

# Fourth Annual IoT Device Security Conference (DSC)

November 9th, 2021

[iotdevicesecurityconference.com](http://iotdevicesecurityconference.com)

Securing today's connected devices through AI and machine learning and other techniques.

## Platinum Sponsor: Solo Webcasts (4 available)

- Receive 100% mindshare and leads
- 60-minute solo webcast
- Turn-key solution including promotion and production
- **Sponsor benefits:**
  - Industry leading editor to consult on industry trends and talking points, offer best practices, plus moderate, set the tone, and manage Q&A
  - Dedicated online manager to handle timeline, deliverables and logistics
  - Webcast featured on one GDPR-compliant registration page
  - Embedded Executives podcast interview with EVP Rich Nass
  - Prominent branding in/on all promotions - sites, email blasts, YouTube, digital newsletters, podcasts and social media
  - Promotional material for social media
  - Leads from webcast via link for one year

**Price: \$10,000**

**Deadline: 9/17/21**

## Silver Sponsor: Video Solutions Technical Training with leads

- 100% mindshare and leads
- Up to a 30-minute on-demand technical training video
- Turn-key solution including promotion and production
- **Sponsor benefits:**
  - Editorial team will produce, moderate, and record Zoom interview with your subject matter expert
  - Production team to provide light editing, logistics, registration and promotions
  - Technical Training featured on one GDPR-compliant registration page
  - Listing on IoT DSC Agenda for on-demand viewing
  - Inclusion in promotions - sites, email blasts, YouTube, digital newsletters and social media
  - Email blast to 10,000 targeted engineers before the event
  - Promotional material for social media
  - Leads from technical training for six [6] months

**Price: \$6,500**

**Deadline: 9/17/21**

## Gold Sponsor: Virtual Door Prize Sponsor

- Provide your security-related product(s) (i.e. 30-day software trial) to be given away as virtual door prizes to live attendees
- Company logo featured on IoT Device Security Conference site
- Moderator will host giveaway at end of each session
- Attendees must be present during session to be eligible
- Sponsors receive all GDPR-compliant leads to all co-sponsored webcasts

**Price: \$10,000**

**Deadline: 10/9/21**

## White Paper Campaign

- Educate and influence engineers. Receive leads.
- **Sponsor benefits:**
  - Hosting on embeddedcomputing.com for six [6] months
  - Listing on IoT Device Security Conference Additional Resources page
  - Custom email blast to target audience featuring white paper
  - Inclusion in promotions - sites, digital newsletters, and social media
  - Leads from white paper for six [6] months

**Price: \$5,250**

**Deadline: 10/15/21**

## Native Ad

- Educate and influence engineers
- **Sponsor benefits:**
  - Hosting on embeddedcomputing.com as sponsored content
  - Listing on IoT Device Security Conference Additional Resources page
  - Embedded Daily eNewsletter sponsored content listing
  - Social media push to over 30,000 global followers (Twitter, Facebook and LinkedIn)
  - Delivering 15,000 impressions guaranteed

**Price: \$2,000**

**Deadline: 10/15/21**

## Educate, engage & receive leads

### One full-day event featuring:

- 4 live moderated sessions
- More than 12 Video Solutions Technical Trainings
- White papers
- Sponsored content

### 2020 IoT DSC Metrics

- More than 1,300 engineers participated in 20 sessions
- 8,932 total leads across all webcasts
- 446 average registrations per track

### Demographics

- 43% North America
- 28% APAC
- 26% EMEA
- 3% South America

### Job Function

- 32% Engineer/Developer
- 39% Manager/Director/Lead
- 18% C-level/Executive

 **iot device security conference**

**Embedded**  
COMPUTING DESIGN