PORTFOLIO OF MARKETING RESOURCES

CyberRisk Alliance

SC Media	InfoSecWorld	Security Leadership Exchange	CyberSecurity Collaboration Forum

- • **Display + Email Marketing**
- • **Content Marketing**
- • **Lead Generation**
- • **Live + Online Events**
- • **Thought leadership**

- • **Conference + Expo**
- • **eSummits**
- • **Executive Roundtables**
- • **Custom Event Production**

- • **Invitation-Only Business Summits (Spring and Fall)**

- • **Regional invitation-Only Events for CISOs**

STRATEGY

BUILD A MULTI-PLATFORM BUSINESS

Digital Content and Marketing Services	Conferences, Webinars and Invitation-only Events	Peer Based Membership	Research, Data and Time Sensitive Business Intel	Education, Certification, and Leadership Development	Security Awareness

**Capabilities**

▪ Serve **high quality** distinctive content to drive deep audience engagement, while connecting the community to leading technology and service providers	▪ Produce **exclusive events** and other specialized services to increase professional intelligence and networking	▪ Curate **community discussion** to enable learning, networking and sharing of best practices among an "inner circle" of top industry leaders	▪ Deliver **benchmark data** and other critical information to senior-level decision makers across industries	▪ Provide leading continuing **education** and **certification** programs for industry practitioners	▪ Enterprise-wide security **assessments and programs** designed to raise employee awareness and provide a frontline defense

- ▪ **Unify leading brands** – the **best of breed companies** – in every platform category

- ▪ Accrue market perspective and **intellectual leverage** as we grow

- ▪ Leadership is comprised of a collaborative team of **deeply experienced operators, entrepreneurs and investors**

- ▪ CyberRisk Alliance is positioned to provide the highest quality product and **disrupt the marketplace** by assembling a unique and diversified portfolio of services

MARKET CHARACTERISTICS

- **Unprecedented cybercriminal activity** is of critical importance to our national and global security and economic stability

- **Worldwide spending** on cybersecurity products and services is projected to grow steadily in the coming years

- Fraught with threats, the current environment is putting **increased pressure on large corporations** across all industry sectors, government agencies, healthcare organizations, financial and academic institutions

- Cybersecurity and information risk management professionals, corporate officers and board members that govern the risk and compliance processes have an increasingly **high demand for information**

- The market's rapid evolution has led to a proliferation of **technology and product innovation**

VISION
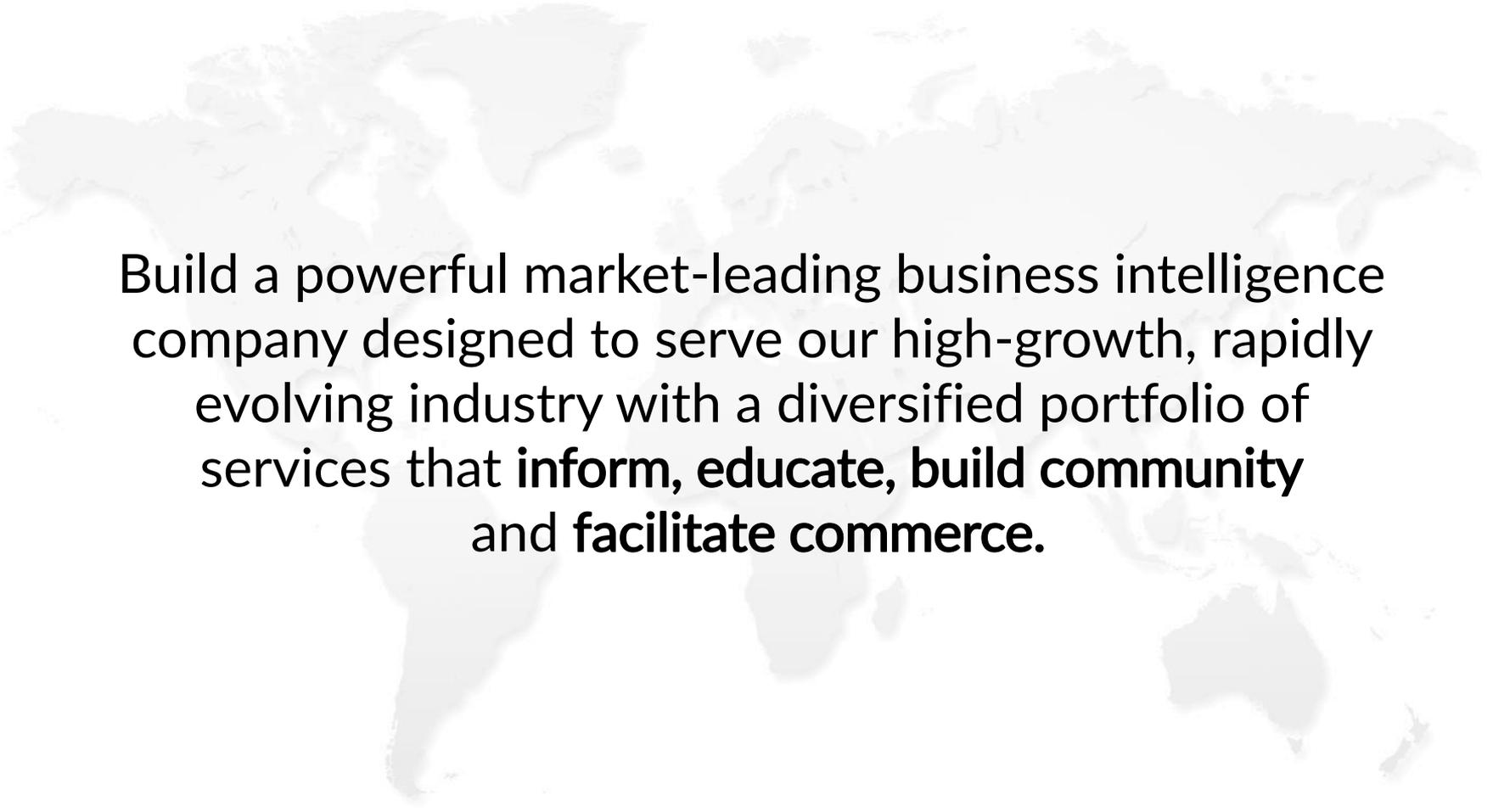
Build a powerful market-leading business intelligence company designed to serve our high-growth, rapidly evolving industry with a diversified portfolio of services that **inform, educate, build community** and **facilitate commerce.**

INTEGRATED DEMAND

THOUGHT LEADERSHIP
Native content to further engage community and build brand credibility

BRAND AWARENESS
Digital advertising on SC's website with 6M annual page views

LEAD GENERATION
Content downloads and virtual events from SC's engaged cybersecurity pro audience

CONTENT DEVELOPMENT
High value report derived from research to Engage targeted IT security professionals

PRIMARY RESEARCH
In-depth actionable custom research to gather pressing needs from SC's engaged audience of cybersecurity pros

PRIMARY RESEARCH

SHIFTING MSSP TO MDR MARKET

RESEARCH COMPETENCY

AUTHORITATIVE MARKET EXPERIENCE

LARGE COMMUNITIES OF ENGAGED, INFLUENCIAL, DECISION MAKERS

Our B2B research capability is built on our proprietary, qualified communities and deep sector expertise.

■ Full service primary research to meet your objectives

■ Experienced team of researchers with a collaborative approach, enhanced by deep subject matter expertise

■ Custom studies and analytics at all levels of complexity

■ Actionable insights and comprehensive reports

■ Highly qualified and engaged respondents sourced from our experienced and diverse audience
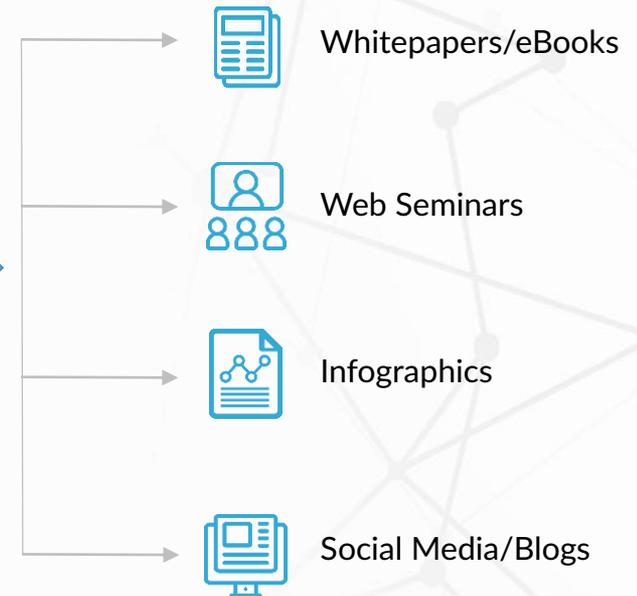
CUSTOM PRIMARY MARKET RESEARCH

GUIDES STRATEGIC DECISIONS AND THOUGHT LEADERSHIP CONTENT

BUSINESS/MARKETING STRATEGY SUPPORT

Brand management

Project management

Customer Needs

Market Assessment

CUSTOM MARKET RESEARCH

THOUGHT LEADERSHIP CONTENT

Whitepapers/eBooks

Web Seminars

Infographics

Social Media/Blogs

INDUSTRY VOICE RESEARCH PROGRAM

GUIDES STRATEGIC DECISIONS AND THOUGHT LEADERSHIP CONTENT

RESEARCH - ONLY

- 10-question survey
- 50 pre-screened cybersecurity executives
- Executive Summary presentation delivered on a one-hour call

RESEARCH + THOUGHT LEADERSHIP CONTENT

- White paper/eBook (8-10 pages)
- 3 Twitter card graphics
- Press release announcing key research highlights (wire and CRA newsfeed)

BUYER AND INFLUCENCER RESEARCH PROGRAM

GUIDES STRATEGIC DECISIONS AND THOUGHT LEADERSHIP CONTENT

RESEARCH - ONLY

- 25-question survey
- 300 cybersecurity solutions buyers and influencers
- Executive Summary presentation delivered on a one-hour call
- Tabulated data file with cuts

RESEARCH + THOUGHT LEADERSHIP CONTENT

- White paper/eBook (8-10 pages)
- 3 freestanding infographics
- Press release announcing key research highlights (wire and CRA newsfeed)

BUSINESS ACTIVITY RESEARCH PROGRAM

GENERATE BUZZ AND ENGAGEMENT WHILE PROMOTING THE SPONSOR AS AN INDUSTRY THOUGHT LEADER

HOME PAGE PROMOTIONS
Premium promotions on the front page of the SC website.

CO-BRANDED DIGITAL PROMOTIONS
High impact branding will promote sponsor's brand and thought leadership by promoting the Index content.

PRESS RELEASES
Distributed to all the major search engines (Google, Yahoo and Bing) and major news sites, bloggers and journalists.

EMAIL PROMOTION
One of our most effective traffic drivers, our newsletter ads will sit within the content well of our daily newsletters and drive traffic on a rotating schedule to all of the sponsored index articles.

BUSINESS ACTIVITY INDEX
The index is a composite of multiple cybersecurity activities, constructed to reveal and track progress to help understand and anticipate key trends in the market.

SOCIAL MEDIA PROMOTIONS
To increase social engagement and spark conversation, SC will post the index results through social postings

Mocks for illustrative representation only. Actual content and sponsorship design and layout are subject to change.

CUSTOM RESEARCH STUDIES AND TRACKERS

RESEARCH AND ANALYSIS TO GUIDE
YOUR BUSINESS AND MARKETING DECISIONS

BRAND MANAGEMENT STUDIES

- Brand awareness
- Key purchase drivers
- Buyer journey
- Competitive positioning

CUSTOMER NEEDS STUDIES

- Segmentation analysis
- Persona profiling
- Voice of the customer
- Customer satisfaction
- Loyalty/retention

PRODUCT MANAGEMENT STUDIES

- New product or concept test
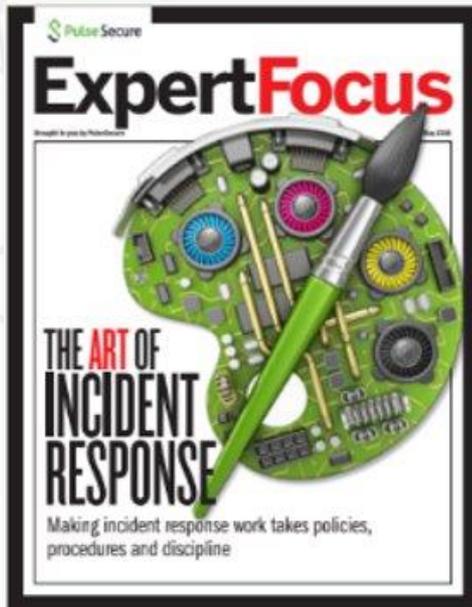- Feature prioritization
- Perceptual mapping

MARKETING ASSESSMENT STUDIES

- Current state/environment assessment (challenges and pain points); need for change
- Future state/environment assessment (readiness for change, key purchase drivers, upgrades, spending, adoption barriers, etc.)

CONTENT DEVELOPMENT

SHIFTING MSSP TO MDR MARKET

High value content using research data and written by SC Media and CRA's market experts to engage your target audience segments

- Reports

- Infographics

- Briefing sheets

- Sales data collateral

- Webinars

LEAD GENERATION

SHIFTING MSSP TO MDR MARKET

ATTRACT

ENGAGE

NURTURE

CONVERT

Multiple tactics to drive high levels of engagement with target audience segments and fill pipeline

Content Syndication – using newly created research-based assets and existing Trustwave assets

- Standard – earlier funnel leads
- HQL – warmer leads Virtual Events
- April 29-30 Healthcare Cybersecurity
- June 17 – Identity and Access Management Webinars
- Conversational interview formats
- Trustwave provided content formats

BRAND AWARENESS AND THOUGHT LEADERSHIP

SHIFTING MSSP TO MDR MARKET
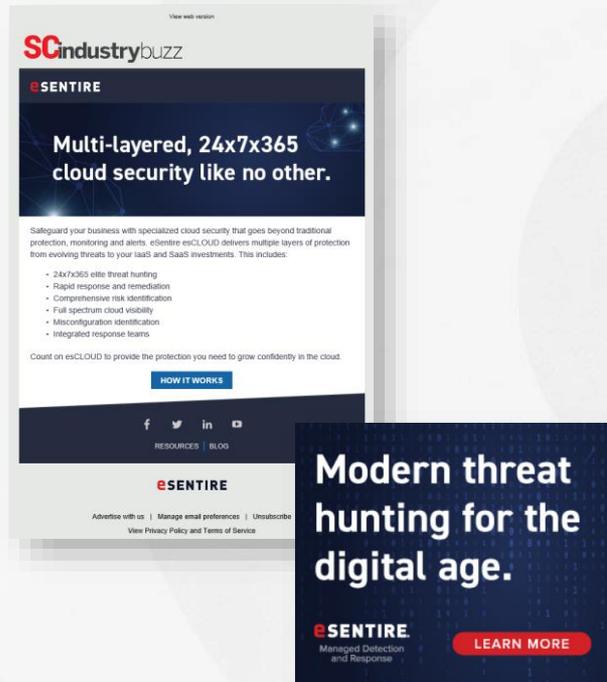
Digital marketing with SC Media

- Native Content TechSCAPE program – post your blogs, video, infographics, etc. on SCmagainze.com

- Promote Trustwave brand and messaging on Scmagazine.com

- Retarget across the web

- Email Trustwave news and events directly into SC's audience inboxes

INTEGRATED DEMAND CAMPAIGN

| PROGRAM	TIMING/CAPABILITY	OVERVIEW	METRIC	NET COST
Research – Buyers & Influencers Study	8 weeks Primary Research	In-depth, actionable insights examining essential issues and challenges confronting cybersecurity pros, 25-questions online survey	~300 prescreened cybersecurity solutions buyers and influencer respondents Executive summary presentation 60-minute conference call Tabulated data	$35,000
Research Report Content Creation	4-6 weeks – June Content development	Develop 8-10pp whitepaper report based on the research findings and SC/CRA market knowledge	8-10 page whitepaper report	$15,000
Content Syndication	~12 weeks – June to Sept Lead Generation	Syndication whitepaper research report to target cybersecurity pro audience	500 guaranteed leads from 1,000+ company size only	$40,000
Virtual Event	March 26 or April 29 Lead generation	Booth and speaking session at phishing, ransomware, and malware or HC virtual event – gold sponsorship	400 guaranteed registrants	$16,000
Native Content TechSCAPE	~12 weeks Thought leadership & Brand awareness	3 client content pieces posted on SC, premium placement promotions, ads surround content	50,000 native ad promo impressions	$16,820
		TOTALS	- High value research - Whitepaper research report - 900 leads - 50,000 impressions	$122,820

VIRTUAL CONFERENCES

SC Virtual Events provide global access to unique content, cutting-edge insights, and analysis from the SC team and a roster of industry experts.

Attendees gain invaluable knowledge – and CPE credits – all from the convenience of their desktops.

Upcoming SC Virtual Conference Sponsors generate pipeline leads from booth attendees, Q&A, content downloads and speaking sessions.

CYBERSECURITY IN HEALTHCARE – APRIL 29, 2020

IDENTITY AND ACCESS MANAGEMENT – JUNE 18, 2020
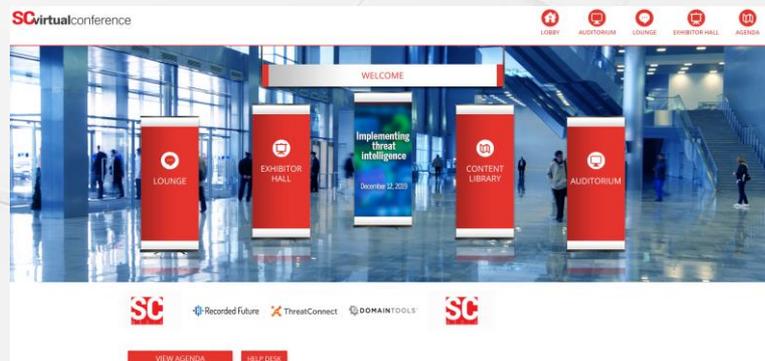
SC VIRTUAL EVENT SPONSOR PACKAGES

• **Platinum level**: 600 leads, virtual booth in exhibit hall, 30-minute speaking session, ability to host 3 assets ($21,000)

• **Gold level:** 400 leads, virtual booth in exhibit hall, 30-minute speaking session, ability to host 2 assets ($16,000)

• **Silver level:** 225 leads, virtual booth in exhibit hall, ability to host 2 assets ($10,125)

WEBCASTS

	EDITORIAL WEBCASTS		VENDOR WEBCASTS	
	Edit Webcast	20/20 Webcast	Vendor Webcast	DemoCast
Format	Keynote-style presentation with 5-min sponsor presentation	Interview-style, Conversation with sponsor SME	Thought leadership presentation with audio and slides	Thought leadership presentation with product demonstration
Duration	60 min	30 min	60 min	30 min
Audience Q&A	Yes	Time permitting	Yes	Yes
Content	Editorially driven on sponsor selected topic	Editorially driven on sponsor selected topic	Sponsor driven	Sponsor driven
SC edit moderation	Yes	Yes	Yes	Yes
Speakers	SC-recruited industry expert feat. sponsor SME	SC editor and sponsor SME	Sponsor arranged	Sponsor arranged
Additional info	Industry expert presents, followed by 5-minute presentation from Sponsor	SC editor moderates and participates in conversation with Sponsor SME	SC editor moderates, sponsor provides content/speaker	SC editor moderates, sponsor provides content/speaker
Leads	175	150	150	150
Cost	$30,000	$25,000	$22,000	$22,000

TRUSTWAVE INNOVATION. DELIVERED.

MARKETING OBJECTIVES

SC Media and CRA's diverse portfolio of offerings and market expertise will support Trustwave's go-to-market strategy by generating high value research coupled with demand generation, thought leadership and brand awareness among key audiences of Trustwave's buyers with our trusted
information brands and platforms.

This targeted proposal will create a strong brand presence in the market for Trustwave, and showcase Trustwave as a dominant thought leader over the next 12 months.

CAMPAIGN ELEMENTS

- Research to garner market intelligence and develop thought leadership
- Custom content written by market experts presenting research
- Lead generation for tangible outcomes of prospective buyers
- Native content to drive credibility and engagement
- Virtual event programs for buyer engagement and to showcase insight
- Increased brand exposure