

CMMC Day

August 31, 2021 • Hybrid Event • Hyatt Regency Bethesda, MD • www.CMMCDay.org



A comprehensive event for CMMC professionals at every level.

Showcase Your Company at a Forum on New Efforts to Secure the Supply Chain

Over 300,000 US government Defense Industrial Base (DIB) subcontractors will soon be affected by the Cybersecurity Maturity Model Certification (CMMC) framework, which seeks to assess and strengthen DoD cybersecurity posture. CMMC will review and combine existing cybersecurity standards and best practices and map these controls and processes across several maturity levels that range from basic cyber hygiene to advanced. As CMMC rolls out, new certification requirements will apply to commercial product developers, DIB subcontractors, integrators, and testing laboratories.



Connect with potential clients during breaks and lunch.

A Unique Promotion Opportunity

For nine years ICMC has convened key players in a wide range of commercial cryptographic solutions focusing on standards that will now be integral to CMMC. At CMMC Day we'll investigate how these foundational standards are being extended to ensure cybersecurity for a wide range of DoD stakeholders.

Extensive Agency Support

Many CMMC issues are closely related to topics that are covered at ICMC and the conference receives extensive speaker support from NIST, NIAP, and the NSA—all major players in the CMMC effort. ICMC also attracts the participation of every major FIPS and Common Criteria testing lab. Many of these participants have indicated that they plan to attend CMMC Day.



In the Washington DC area, with easy local and national access

A Return to Face to Face Events

CMMC Day will be presented as a hybrid (webcast and live) event. Speakers and attendees will have the option to participate live on site, or remotely by webcast. The safety of our participants is always our first concern—CMMC Day will follow the CDC's safe meeting guidelines. The survey of previous attendees showed that the vast majority (over 75%) wanted to return to a live event. CMMC Day will be an opportunity to re-connect with colleagues in a face-to-face meeting.

Sponsorship Opportunities

Title Sponsorships

Title Sponsorships put your branding message front and center, next to the title of the conference. Title sponsors receive exclusive branding opportunities prior to, and during the event. Title sponsors may choose from premium sponsor booths, located at the front of the hall.

Premier Sponsor (Exclusive)

This premium package incorporates “over-conference-title” logo billing and a combination of maximum brand exposure, content input and excellent networking opportunities. Highlights include a welcome address during the plenary presentation and significant branding throughout the conference, including pre- and post-event. Includes:

[PRE-EVENT] Digital: Premium “over-conference-title” logo on all conference registration and web site pages · Lead logo and 150 word description on conference website sponsor page · Link from conference website to your website · Logo on all email collateral **Print:** Premium “over-conference-title” logo on all relevant hard copy collateral **[ON-SITE]** Acknowledgement during opening plenary keynote presentation · Opportunity to make a 10 minute welcome address at the opening of the event **Branding:** Welcome letter in conference materials · Premium “over-conference-title” logo on welcome signage · Opportunity to hang an exclusive banner (up to 8x8 feet) in conference room · Opportunity to hang a banner (up to 8x8 feet) in registration area · Logo on plenary PowerPoint · Logo and 150-word description in conference materials **Networking and Exhibition:** One premium position exhibit space · Six complimentary delegate passes · Code good for 50% discount for 12 VIP guests · Code good for 20% discount for unlimited VIP guests **[POST-EVENT]** Lead logo and 150-word description on sponsor page of post-event web site · PowerPoint presentation uploaded on post-event web site

Sponsorship Fee\$6700

Principal Sponsor (Limit 2 Sponsors)

Incorporates “under-conference-title” logo billing and a combination of extensive brand exposure and excellent networking opportunities. Includes:

[PRE-EVENT] Digital: Premium “under-conference-title” logo on all conference registration and web site pages · Lead logo and 150 word description on conference website sponsor page · Link from conference website to your website · Logo on all email collateral **Print:** Premium “under-conference-

title” logo on all relevant hard copy collateral **[ON-SITE]** Premium “under-conference-title” logo on welcome signage · Opportunity to hang a banner (up to 8x8 feet) in registration area · Logo on plenary PowerPoint · Logo and 150-word description in conference materials · **Networking and Exhibition:** One premium position exhibit space · Four complimentary delegate passes · Code good for 50% discount for 8 VIP guests · Code good for 20% discount for unlimited VIP guests **[POST-EVENT]** Logo and 150-word description on sponsor page of post-event web site · PowerPoint presentation uploaded on post-event web site

Sponsorship Fee.....\$4500

Partnering Sponsor (Limit 4 Sponsors)

Incorporates “under-conference-title” logo billing and extensive brand exposure and networking opportunities. Includes:

[PRE-EVENT] Digital: Premium “under-conference-title” logo on all conference registration and web site pages · Lead logo and 150-word description on conference website sponsor page · Link from CMMC Day website to your website · Logo on all email collateral **Print:** Premium “under-conference-title” logo on all relevant hard copy collateral **[ON-SITE]** Premium “under-conference-title” logo on welcome signage · Logo on plenary PowerPoint · Logo on back cover of CMMC Day Guide · Logo and 150-word description in conference materials **Networking and Exhibition:** One exhibit space · Three complimentary delegate passes · Code good for 50% discount for 6 VIP guests · Code good for 20% discount for unlimited VIP guests **[POST-EVENT]** Logo and 150-word description on sponsor page of post-event web site · PowerPoint presentation uploaded on post-event web site

Sponsorship Fee.....\$3200

Exhibition Space

Reserve a booth space in the CMMC Day showcase exhibition. All breaks, lunches, and hospitality events are held in the exhibit hall. **Includes:** Table-top booth space with 5' x 30" high table, chair, and company ID sign. · One complimentary conference registration pass (\$395 value) · Admission to all conference activities · Inclusion on email, web and collateral—over 325,000 impressions.

Sponsorship Fee\$1600

Important Notice: This is a showcase exhibition. Only “pop up” style booths permitted. Display materials limited to what can be brought in by hand. Drayage services not available. Electrical and Internet services can be ordered. Full time staffing of exhibit space not required.