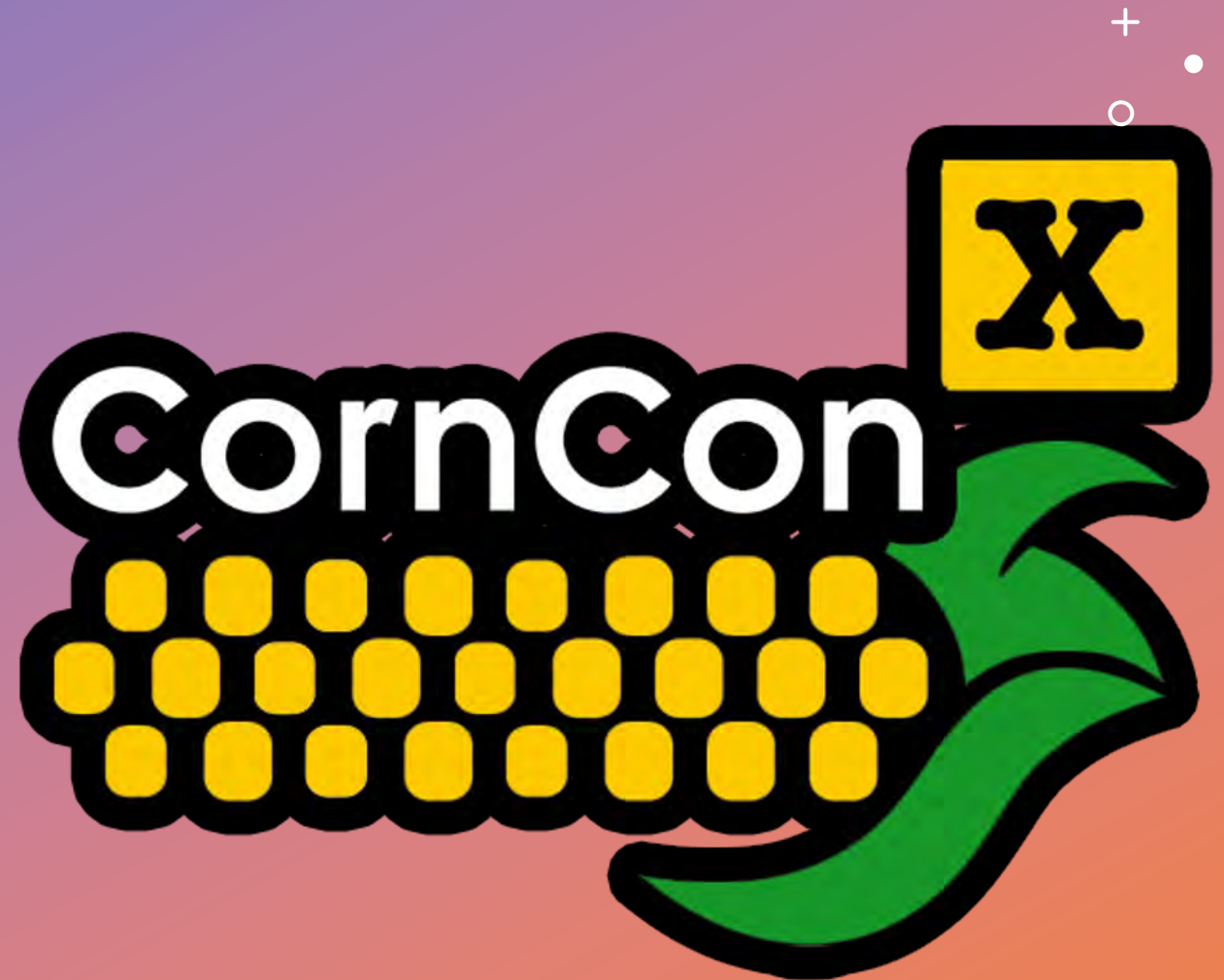# 2024 CornCon X Sponsorship Package

CornCon Cybersecurity Conference

RiverCenter · Davenport, IA · October 3-5, 2024

Sponsor Partnerships Built for Success

Prospective Sponsor:

On behalf of the entire team at Docent Institute, we welcome your support in becoming a Sponsor in supporting CornCon, the Quad Cities Cybersecurity Conference. Together, we will provide education and raise cybersecurity awareness with the public, IT and information security professionals, students, parents, and teachers through our annual cybersecurity conference and our kids' STEM camps. Our mission is to go beyond the typical conference and reach out to include women, minorities, and underserved communities to increase diversity in the cybersecurity profession. Your funding will help support our outreach efforts and innovative ways we hope to encourage young women and minorities to enter the field of cybersecurity, while at the same time elevating those already serving as practitioners. We believe that there are educational and employment opportunities to learn and find employment in the field of cybersecurity right here in Iowa!

Docent Institute organizes CornCon and our Kids' Hacker & STEM Camps, and donations are tax-deductible as an educational 501(c)(3) registered non-profit charity. Excess funds will be contributed to cybersecurity college scholarships and help support year-round STEM educational activities. In 2024, Docent established an ongoing college scholarship with ISSA Education Foundation.

We proudly present this proposal in the hopes of establishing a working relationship with your company, whether you are a new sponsor or long-time supporter. Docent Institute would enjoy promoting and further communicating your commitment to our inclusion, education, and public outreach efforts.

We look forward to elaborating and address any questions you would like to discuss. Thank you again for your interest in partnering with us to introduce new communities in the region to cybersecurity as a career and to help educate and better protect the security and privacy of area businesses and families.

Sincerely,

John Johnson

Dr. John D. Johnson

Founder and President, Docent Institute
john@docent.org
www.docent.org

About CornCon

CornCon was founded in 2015 by the Quad Cities Cybersecurity Alliance, in a partnership with the IEEE Computer Society and St. Ambrose University. Docent Institute was formed as a non-profit educational charity, expressly to manage this event, professional development and educational STEM events. CornCon is the kind of small, regional cybersecurity conference that people are looking for. People want to get out, connect with friends in person and not be overwhelmed by a 30,000-person conference. ONLY 2-HOURS FROM CHICAGO

- **Expected turn-out in 2024 is 400 - 500 people**
  - Past attendees: In 2023, CornCon hosted 350 practitioners, executives, students, educators, parents, community-members. The CISO Summit on Thursday had over 40 top security executives.
  - Companies represented include AT&T, Motorola, Northern Trust, Discover, John Deere, Facebook, Microsoft, Rockwell Automation, AFLAC, West Point, Premise Health, Kraft, Deloitte, CISA, DHS, Purdue University, Oak Ridge National Lab, EFF, Schneider Electric, Rock Island Arsenal.
  - Seeking diversity and underserved communities.

- **Expect to have 60+ expert speakers and activity leaders.**

- **Expect to have 150+ high school students for an introduction to cybersecurity on Friday and 100+ K-12 students at our Kids' Hacker & STEM Camp on Saturday.**

- **An exclusive expo hall with room for 30 exhibitors.**

- **There will be Hacker Village activities, such as**: Lockpicking, ICS, Vehicle Hacking, Hands-on Learning and more.

- There will be a **Thursday CISO Summit, Thursday CISO dinner**, **Friday speaker reception** and **Saturday After Party**, along with an electronic conference badge, t-shirts and swag, all available for co-branding.

- **Please visit https://corncon.net for an archive of past events, speakers and photos.**

About the Quad Cities

The Quad Cities is located on the Mississippi River, composed of several cities in Iowa and Illinois and with a metro population of approximately 400,000. Within a couple hours, you have major metropolitan areas with a combined 37 million people: Chicago, St. Louis, Des Moines, Omaha, Minneapolis, Detroit, Kansas City and Indianapolis. (Wikipedia)

It is easy to drive and fly to the Quad Cities. The Quad Cities International Airport (code MLI) has direct flights on major carriers to large hubs, such as Chicago O'Hare and Detroit and you are within 2 hops of most US airports.

Major employers in the Quad Cities include John Deere, Rock Island Arsenal, Genesis Health Systems, Hy-Vee, HNI Corp., Arconic, Tyson, The Kraft Heinz Company and a growing base of mid-sized manufacturing companies.

Davenport is just a 2-hour drive from Chicago!
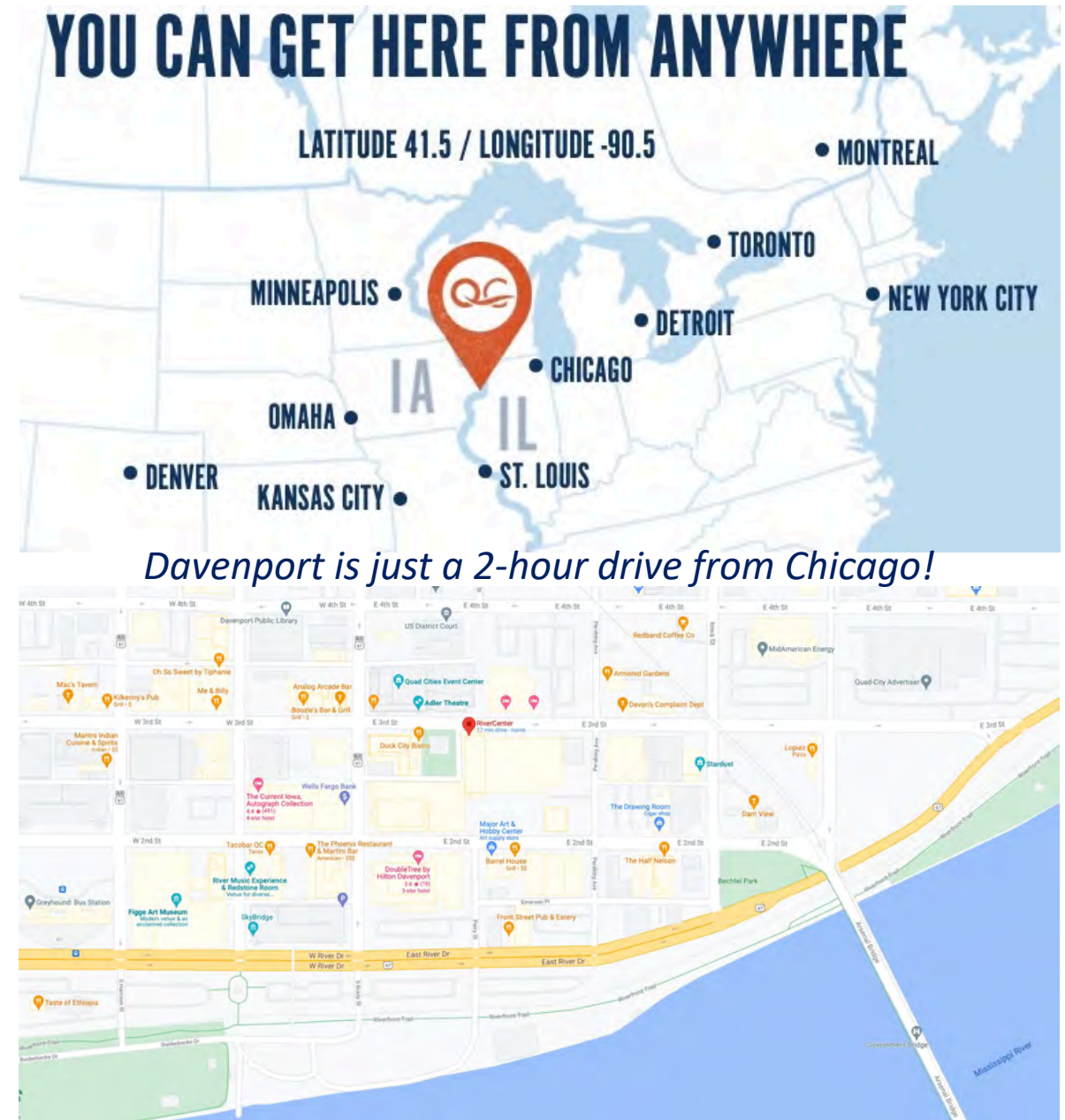
About the Venue

Davenport RiverCenter, 2021 State St, Bettendorf, IA 52722

The convention center has 100,000 square feet of space, with 10 (expandable) conference rooms and two great halls.

The RiverCenter is located in downtown Davenport, Iowa. The venue is connected to the Blackhawk Hotel and is conveniently located within a short walk to other hotels, restaurants, entertainment and the Mississippi River. Attendees will receive a special discount code for hotels.

The regional airport is Quad Cities International Airport (MLI) is less than 5 miles from the venue and the hotel offers a free airport shuttle.

Previous K-12 Hacker. & STEM Camps

Note: The student program is in another building and not a part of the main conference

CornCon IV
QC Cybersecurity Conference & Kids' Hacker Camp

COMING SEPTEMBER 7-8, 2018
HARRY HACKER
AND THE GOBLET OF CYBER
www.corncon.net

CHILDREN
OF THE
CORNCON

CornCon Schedule (example from 2023)*

Time	Track 1 (Mississippi River Hall)	Track 2 (1st Floor)	Track 3 (1st Floor)
8:15	CornCon 9 - Registration Opens – Day 1 • FRIDAY • 10-6-2023 – Expo in Track 1 9AM to 5PM – Villages 2nd Floor		
9:00	**Introduction: Welcome to CornCon 9 Day 1**	Incident Response Panel: "Preparing for the Worst: Incident Response Planning, Testing, & Implementation Proactive Strategy and Security" Gal Shpantzer, CEO Security Outliers (moderator)	Tim Davidson, Sr. Solutions Engineer, Swimlane, "Using Automation for Next Level Security"
9:10	David Etue, CEO, Nisos Inc. "AI Powered Cyber Risks"	• Josh Fleming, Sr. IR Planning Consultant, Aon • Anthony Abell, Sr. IR Planning Consultant, Aon • David Vaughn, Sr. Cloud Security Engineer, DISA • Jolivette Garcia, Sr. Security Program Manager, McDonald's	SWIMLANE
10:00	Brook S.E. Schoenfield, Chief Technology Officer & Chief Security Architect, Resilient Software Security, "AI: Friend Or Foe?"	Yaamini Barathi Mohan, Vulnerability response Champion, Dell Technologies "Incident Response Playbook 101"	Ian Davila, Lead Adversary Emulation Engineer, Tidal Cyber, "Mind the Gap: From CTI to Defensive Improvements" TIDAL CYBER
11:00	Charles Cresson Wood, Esq., "The Rules Have Now Been Clarified – The Minimum Legal Duties for Directors & Officers Are Both Established and Readily Determined"	Brian Contos, Chief Strategy Officer, Sevco Security, "Hacking Demos, Dirty Secrets, Dangerous Lies, and Asset Intelligence"	Jim Mckenney, Practice Director, OT & ICS Technologies, NCC Group, "Operational Technology (OT): The Unseen Force Powering Our World & The Future of Cybersecurity"
12:00	Marco Di Pasquale, VP, Cipher & Fabiano Tavares, Red Team Pentester, Cipher "Arming Your Executive for the New Digital Front" cipher	Shawn Anderson, CTO, Boston Meridian Partners "Cyber - Startup to Investor Awareness"	Robert Wagner, Field CISO, ISSA Chicago, "Overcoming the Cybersecurity Poverty Line"
1:00	Mike Daugherty, CEO, LabMD, "Cybersecurity Career Survival: Tips For Avoiding Jail Time"	Christian Sorensen, Founder/CEO, SightGain "From Threats to Risk: How the Anatomy of Cyber Response Reveals Risk"	
2:00	Kate Kuehn, CTrO, Aon "Innovation and the AI Imperative: Why demystifying AI matters in an Age of Digital Disruption" AON	Edward Liebig, Global Director/Cyber Ecosystem, Hexagon ALI, "Process Automation, Safety and Cybersecurity"	Mark Cooley, VP Security/Compliance Involta, "How AI can shape Cyber Response, Cyber Resilience, and Recovery" Involta
3:00	*Emerging roll of risk in Financial Services* • Bob Duplessis, CISO of Old Second Bank • Shawn Anderson, CTO, Boston Meridian Partners • Solomon Smith, SVP/CISO, Momentum Financial • Kate Kuehn, CTrO, Aon (moderator)	Jonathan Dreasler, Cyber Strategy & Compliance Consulting Director, RSM US LLP, "Cybersecurity Trends & The Cost of a Data Breach – Cyber Insurance Claims Study"	Aaron Turner, Founder & CEO "Shadow AI – how un-controlled LLMs are impacting enterprises" (V)
4:00	E Xi, Global Corporate Information Security & AI Strategist, "The rise of AI: The front door is locked, but the backdoor is wide open"	Cherie Burgett, Director/Cyber Intelligence Operations, Global Mining and Metals ISAC, "Party Crashing 101: How to crash a party like a pro and other ways to hack your career in cybersecurity"	Julie Anderson, Security Analyst, IMEG Corp, "CMMC is a journey, not a destination"
4:50	**Closing Ceremony**	* (v) = Remote Presenter	
5:00	The CornCon Games - 5-6:30 PM Track 1 - Teams sign up at Registration Desk - w/ Aaron Lint & Winn Schwartau		
7:00	VIP & Speaker Reception (Invitation Only) – 7-Midnight+	Sponsored by our GOLD & PLATINUM SPONSORS!	Featuring: Made Ya Look		

Gold and Platinum sponsors are guaranteed keynote speaking slots.

The Vendor Expo and Hacker Villages will be open daily from 9 AM to 5 PM.

*See https://corncon.net for additional past schedules.

- Thursday CISO Summit (40+ high profile CISOs and other execs) *No vendor expo. Only open to CISO Summit sponsors (Gold/Platinum).*
- Friday & Saturday tracks
- Friday & Saturday Expo/Villages
- Friday HS career event – In South Bldg
- Saturday K-12 Hacker Camp – In South Bldg
- Option to host training, contests, villages
- Thurs CISO Dinner/Fri Speaker Dinner
- "The CornCon Games" Friday @ 5 PM
- Saturday After Party

Sponsorship Tiers

Docent strives to bring to CornCon, a large and diverse attendee base from across the country for an inclusive 3-day event. The attendees include IT professionals and product buyers from all industries, government, and academia, as well as parents, teachers, hobbyists, and interested members of the community. Higher tier sponsors will enjoy a greater reach in pre-conference publicity as well as branding for replayed presentations over the following year (corncon.tv). This is an opportunity to get your brand in front of many more people than you would reach at only a regional conference.

All sponsors at <u>Bronze and above</u> will receive a complete list of adult attendees with Title, Company, Email, Phone Number (if provided).

Schools and nonprofits are welcome to receive shared booth space at no charge.

Bronze Partner ($1,500) *– does not include Expo booth or speaking slot.*

- Sponsor contribution will go towards overall expenses or specific item (ask).

- Sponsor may provide swag, handouts for distribution at shared swag table, or mailed after conference to attendee. Co-branded swag is encouraged!

- Sponsor will be listed on the conference website and any printed program.

- Sponsor will receive up to 2 VIP badges good for full-conference and after party.

- Logo on main stage banner.

Silver Partner ($3,000) *in addition to Bronze tier benefits*

- Sponsor may provide swag. Co-branded swag is encouraged!

- Sponsor will be listed on the conference website sponsor page and in the printed program.

- Sponsor has 1 Expo table/booth.

- Sponsor may have booth raffle. (Not required/option to gather bus cards)

- Sponsor receives up to 4 VIP badges good for full-conference and after party.
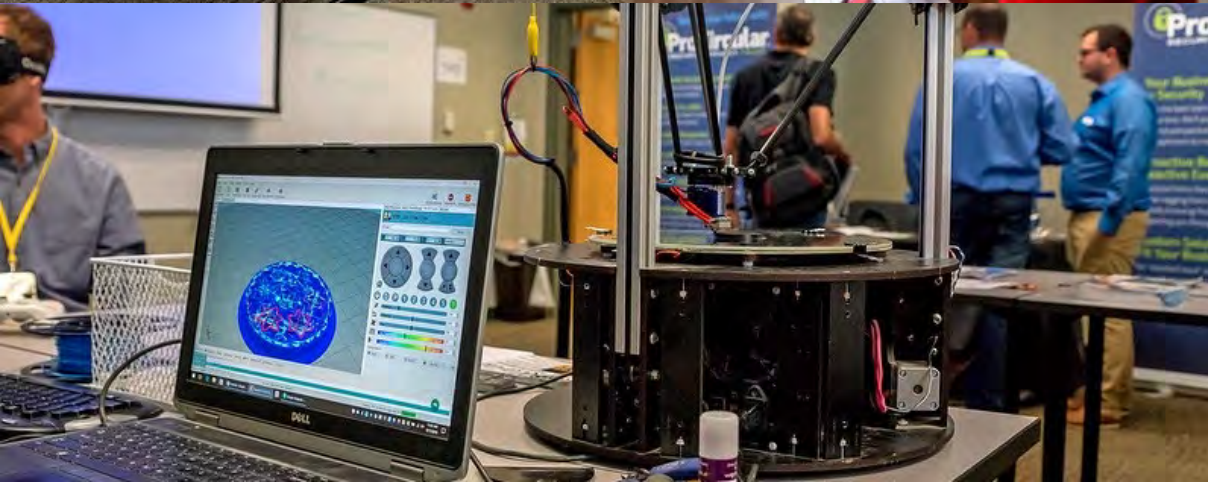
Sponsorship Tiers
-- GOLD PARTNER ($5000)

In addition to the Silver Tier benefits:

- Sponsor may provide swag, and materials for <u>CornCon swag bag.</u>

- Sponsor may have large signage at the event in Expo Hall and prominently featured on website.

- Sponsor has up to 2 table Expo booth with breakout space available (upon request).

- Sponsor will be prominently featured on the conference website and any printed program. Featured on both CornCon & Docent websites until end of current calendar year.

- Sponsor will receive up to 6 VIP badges good for full-conference and after party.

- Sponsor may have booth raffle. (Not required/option to gather business cards)

- Sponsor may have 1 keynote door prize drawing during the closing Friday or Saturday.

- Sponsor will have one keynote presentation slot if desired.

- Gold sponsors are invited to co-sponsor an event, such as the After Party. We can accept <u>only one</u> Gold lunch sponsor at the CISO Summit.

- Gold sponsor logos will be printed on the conference t-shirt. (~ 500 shirts)

Sponsorship Tiers
-- Platinum Partner ($7500)

In addition to the full benefits of Gold Tier:

- Sponsor may provide swag, materials for <u>CISO Summit</u> swag bag.

- Sponsor may have large signage at the event in Expo Hall and on every stage.

- Sponsor has 1-2 expo table/booth spaces with breakout space available upon request.

- Sponsor will be prominently featured on the conference website and in the brochure and at the venue. Featured on CornCon and Docent websites <u>through the following calendar year</u>.

- Sponsor will receive up to 8 VIP badges good for full-conference and after party.

- Sponsor may have booth raffle. (Not required/option to gather bus cards)

- Sponsor may have keynote door prize drawings during the closing on both Friday and Saturday.

- Sponsor will negotiate special event sole-sponsorship and promotion with the conference committee. Branded sponsorship or badges, t-shirts and other swag possible. <u>Automatically added as a sponsor of the CISO Dinner</u>.

- Platinum sponsors are invited to attend the <u>CISO Summit and CISO Dinner</u> as sponsors with (optional) speaking slot. *Limited to 2 attendees at CISO Summit.*

- Sponsor will have a keynote presentation slot and (optional) technical presentation slot or space to hold training.

- Sponsor logo will be included on t-shirts <u>and badges</u>.

Summary

2023 Statistics

- 65 expert speakers from across the country
- 350+ adult attendees from across the Midwest
- 250 K-12 students
- Hacker Villages
- 12 Expo vendor booths
- Located in downtown Davenport near shops and restaurants

2023 Events

- The following events will be replicated in 2024:
  - Large CISO Dinner Thurs
  - 70+ attendees at Speaker Reception Friday
  - Family friendly After Party Saturday night
  - Friday "The CornCon Games"
  - Contests and more!

Contact Us

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- Managed by Docent Institute (501.c.3 educational charity)
  www.docent.org