



Fourth Annual

Counter eCrime Operations Summit



Sponsorship Memorandum

May 11, 12 & 13

São Paulo, Brazil

The APWG is offering sponsorship opportunities for its Counter eCrime Operations Summit (CeCOS IV) in São Paulo, Brazil on May 11-13, 2010. It is a peerless opportunity for your company to build relationships with a global audience of financial, communications, technology and security companies as well as government and law enforcement officials.

This annual event is a keystone conference for: IT managers; corporate security managers; online commerce security managers; software product managers and developers; ISP and telecommunications company managers; electronic crime researchers; law enforcement personnel; and government regulators who combat and otherwise engage electronic crime in their workaday. This year's CeCOS IV conference is the first APWG sponsored conference in South America and will satisfy pent-up demand for its unique conference content.

Sponsorship Benefits

The full three-day event presents a unique opportunity to communicate with the most formidable authorities in the counter-electronic crime community, members of a select group you won't find at trade shows. APWG conference sponsorships are a personal, non-intrusive way of conveying your message to this community. When you sponsor CeCOS IV, your company or institution will:

- Gain unique access to electronic-crime prevention managers from governments, corporations and financial institutions in a single venue
- Achieve distinction as a supporter of the APWG, an institution with global recognition as a thought leader in engaging the electronic crime problem
- Demonstrate your organization's commitment to confronting the electronic crime problem and contributing to its resolution

Promotional Benefits

- Recognition in on-site signage displayed during sessions and during meals, coffee breaks and, for Platinum sponsors, during the conference reception
- Distribution of giveaways such as a literature packs and chotchkies
- Recognition in agendas and APWG conference Web pages
- Conference related press releases
- Lunch briefing on a conference day, for Platinum Sponsors

Sponsorship Levels

Primary Sponsorships

The Platinum Sponsorship receives maximum visibility at the conference. The Platinum sponsor is recognized as the conference sponsor before, during, and following the conference. The Gold and Silver Sponsors receive excellent visibility at the conference as well with less media and conference activity exposure. The Bronze Sponsors are provided an opportunity to participate and deliver their message at a low price point.

	Platinum	Gold	Silver	Bronze
Quantity	2	4	4	4
Cost	R\$45,000	R\$25,000	R\$12,500	R\$7,000
Lunchtime Sponsor Briefing (Day 1)	Yes			
Joint APWG-Sponsor Press Release	Yes			
Sponsor Press Release	Yes	Yes	Yes	Yes
Logo on Conference Folder	Yes	Yes	Yes	Yes
Banners or Easel Signs at Dining Facility during meals and breaks	Yes	Yes		
Table placards at dining facility	Yes	Yes	Yes	Yes
On-site Signage Rights	Yes	Yes	Yes	
On-site Sign Face Allowance	3	2	1	
Complementary Attendee Rights	6 included	4 included	3 included	2 included
Logo on APWG Conference Notes Page and Conference Registration Page	Yes	Yes	Yes	Yes
Logo on Printed Agenda	Yes	Yes	Yes	Yes
Advertise in Conference Quick Guide	Yes Full Page	Yes ½ Page		
Logo on Conference safety guide	Yes	Yes	Yes	Yes
Logo on Conference Tote-Bag	Yes	Yes	Yes	
In-Conference Acknowledgement and Recognition by APWG Managers During Welcoming and Session-opening Remarks	Yes	Yes	Yes	Yes
Logo on Sponsoring Company's Website (from acceptance until 3 months after conference)	Yes	Yes	Yes	Yes
Wednesday Evening Reception Recognition & Signage	Yes			
Giveaways at Registration Desk	Yes	Yes		
Registration Packet Insert	Yes	Yes	Yes	Yes

Notes: Terms and conditions are on page 3 of this brochure.



CeCOS IV Conference Sponsorship Opportunities

Supporting Sponsorships

Shirt Sponsor: Each registered attendee will receive a complementary shirt to commemorate the fourth annual CeCOS event in São Paulo. This shirt will feature the event Logo and the Shirt Sponsor's corporate logo. Each attendee will take this high quality item home and enjoy it for years to come.
(Limit 2 shirt sponsors at R\$5,000 each)

Internet Sponsor: We have one opening for a sponsor to help support the on-site Internet WiFi access for attendees during the event. This special sponsorship is limited to one organization.
(Minimum 10 Megabit/s connection required.)

Sponsorship Terms and Conditions

1. All sponsorships will be awarded on a first-come, first-served basis. Sponsors need to be committed to electronic crime prevention, mitigation and forensic disciplines, concerned about the security of the Internet and internet users and associated communications elements and supportive of APWG's mission to understand and fight fraud and scams on the Internet. The Anti-Phishing Working Group, Inc. retains the right to reject any sponsor that it deems inappropriate.

2. After written acceptance by the APWG, the sponsor must provide the sponsorship funds, logo image (in the format required by APWG; **EPS preferred; hi-resolution jpeg accepted**) and other details (such as correct use of the sponsor's name and trademarks, etc.) to the APWG within 2 months of the start of the conference - or as soon as possible.

3. Sponsorship pledges cannot be processed without payment. All payments should be made directly to the Anti-Phishing Working Group, Inc. or a designated account specified for CeCOS IV accounting. For payment details (including wire transfer information) please contact fishiver@antiphishing.org.

4. Provision of APWG conference sponsorship does not entitle the sponsor to a waiver of any applicable annual APWG membership fee.

5. All sponsorship materials except **physical display materials and giveaways must be submitted before May 1** to ensure inclusion in production schedules. Sponsorship pledges after this date may still be accepted with caveats. **Display materials must be at the hotel no later than May 8.**

6. Sponsors may not sublet, assign or apportion any part of the item(s) sponsored nor represent advertise or distribute literature or materials for the products or services of any other firm or organization except as approved in writing by the APWG.

7. The APWG will not be liable for damage or loss to a sponsor's properties through fire, theft, accident, overzealous revelry or any other cause, whether the result of negligence or otherwise.

8. No part of an exhibit and no signs or other materials may be pasted, nailed, or otherwise affixed to walls, doors or other surfaces in a way that mars or defaces the premises or equipment and furnishings. Damage from failure to observe this notice is payable by the sponsor.

9. For sponsorship opportunities that include signage please note – **signage space may be limited**. The sponsorship level determines the number of sign faces allowed. Conference managers will inform each sponsor of the maximum size of signs.

10. In order to limit costs APWG and the conference organizers may limit the number of colors used for the printing of sponsor logos.



May 11, 12 & 13

São Paulo, Brazil

**CeCOS IV
Conference
Sponsorship
Opportunities**

Sponsorship Request Form

All requests for sponsorship please submit this form. Sponsorship requests for APWG conference week are accepted on a first-come, first-served basis. Please review and understand the terms and conditions on Page 4 before completing this sponsorship request form. Print and email a completed and signed copy of this form to: fshiver@antiphishing.org or Fax it to +1 206 202 1342.

Sponsor Information

Company name

Contact Person

Address

City

State/Province

Zip/Post Code

Country

Phone

Fax

eMail

Signature

If you have any questions, please contact:

US Tel: +1-404-434-7282 or email: fshiver@antiphishing.org

Please Fax Sponsorship Form to:

Foy Shiver at: +1 206 202 1342



May 11, 12 & 13

São Paulo, Brazil