

Sponsorship Packages

The IoT Device Security Conference, now in its third year, is produced by OpenSystems Media's brands: Embedded Computing Design, IoT Design, Automotive Embedded Systems, and Industrial AI & Machine Learning. The 2020 IoT Device Security Conference will focus on securing all aspects of Industrial Environments, Automotive Platforms, and Mass-Market/Consumer Products, from the Edge to the Cloud, using techniques like AI and machine learning. The conference caters to Design Engineers, System Developers, Programmers, Engineering Managers and Directors, and C-Level Executives.

Sponsors of previous events included Arm, Cisco, Data I/O, Gyrfalcon Technology, Infineon, Inside Secure, Mentor, Mouser, Rubicon Labs, Samsung Artik, Synopsys, and other vendors focused on security issues in IoT, AI, and Machine Learning devices. Those events averaged more than 300-500 registered design-focused attendees.

Suggested Topics

Track 1: Industrial, Part 1

- Hardware Security for Critical Systems
- Data Leakage/Loss from Unexpected Sources (Power Failures, etc.)
- Writing Small, Fast, and Secure Industrial Code
- Using Artificial Intelligence to Detect Security Anomalies
- Counterfeit Chip Detection

**Panel Session 1:
Securing Industrial Environments
(specific topic TBD)**

Track 3: Industrial, Part 2

- Dealing with Workload Consolidation in Industrial Environments
- Integrating Enterprise and Field Network Security
- Robust On-Premise Industrial Device Management
- Securing Retail Networks
- Security Standards for Industrial Applications

**Panel Session 3:
Securing Industrial Environments
(specific topic TBD)**

Track 2: Automotive

- Locking Down Automotive ECUs and Endpoints
- Secure Development in Mixed-Criticality Environments
- Maintaining Integrity of In-Vehicle Networks
- Securing Real-Time V2X connections
- Cloud-based Device Management for Connected Vehicles
- ISO 26262 Update

**Panel Session 2:
Securing Automotive Platforms
(specific topic TBD)**

Track 4: Consumer/Mass Market

- Low-Cost Hardware/MPU Protection for Consumer Devices
- Developing Robust, Secure Firmware and Software in Tight Timeframes
- Low-Overhead Encryption for Resource-Constrained Systems
- Device Management at Massive Scale
- What's "Good Enough" For Consumer Applications?
- Recognizing and Remediating Vulnerabilities Post Deployment

**Panel Session 4:
Securing Mass-Market/Consumer Products
(specific topic TBD)**

Sponsorship Packages

Platinum Keynote Package \$25,000 (2 available)

- Exclusive Keynote Address
- Registration list of attendees
- Prominent exhibit space (Tabletop, with power and basic wireless Internet)
- Top Things to See at IoT Device Security Conference
- In-Booth Video with Editorial Team, hosted on ECD, featured in Embedded Daily and pushed out on social media
- Social media coverage
- Press release written and featured on embedded-computing.com, featured in the Embedded Daily eNL
- Platinum sponsor logo featured on all print signage and mailers, online and email campaigns

Gold Panel/Booth Package \$12,000

- Panel session participation
- Registration list of attendees
- Exhibit space
- Top Things to See at IoT Device Security Conference
- In-Booth Video with Editorial Team, hosted on ECD, featured in Embedded Daily and pushed out on social media
- Social media coverage
- Gold sponsor logo featured on all print signage and mailers, online and email campaigns

Silver Panel/Booth Package \$8,000

- Panel session participation
- Exhibit space
- Top Things to See at IoT Device Security Conference
- In-Booth Video with Editorial Team, hosted on ECD, featured in Embedded Daily and pushed out on social media
- Social media coverage
- Silver sponsor logo featured on all print signage and mailers, online and email campaigns

Bronze Booth Package \$5,000

- Exhibit space
- Top Things to See at IoT Device Security Conference
- Bronze sponsor logo featured on all print signage and mailers, online and email campaigns

Ala carte options

- Panel participation only \$4,000
- Dev Kit Give-away to first 100 registrants \$5,000
- Dev Kit raffle \$3,000 – we will raffle five Dev Kits
- Lanyard sponsor \$3,500 (includes cost of lanyards)
- Bag sponsor with one insert \$3,500 (includes cost of bags)

Lunch/Booth Package \$8,000

- Recognized as Exclusive Lunch sponsor
- Exhibit space
- Top Things to See at IoT Device Security Conference
- Logos on all pre-show and post-show promotions

Coffee Break Package \$8,000

- Recognized as Exclusive Coffee Break sponsor
- Exhibit space
- Top Things to See at IoT Device Security Conference
- Logos on all pre-show and post-show promotions

Cocktail Reception/Booth Package \$8,000

- Panel session participation
- Exhibit space
- Top Things to See at IoT Device Security Conference
- In-Booth Video with Editorial Team, hosted on ECD, featured in Embedded Daily and pushed out on social media
- Social media coverage
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Demographics

Registrations by Type of Business:

IP/Integrated Circuits: 29.7%
Software Provider: 35.6%
System Integrator: 34.1%
OEM: 39.1%
IoT Systems Developer: 59.7%
Consultancy: 12.1%
Other: 7.8%

Registrations by Job Title:

President/CEO: 17.4%
COO/CO: 4.8%
EVP/SVP/VP/Director Engineering/Research/Technology: 7.7%
Engineering VP/VP Operations: 11.8%
Engineering Director/Manager/Supervisor: 27.4%
Engineer/Designer/Programmer/Researcher: 26.2%
Consultant/Other: 4.7%

Interested in a pre-con before, after or during event? Email patrick.hopper@opensysmedia.com for details.