BRINGING TOP—NOTCH RESEARCH & TRAININGS IN THE PHILIPPINES

ROOTCON brings together a well diverse community of security experts, practitioners and business developers who are well respected in the community on an international scale. Attendees are attracted by the best content program, speaker line-up and world class trainings.

ROOTCON RECOVERY MODE DETAILS:

Dates October 9 & 10, 2020

Venue: Virtual (platform to be announced)

Time: 3:00 PM - 10:00 PM

SPONSORSHIP MADE EASY

Choose from a wide-range of sponsorship opportunity.

• Brand Exposure
• Community Presence & Support
• Recruitment Opportunities
• Professional Networking
## OUR ATTENDEES

### PROFILE

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Category</th>
<th>Roles/Departments</th>
</tr>
</thead>
</table>
| 20%        | CXO / VP / Directors | • CEO  
• CISO  
• VP  
• Directors                                                                 |
| 35%        | Managers          | • Cybersecurity Manager  
• Application Security Manager  
• Risk & Audit Manager                                                                 |
| 45%        | Staff             | • IT Security Analyst  
• Risk Analyst  
• Application Security Engineer                                                                 |

### TOP INDUSTRIES

<table>
<thead>
<tr>
<th>Industry</th>
<th>Companies</th>
</tr>
</thead>
</table>
| Financial & Banking | • Philippine Savings Bank  
• Metrobank  
• Landbank  
• BDO  
• Chinabank  
• UCPB                                                                 |
| IT & Communications | • Trustwave  
• IBM  
• HP  
• Fujitsu  
• Oracle  
• Globe Telecom  
• Smart Telecom                                                                 |
| Government Sector | • DND  
• DOF  
• DICT  
• PAGCOR  
• National Privacy Commission  
• AFP                                                                 |
| Healthcare        | • St. Lukes Medical Center  
• The Medical City  
• Makati Medical Center  
• Maxicare                                                                 |
| Private / BPO     | • Accenture  
• AXA  
• JG Summit  
• SM Retail  
• Deltek  
• F&C Group of Companies                                                                 |

### SOCIAL ENGAGEMENT

<table>
<thead>
<tr>
<th>Platform</th>
<th>Followers/Likes/Subscribers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>17,000+</td>
</tr>
<tr>
<td>Twitter</td>
<td>2350+</td>
</tr>
<tr>
<td>YouTube</td>
<td>555+</td>
</tr>
</tbody>
</table>

From 2050 last year:
- Twitter Followers: 2350+
- Facebook Likes: 17,000+
- YouTube Subscribers: 555+

From 14900 last year:
- Twitter Followers: 2350+
- Facebook Likes: 17,000+
- YouTube Subscribers: 555+

Recovery mode edition
# Sponsorship Package

## BENEFITS

| **EXPOSURE** | **ELITE**  
4 SLOTS  
PHP 50,000.00 | **PLATINUM**  
4 SLOTS  
PHP 25,000.00 | **SUPPORTER**  
5 SLOTS  
PHP 15,000.00 |
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>SpeedTalk</td>
<td>●</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Company logo on <a href="http://www.rootcon.org">www.rootcon.org</a></td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Sponsor Ad Clips during Livestream</td>
<td></td>
<td>●</td>
<td></td>
</tr>
<tr>
<td>Logo during livestream</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Social Media Mention</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
</tbody>
</table>

## ACCESS

| **Attendee Opt-in List** | **VIP Pass**  
5 pax | **VIP Pass**  
2 pax |
|--------------------------|-------------|-------------|

*Sponsorship tier price are VAT Exclusive*

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**EXPOSURE**

**Ad Clips during live stream**
Play your products or services ads in between the livestream session.

**SpeedTalk**
Your company will be provided 30 minutes of air-time within the live stream session. Live stream will be broadcasted to the ROOTCON Youtube channel which has 555 subscribers, our Hacker RunDown event got 1700+ views.

**Company logo mileage**
Your company logo will be posted for exposure in the following areas.
- Main ROOTCON website (www.rootcon.org)
- Streaming backdrops

**Social Media Mention**
ROOTCON will actively mention your company as sponsor and or promote product or services in all of its social media channels such as Facebook and Twitter.

**ACCESS**

**Attendee Opt-in List**
ROOTCON attendees wants to be updated on different products and solutions, receive a copy of those who opt-in to be updated with your products and solutions. Keep them posted!

**VIP Pass**
You will receive paid live stream access that you can distribute to your patrons and clients.

**VALUE ADDED OPPORTUNITIES**

**ZerØ-Hour Party** - Php50,000.00
Host the first ever virtual post-con party, bands and good music will be streamed live.
LIVE STREAM LOGO PLACEMENT

RECOVERY MODE EDITION

ELITE

PLATINUM

SUPPORTERS
TO SIGN-UP USE THE LINK BELOW:
https://rootc.onl/recoverymode_sponsorship_form

OR CONTACT:

Sponsors Liaison
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E: ella@rootcon.org