

fwd:cloudsec Europe 2024 Sponsorship Prospectus

<https://fwdcloudsec.org/>

Conference Details

Thank you for your interest in supporting fwd:cloudsec Europe 2024!

Conference Overview

fwd:cloudsec is a grassroots, nonprofit conference focused on cloud security, bringing together industry leaders who are doing hands-on work to shape the future of this increasingly important industry. Our vision is world-class cloud security for all, so we focus on being practical, open, independent, and accessible for those interested in all areas of cloud security.

Expect discussions about the major cloud platforms, attack and defense research, limitations of security features, pros and cons of different security strategies, and generally the types of things cloud practitioners need to know, but that don't fit neatly into a cloud provider's conference schedule.

fwd:cloudsec has been delivering on our vision of bringing together the cloud security community since 2020.

This year, we're launching fwd:cloudsec Europe for the first time. The motivation behind bringing fwd:cloudsec to Europe is to align with our vision to make world-class cloud security accessible to everyone, and now an even larger audience that can attend in-person.

We have decided on Brussels for our inaugural edition as the city meets our criteria of being accessible to a wide variety of countries and having the vibrant atmosphere we seek for our conference. The conference will showcase distinct and original content not previously presented at fwd:cloudsec North America or other conferences.

Key Information

- **Conference Location:** [nhow Brussels Bloom](#), and streamed online
- **Conference Date:** Tuesday, September 17th 2024
- **Audience:** Cloud Security Practitioners and anyone with interest for Cloud Security topics
- **Expected Number of In-Person Attendees:** 200
- **Organizers:** Aaron Zollman, Ben Bridts, Chris Farris, Christophe Tafani-Dereeper, Karim El-Melhaoui, Nick Jones, Sochima Okoye

Sponsorship Interest

In past years, we've sold out of sponsorships quickly. We want to prioritize sponsors who will best support our mission - not just vendors who will show up with a product demo and sales development reps. To that end we ask that our sponsors be ready to contribute to the atmosphere of the event: bring experts, run contests, or show off something new. In our experience, sponsors who go above and beyond get better returns on investment.

fwd:cloudsec is about building relationships, not collecting leads, and successful sponsors will prioritize building quality relationships over transactional interactions.

If you would like to move forward with sponsoring fwd:cloudsec, please fill out the [Sponsorship Interest form](#), providing your company's information and indicating your preferred level of sponsorship. All responses received by February 23rd, 2024, will be given equal consideration (earlier responses will **not** be treated as first-come-first-served), so if you are interested, please take some time and think about how you can make fwd:cloudsec a successful experience for both your organization and the broader community.

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In the interest of protecting attendee privacy, fwd:cloudsec will not be providing information about any attendees. We also do not require any sort of registration to view our live streams and do not have a way of scanning badges for leads.

Key Dates

February 23rd, 2024 - Initial call for sponsors closes

March 8th, 2024 - Sponsors notified

April 8th, 2024 - Signed Sponsor agreements returned to fwd:cloudsec

August 1st, 2024 - Sponsor logos and 280 character descriptions due

August 15th, 2024 - Sponsorship payments due

Virtual Conference Details

In addition to the in-person conference, the conference will be streamed online and will be free for virtual attendees. In the unfortunate and unlikely circumstances that a public health emergency prevents us from meeting in person, the conference will still be held virtually. If fwd:cloudsec does not host an in-person event, fwd:cloudsec will refund 50% of your payment while maintaining logo related obligations in the streamed content and on social media.

2023 Conference Review

Our 2023 conference, held in Anaheim, California, sold out in less than 24 hours over two rounds of ticketing, and we saw over 350 attendees from all over the world. There were 39 sessions presented by some of the leading figures in the cloud security community, focused on attack, defense and governance. The live stream and the sessions on YouTube registered nearly 1700 views during the conference.

With the money from our sponsors, we were able to provide travel stipends to folks early in their careers. Our sponsors enable us to keep ticket prices at a reasonable cost and the live stream free to everyone. We were able to cover hotel rooms for a number of our speakers.

Testimonies from industry figures:

"I see a lot more traffic / impact from fwd:cloudsec." - [Corey Quinn](#)

"Genuinely the best conference I've ever been to. Got to listen to some extremely impressive talks and hang out with very clever people. The catered lunch even included a brownie, what's not to love?!" - [Aidan Steele](#)

"Best conference of the year, @fwdcloudsec" - [Ian Mckay](#)

"~~100~~ agree. If you work in Cloud, responsible for some part of it or are just wanting to learn from the best minds in CloudSec, @fwdcloudsec is by far and away the best conference to attend." - [Chester Le Bron](#)

"One final @fwdcloudsec appreciation post: It was legitimately the best con I have ever attended. Hands down. Gathering some of the brightest minds in the cloud security community for two days of AMAZING talks. I had never been in person before and now I will never miss it." - [Nick Frichette](#)

Previous year's conference recordings can all be found at <https://www.youtube.com/@fwdcloudsec/videos>

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Sponsorship Packages

Sponsorship Packages

We are offering three tiers of sponsorships: Gold, Silver, and Bronze. Below is a comparison of these tiers..

	Gold	Silver	Bronze
Packages Available	2	4	6
Conference Badges Included ¹	3	2	1
Guaranteed Speaking Slot	×	×	×
Logo on Website ²	✓	✓	✓
Social Media Acknowledgement ³	✓	✓	✓
Acknowledgement During Conference ⁴	✓	✓	✓
Preferred Table ⁵	✓	×	×
Standard Table ⁶	×	✓	×
Select Table ⁷	×	×	✓
Cost	8,000 €	6,000 €	4,000 €

¹ Conference Badges are transferable and only required to attend the sessions. Sponsors are entitled to a reasonable number of booth-staff badges for staffing their table.

² The gold sponsor logos will appear the largest and at the top of the web page, followed by the silver sponsor logos as the next largest and in the middle of the page. Bronze sponsor logos will appear the smallest and at the bottom of the page relative to the other logos. Logos will be added to the website when payment is received, but no later than two weeks before the start of the conference.

³ A tweet from the Twitter account, [fwdcloudsec](https://twitter.com/fwdcloudsec), as well as a post from our Mastodon account, [@fwdcloudsec@infosec.exchange](https://mastodon.social/@fwdcloudsec@infosec.exchange), will be posted to acknowledge the sponsorship

⁴ A 280 character description (that the sponsor will provide) will be shared between sessions in the conference (one sponsor before each session). It will be displayed on a slide visible to both in-person attendees as well as online attendees, and announced verbally by the MC.

⁵ The Preferred Table benefit allows for the gold sponsors to choose a table location among the table location options provided to them. A table location map will be provided for selection.

⁶ The Standard Table table benefit allows for the silver sponsors to choose a table location among the table location options provided to them. A table location map will be provided for selection.

⁷ The Select Table benefit allows for the bronze sponsors to choose a table location among the table location options provided to them. A table location map will be provided for selection.

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Sponsorship upgrade opportunity: After Party

For this first edition of fwd:cloudsec Europe, we offer the exclusive possibility to one Gold or Silver sponsor to upgrade their sponsorship, and be the Official fwd:cloudsec Europe 2024 After Party Sponsor!

We are still working through details of what it might look like but are envisioning a happy hour and networking at the venue after the talks. We anticipate the cost of this sponsorship opportunity will be between the cost of the Bronze and Silver sponsorship tiers, depending on pricing from our venue. If you are interested in this special opportunity, please indicate as such on the [sponsorship interest form](#).

Venue Information

The [nhow Brussels Bloom](#) is located in the lively Botanique area of Brussels, surrounded by parks, concert venues and art galleries.



fwd:cloudsec has negotiated a hotel room rate of 210 € per night (including VAT, not including city tax of 4.24 € per night per room). Confirmed sponsors will be provided a booking link. There are a number of restaurants within walking distance of the hotel.