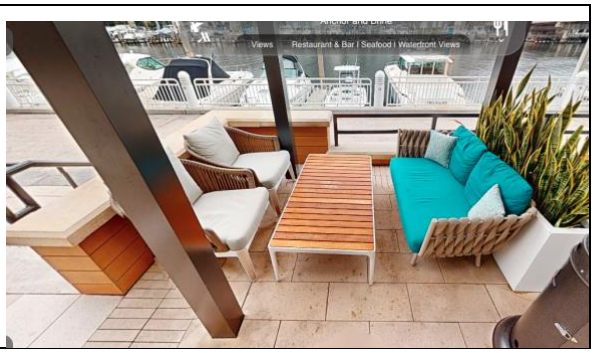
  And it's big enough that you can have multiple things happening at once.

The S4 Prime Sponsor Package include:

1. Use of one of a S4 Prime Room on the 3rd or 4th floors. (Select your room preference in the application) during the following hours: Monday 1PM – 6PM, Tuesday 8AM – 5PM, Wednesday 8AM – 1PM, and Thursday 8AM – 2PM.
    a. Average room size: ~30' x 40', check the size of the room you select
    b. Access to the room for setup is available at 5PM on Sunday.
    c. S4 will provide tables and chairs as requested.
    d. Additional AV equipment/services and furniture can be contracted by the Sponsor through the hotel and expo services.
    e. Food and drink can be contracted by the Sponsor through the hotel.
    f. Sessions all four days will be listed as Prime Room sub-session agenda items in the S4 mobile app (subject to S4 approval).
2. Four tickets to S4x27 (for your company attendees).
3. Four tickets to S4x27 for your customers (must be asset owners as determined by S4 Events).
4. One slide in the Main Stage, Stage 2 and Stage 3 Break Slide Decks.
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.

Bay Sessions Deluxe Sponsor (SOLD OUT ~~2 @ $40K~~)





The Bay Sessions Deluxe Sponsorship Includes:

1. A 27’ x 6’ covered structure right in the middle of the Bay Sessions, the most desirable spot. Note the space has two cement planters that separate the space into three areas. These cannot be moved, see picture.
2. Four S4x27 tickets for your team. (All sponsor participants require a S4x27 ticket to attend the Bay Sessions.)
3. Promotion of the Bay Sessions Deluxe 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

Bay Sessions Boat Sponsor (SOLD OUT 3 @ $50K)

This is a combination of a larger, 150 sq foot minimum, exhibit area during the Bay Sessions and a two hour sunset cruise (90 minutes on the water, sunset is 6:17PM) for 40 people, including your team, of your choosing immediately after the Bay Sessions. The concept is you either:

1. Bring your prospects and clients on the boat, or
2. Use the sunset cruise ticket on your boat as a lure to get people to visit your Bay Sessions location.
3. Some combination of these or anything else. You decide who gets on the boat.

This package includes beer, wine and soft drinks on your boat for all of your passengers.

The boats are the larger water taxis used in the Bay. They leave from a pier less than a 5 minute walk from the Bay Sessions. Pictures of a representative boat (your boat may be different) are below.





Your exhibit area will either be a 20’ wide by 8’ deep area under the awning on the Café Terrace Patio (see picture below on the right) or a 15’ wide by 10’ deep area (10’ x 10’ tented) on the walkway towards the Café Terrace Patio (see picture below on the left).





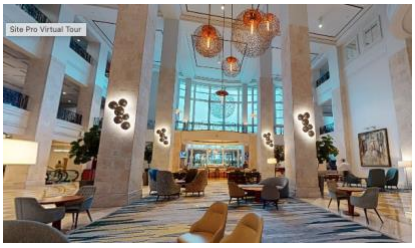
The Bay Sessions Boat Sponsorship Includes:

1. A 150 sq ft exhibit area in the Bay Sessions.
2. Four S4x27 tickets for your team. (All sponsor participants will require a S4x27 ticket to attend the Bay Sessions.)
3. A sunset cruise on a boat for up to 40 people. This includes simple appetizers, beer, wine, and soft drinks for all passengers. Sponsor determines who gets a ticket for their boat.
4. Promotion of the Bay Sessions Boat Sponsorship on the S4xEvents site, mobile app, and signage.
5. 1 slide in Main Stage, Stage 2 and Stage 3 break slides on Wednesday.
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.

Bay Sessions Anchor & Brine Sponsor (SOLD OUT 2 @ $40K)

While the Bay Sessions is primarily an outdoor event, we also have the Anchor & Brine indoor bar. This is a beautiful bar with big windows overlooking the bay. Attendees coming to the event will see your exhibit area as they walk into the event (maybe you have something quick and fun for them to grab), and then anyone coming inside the bar will have a hard time not seeing your exhibit.



The Bay Sessions Anchor & Brine Sponsorship Includes:

1. A 150 sq ft minimum exhibit space in the inside Anchor & Brine. There is currently one table in each planned exhibit area that can't be moved; this table would be ideal to incorporate into your Bay Sessions exhibit plan.
2. Four S4x27 tickets for your team. (All sponsor participants require a S4x27 ticket to attend the Bay Sessions.)
3. Promotion of the Bay Sessions Anchor & Brine 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

Bay Sessions Sponsor (SOLD OUT 4@$25K)

The Bay Sessions Sponsorship Includes:

1. A 10' x 10' outside tented area on the Terrace Room Patio. (All furniture, AV, and other materials must be in tented area)
2. Two S4x27 tickets for your team. (All sponsor participants will require a S4x27 ticket to attend the Bay Sessions.)
3. Promotion of the Bay Sessions 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.

Birds Of A Feather Sponsors (SOLD OUT, 2 @ $10K)

Sectors: Electric and Manufacturing on Wednesday, 10:00 – 13:00

The Birds of a Feather sessions will be held in Stage 3. There will be a 45 to 60 minute program / moderated discussion for the electric sector and another the manufacturing sector with a break in between. This sponsor package allows you to have a tabletop in the back of Stage 3 for these three hours on Wednesday at S4x27.

The Birds of a Feather Sponsorship Includes:

1. A 10'x10' exhibit area in the Birds of a Feather room. S4 will provide tables and chairs as requested.

2. One S4x27 ticket for your team. (All sponsor participants require a S4x27 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.

Proof of Concept (POC) Pavilion (SOLD OUT, 8 @ $30K)

S4 introduced the POC Pavilion at S4x26 as a way of showing live demos of security solutions to asset owner problems. Booz Allen played the role of automotive factory asset owner and 8 vendors installed and demoed their solution. While there is a lot we will improve, 76% of the attendees said they want it back for S4x27.

The Ybor Prefunction area will hold the POC Pavilion's twelve 9' deep x 12' wide sponsor exhibits. The live demos will occur on a stage in the Ybor ballroom. There are two POC Prime Rooms, 28' x 41' (Fort Brooke & Gasparilla). The POC Prime Rooms combine the benefits of the Prime Room and POC Pavilion packages. Participation in the POC Pavilion is required for all packages.

We will take the lessons learned from S4x26 to make this an even better experience for the Pavilion sponsors and the attendees. As in S4x26, potential POC Pavilion Sponsors will need to answer four questions and provide a live demo of their solution:

1. What problem is your solution solving for the asset owner?
2. What are the criteria to determine if your solution is successful?
3. How long did it take to implement the solution?
4. How much does the solution cost at deployment and annually?

IMPORTANT: All POC Sponsors are required to install on a POC Pavilion provider OT system and do a live demo showing how they are answering the four questions. The contract is clear that if this is not done the sponsor will be removed, even if this happens as late as the Sunday / Monday before the event.

This package includes:

1. 9' deep x 12' wide space in the POC Pavilion.

   The Pavilion will be open Monday 3PM – 6PM, Tuesday 8AM – 5PM, Wednesday 8AM – 1PM, and Thursday 8AM – 3PM. Setup will begin at 5PM on Sunday.
2. Integration support with the POC system brought by the POC Pavilion Provider.
3. Tables and chairs as requested.
4. Two tickets for S4x27 for your company attendees. (All sponsor participants require a ticket to enter the POC Pavilion and anywhere else in S4)
5. A 45-minute live demo session on the POC Pavilion Stage.
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.

Lunch Sponsors (Sold Out, 4 @ $12,500)

Lunch will be served in a large ballroom. Three 10' x 10' exhibit spaces will be available near the entrance / exit for lunch (in the H.B. Plant Prefunction area) for the lunch sponsors from 10AM – 2PM.

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 tables and standard power to the exhibit.
2. App permissions to scan attendee QR codes to get contact information.
3. Two S4x27 tickets for your company.
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.

S4 Welcome Party Sponsor (3 Total, $15K, SOLD OUT)

A 10' x 10' tent on the edge of the Sparkman Wharf lawn for an exhibit during the Welcome Party. There will be at least 5' between tents so you can expand your conversations, but all signs and physical elements must be under the tent. The Welcome Party comes at the end of Day 1, from 5PM – 8PM, and is very well attended (over 90% of attendees have come to the Welcome Party). This is a twilight/early evening party, so view it as a branding opportunity rather than a time for deep technical discussions.

S4 Big Party Sponsor Benefits

1. A 10'x10' tent on the edge of the Sparkman Wharf lawn for an exhibit during the Welcome Party
2. Two S4x27 tickets for your company attendees. (All sponsor attendees will require a ticket to access the Welcome Party)
3. Logo on the S4x27 web site and mobile app.
4. One slide in the Main Stage, Stage 2 and Stage 3 on the Tuesday break slide deck.
5. App permissions to scan attendee QR codes to get contact information.

Note: In the event of rain your 10'x10' area would be moved under a protected area by the Lighthaus Beer Garden.