



K12 CYBERSECURITY
EDUCATION CONFERENCE

December 9-10, 2024
SAN ANTONIO, TEXAS



SPONSORSHIP PROSPECTUS 2024

- k12cybersecurityconference.org
- k12cybercon@ikeepSAFE.org



About the Event

The growth of cybersecurity jobs continues to be a tremendous opportunity across both the public and private sectors. The current talent pool of cybersecurity workers is not sufficient to fill the available jobs, so students must be informed and encouraged to pursue this exciting career through cybersecurity education for all.

The Annual NICE K12 Cybersecurity Education Conference, supported by NICE, and hosted by iKeepSafe, features timely and thought-provoking presentations that highlight effective collaborations, bold experiments and innovations, and other potentially game-changing methods in support of growing the cybersecurity workforce.

Attendees include K-12th grade educators, school counselors, curriculum developers, administrators, industry and government supporters for two days of focused keynotes, panels, concurrent sessions, and discussions in support of the NICE Strategic Plan.





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**Promote
the
Discovery
of
Cybersecurity
Careers
and
Multiple
Pathways**

1

**Transform
Learning
to
Build and
Sustain a
Diverse
and
Skilled
Workforce**

2

**Modernize
the
Talent
Management
Process
to
Address
Cybersecurity
Skills Gaps**

3

**Expand
Use of
the
Workforce
Framework
for
Cybersecurity
(NICE
Framework)**

4

**Drive
Research
on
Effective
Practices
for
Cybersecurity
Workforce
Development**

5

Event Goals

The NICE K12 Cybersecurity Education Conference follows the goals set by the NICE organization.



Supporting Organization

NICE, led by the National Institute of Standards and Technology (NIST) in the U.S. Department of Commerce, is focused on cybersecurity education, training, and workforce development

The mission of NICE is to energize and promote a robust network and an ecosystem of cybersecurity education, training, and workforce development. NICE fulfills this mission by coordinating with government, academic, and industry partners to build on existing successful programs, facilitate change and innovation, and bring leadership and vision to increase the number of skilled cybersecurity professionals helping to keep our Nation secure.



Host Organization

The Internet Keep Safe Coalition® (iKeepSafe), as the Grantee of the NICE K12 Cybersecurity Education Conference, has hosted the event for the past 9 years.

The iKeepSafe mission is to provide a safe digital landscape for children, schools, and families by supporting the protection of student privacy, while advancing learning in a digital culture. To support this mission, we provide data privacy certifications to technology companies, educational resources to schools, and information to the community.

iKeepSafe was founded by Jacalyn S. Leavitt, former First Lady of Utah, in 2005.

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NICE

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EDUCATION CONFERENCE



Event History and Growth

Since its inaugural event in 2014, the NICE K12 Cybersecurity Education Conference has seen continued growth. It has evolved from a small, regional conference for educators to a robust national network of K12 cybersecurity organizations, leaders, supporters, and educators who culminate in the yearly NICE K12 Conference...THE national event for K-12th grade educators and their ecosystems. This event has put cybersecurity education in K12 on the map. It facilitates massive growth in cultivating the cybersecurity workforce of the future!

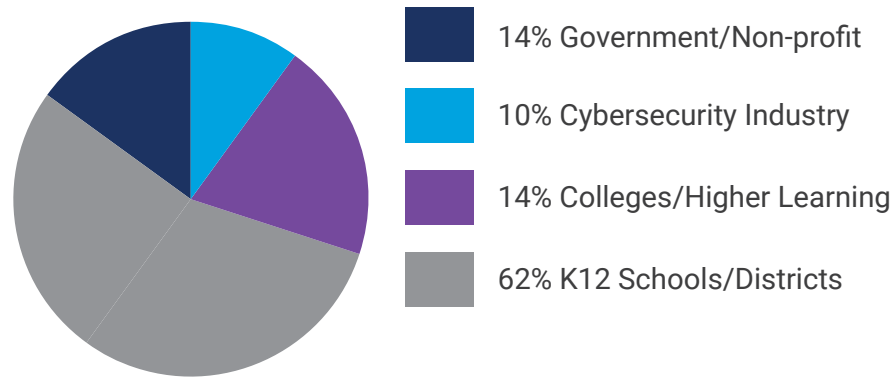
2015 Linthicum, MD	2016 Washington, DC	2017 Nashville, TN	2018 San Antonio, TX	2019 Garden Grove, CA
attendees	attendees/exhibitors/speakers	attendees/exhibitors/speakers	attendees/exhibitors/speakers	attendees/exhibitors/speakers
150	220/10/45	380/15/85	420/20/95	495/25/150

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Attendee Demographics

Organization Type



Top Attendee Job Roles

- Cybersecurity Instructor
- Technology Teacher
- Computer Science Teacher
- Cyber Outreach Coordinator
- Education Administrator
- Cybersecurity Program Director
- Director of IT Pathways, Cybersecurity
- Curriculum Content Developer
- Program Coordinator
- Cyber Engagement Advisor
- School Counselor
- Cyber & Media Instructor
- CTE Teacher
- Business and Info Technology Teacher
- Director of Engagement
- Cybersecurity Education Specialist
- Instructional Support Specialist
- Director of Cybersecurity Content
- CTE Coordinator
- Academic Specialist
- School Principal
- Director of Secondary Curriculum
- STEM Teacher



Why Sponsor

Sponsoring the 2024 NICE K12 Cybersecurity Education Conference is much more than just marketing impressions. It is THE way to commit your organization's support to cultivating and retaining a robust cybersecurity workforce. K12 Educators are at the forefront of recruiting young people to fill cybersecurity jobs. Your support of THE national event for K12 Cybersecurity Educators helps them to do just that!



Show
your
support

Expand
your
network

Connect
with
educators

Showcase
your
offerings

All Sponsorships include an Exhibitor table!

EXHIBITOR SHOWCASE SCHEDULE*

EXHIBIT MOVE-IN

Sunday, December 8: 3 p.m. - 8 p.m.

EXHIBIT HOURS

Monday, December 9: 7 a.m. - 4 p.m.**

Tuesday, December 10: 7 a.m. - 3 p.m.**

**Schedule subject to change*

***Exhibitor Showcase will be closed during some General Sessions inside these time blocks*

Early dismantling or ceasing business prior to the official closing on Tuesday, December 10 is strictly prohibited.

EXHIBITOR TABLE INCLUDES

- 6 foot table with 2 chairs, tablecloth, electric/power strip
- Free lead capture via Whova app using table staff's digital devices
- Dedicated Exhibitor Showcase time built into agenda
- Profile on Whova app including video and document uploads, messaging to attendees, build your own raffle, and more
- One company identification sign bearing the company name and table number (5" x 11")
- At least 1 free admission for table staff. (additional passes are included in higher level sponsor packages)

Sponsor and Exhibitor packages DO NOT include attendee communications lists. Attendee contact information may be acquired via lead capture at exhibitor tables and online via the Whova app. ALL sponsor/exhibitor staff "doing business on" the event floor are required to be registered for the event and wear their name badges. Badges cannot be transferred or shared. See sponsor/exhibitor contract for more information.

Event Highlights



Opening General Session

Includes introductory speakers, an industry keynote, the student keynote, and audience Q&A



National Cyber Signing Day

High energy, sports-like presentation celebrates 6 students who are entering cybersecurity related internships or apprenticeships.



Evening Social

The highlight of the conference! The Monday evening social provides time for networking and fun while attendees enjoy food and beverages.



K12 Student Panel

Interview and Q&A with middle, high school, and post-secondary students who have studied cybersecurity related subjects.



Presidential Cyber Educator Award Ceremony

The winners of the Presidential Cybersecurity Educator Awards are announced, then a fireside chat with each.



Closing General Session

This session includes an industry keynote, introductory and closing speakers, and final remarks from NICE.

Sponsorship Options at a Glance

Petabyte Sponsor	Terabyte Sponsor	Gigabyte Sponsor	Megabyte Sponsor	Kilobyte Sponsor	Byte Sponsor
\$25,000	\$15,000	\$10,000	\$7,000	\$5,000	\$3,500

Exhibitor table with tablecloth and 5"x11" sign, exhibitor passport game, free lead retrieval using the Whova app on your booth staff's mobile devices	●	●	●	●	●	●
Logo displayed on event app, website, printed program, and on general session slides	●	●	●	●	●	●
Add a flyer to conference swag bags (Sponsor pays all printing and shipping costs)	●	●	●	●	●	
Opportunity to send an outreach campaign to all attendees through the Whova app	●	●	●			
General session speaking opportunity (length varies according to sponsor level and option chosen)	●	●	●			
Top tier branding alongside event host and NICE organization on website, app, signage, marketing materials	●					
FREE REGISTRATIONS:	8	6	5	4	3	2

Sponsorship Level in Detail

PETABYTE SPONSOR - \$25,000 (1 available)

- 20 minute keynote address during general session + 10 minute of audience Q&A (session chosen by conference organizers)
- Top tier branding alongside event host and NICE organization on website, app, signage, marketing materials
- Option to send quarterly email/newsletter to all event host lists
- Add a flyer to conference swag bags (Sponsor pays all printing and shipping costs)
- Free admission for 8 to include keynote, booth staff, and organization members
- Sponsor and exhibitor profiles on event app
- 2 exhibitor tables
- Free lead capture via Whova app
- Participate in exhibitor passport game
- One in-app outreach campaign to all attendees

K12 CYBERSECURITY
EDUCATION CONFERENCE*Petabyte
Sponsor*

supported by:



hosted by:





Sponsorship Level in Detail

TERABYTE SPONSOR - \$15,000 (5 available)

- Logo displayed on event app, website, printed program, and on general session slides
- Add a flyer to conference swag bags (Sponsor pays all printing and shipping costs)
- Free admission for 6 to include speaker, booth staff, and organization members
- Sponsor and exhibitor profiles on event app
- 1 exhibitor table & free lead capture via conference app
- Participate in exhibitor passport game
- One in-app outreach campaign to all attendees
- **Choose an option:**

OPTION 1:

Evening Social (1 available)

- 10 minute speaker address during social
- Option to display your signage/table tents at social

OPTION 2:

10 minute keynote (2 available)

- 10 minute speaker address during general session (session chosen by conference organizers)

OPTION 2:

National Cyber Signing Day (2 available)

- 5 minute speaker address during NCSD presentation general session
- Option to display your signage/table tents during presentation
- Logo displayed on NCSD marketing materials

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Sponsorship Level in Detail

GIGABYTE SPONSOR - \$10,000 (6 available)

- Logo displayed on event app, website, printed program, and on general session slides
- Add a flyer to conference swag bags (Sponsor pays all printing and shipping costs)
- Free admission for 5 to include speaker, booth staff, and organization members
- Sponsor and exhibitor profiles on event app
- 1 exhibitor table & free lead capture via conference app
- Participate in exhibitor passport game
- One in-app outreach campaign to all attendees
- **Choose an option:**



OPTION 1:

Introductory Speaker (4 available)

- 3-5 minute spot during general session (to be chosen by conference organizers)

OPTION 2:

Registration table sponsor (1 available)

- Signage and branding at conference registration table throughout the event

OPTION 2:

Attendee goodie bag sponsor (1 available)

- Logo displayed prominently on high-quality reusable conference tote bags



Sponsorship Level in Detail

MEGABYTE SPONSOR - \$7,000 (6 available)

- Logo displayed on event app, website, printed program, and on general session slides
- Add a flyer to conference swag bags (Sponsor pays all printing and shipping costs)
- Free admission for 4 to include booth staff and organization members
- Sponsor and exhibitor profiles on event app
- 1 exhibitor table & free lead capture via conference app
- Participate in exhibitor passport game

- **Choose an option:**

OPTION 1:

Conference App Sponsor (1 available)

- Logo displayed on conference app homepage, in-person app signage and table tents, slide in general session

OPTION 2:

Breakout Session Track Sponsor (5 available)

- Logo displayed on track listing in agenda, track room signage, and other room displays

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Sponsorship Level in Detail

KILOBYTE SPONSOR - \$5,000 (3 available)

- Logo displayed on event app, website, printed program, and on general session slides
- Add a flyer to conference swag bags (Sponsor pays all printing and shipping costs)
- Free admission for 3 to include booth staff and organization members
- Sponsor and exhibitor profiles on event app
- 1 exhibitor table & free lead capture via conference app
- Participate in exhibitor passport game

- **Choose an option:**

OPTION 1:

Badge Ribbon Table Sponsor (1 available)

- Logo displayed on badge ribbon table signage

OPTION 2:

Coffee Station Sponsor (2 available)

- Logo displayed on coffee station signage during one of the two main conference days





Sponsorship Level in Detail

BYTE SPONSOR - \$3,500

- Logo displayed on event app, website, printed program, and on general session slides
- Add a flyer to conference swag bags (Sponsor pays all printing and shipping costs)
- Free admission for 2 to include booth staff and organization members
- Sponsor and exhibitor profiles on event app
- 1 exhibitor table & free lead capture via conference app
- Participate in exhibitor passport game

Non-Sponsor Option

EXHIBITOR TABLE ONLY - \$2,000 (\$1,500 NON-PROFIT)

- Free admission for 2 booth staff
- Exhibitor profile on event app
- 1 exhibitor table & free lead capture via conference app
- Participate in exhibitor passport game

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SECURE YOUR SPONSORSHIP



To secure your sponsorship, scan the QR code above to access the NICE K12 Cybersecurity Education Conference website sponsor page. Scroll to the “Secure your Sponsorship” button and complete the application form.

For questions or to set up a call, please contact the conference organizer:

Contact Us



Felicia M. Rateliff

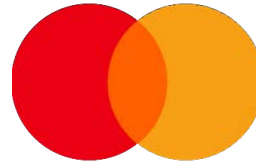
NICE K12 Conference Organizer
iKeepSafe Director of Operations

Contact
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This event is supported by NICE, a program of the National Institute of Standards and Technology in the U.S. Department of Commerce, under NIST Financial Assistance Award number 70NANB20H144



PAST SPONSORS INCLUDE:



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