



CyberMarketingCon

CyberMarketingCon 2026
Austin TX
Nov 15-18, 2026



CyberMarketingCon 2026 Sponsorships

Your Brand at the **Biggest Cybersecurity Marketing & GTM Event of the Year**

→ *In-Person & Virtual*



The Cybersecurity Marketing Society is a global organization that represents and supports marketing professionals in the cybersecurity industry worldwide

As the leading voice for cybersecurity marketers, the Society's reach and influence in the industry are unmatched. Our members are an engaged group dedicated to enhancing the relationship between cybersecurity vendors and security practitioners.

Our members represent a diverse range of marketing professionals, including C-level executives, product marketers, PR specialists, content creators, and experts in field marketing, social media, demand generation, partnerships, digital marketing, and more.

Our membership is made of

More than

4,000+

Cybersecurity Marketers Globally

More than

1,600

Cybersecurity Companies Globally

Our Audience & Reach

16% CMO or Head of Marketing

14% Demand Generation

14% Product Marketers

13% PR / AR / Comms / Brand

9% Social Media / Marketing Ops / Creatives

9% Field & Event

8% Digital Marketing

7% Content Marketing

7% Partner / Channel / Alliance

4,000+ Slack Members

15,700+ Company LinkedIn Followers

29,800+ Combined Founder LinkedIn Following

5,900+ The Spoonful Newsletter Subscribers

4,300+ Jobs Newsletter

3,000+ Podcast Newsletter Subscribers

CyberMarketingCon Attendees

2020	2021	2022	2023	2024	2025	2026
Fully Virtual	Fully Virtual	In-Person & Virtual	In-Person & Virtual	In-Person & Virtual	In-Person & Virtual	In-Person & Virtual
100 Virtual Attendees	200 Virtual Attendees	218 In-Person Attendees 50 Virtual-only Attendees Total: 268	360+ In-Person Attendees 170 Virtual-only Attendees Total: 530	~500 In-Person Attendees 160 Virtual-only Attendees Total: 660	Expecting 650+ In-Person Attendees 180+ Virtual Attendees Total: 830	Projecting 700-900 In-Person Attendees 200-300 Virtual Attendees Projected Total: 900-1,200

Too many conferences that cybersecurity marketers attend contain generalized guidance and playbooks that work in other industries but are **irrelevant to cybersecurity companies**. With our unique, crowded, and technical market and buyers, we need a conference just for us.

- **CyberMarketingCon offers more than just presentations.** In addition to engaging panels, informative sessions, and keynote speeches, the event features curated networking opportunities, speed mentorship, live podcast recordings, a trade show, and much more!
- **Learn from experienced cybersecurity marketers** as they share their strategies, tactics, and insights into return on investment (ROI).
- **Connect and build relationships with potential clients** in a welcoming and friendly atmosphere, where attendees are eager to discuss ideas, make new connections, and seek solutions!

[DOWNLOAD THE 2025 CYBERMARKETINGCON COMPANY ATTENDEE LIST](#)

Sponsor Feedback on CyberMarketingCon



We instantly made relationships. We closed a deal from somebody we met there within 2 months...

and it was the largest deal our company has ever closed.

David Ebner

CEO & President - Content Workshop

[See the video here >](#)



Pipeline is the big question when you're sponsoring a conference...and I'm fortunate to say the answer to that is yes.

We work with 3 organizations that we met through CyberMarketingCon...It was a great experience. It was great.

Derek Edmond

Managing Partner - KoMarketing

[See the video here >](#)

This conference is so amazing.

We have proposals going out the door before even leaving the conference!

CyberMarketingCon 2023 Silver Sponsor

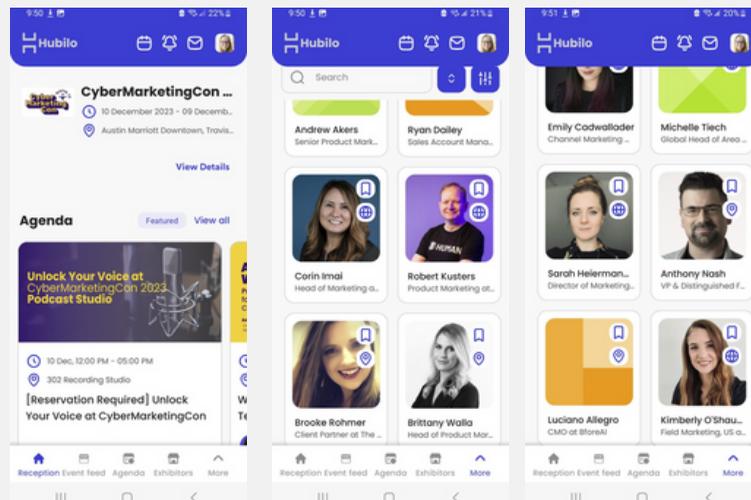
Supporting You to Maximize Your ROI

We want you to have just as good an experience as our attendees do. Here's how we're going to help you achieve your ROI:

- **Training calls.** The Society team will host training calls to make sure you know what to expect, how to interact, and how to get the most ROI out of your specific investment.
- **Feedback on marketing.** We will review and provide feedback on any marketing or assets created by sponsors for the conference to make sure that the messaging hits the mark.
- **Post-Event Feedback.** We will provide feedback and pass on any feedback we encounter from attendees about your sponsorship and company.

Increased Connection via Conference App

The conference app provides additional networking opportunities for sponsors! Make connections & book meetings!



Cyber Marketing Con

2026!



**AUSTIN MARRIOTT
DOWNTOWN
NOV 15-18, 2026**

Sponsorship Packages and *A La Carte* Sponsorships Available!

[DOWNLOAD THE FULL SPONSORSHIP LIST HERE](#)





Align Your Sponsorship

What's Your Goal?

What Are You Aiming to Achieve?

Brand awareness? Booking meetings? Both?

[DOWNLOAD THE FULL SPONSORSHIP LIST HERE](#)

CyberMarketingCon

Booth Packages Quick View



Title Sponsorship (Only 1)

The Title Sponsorship is the premier sponsorship level at CyberMarketingCon, offering unparalleled branding, speaking, and engagement opportunities. This exclusive package elevates your organization as a thought leader and provides maximum visibility before, during, and after the conference.

\$225,000

[See Full Booth Kit Here](#)



Platinum Sponsorship (6 total)

3 AVAILABLE

Designed for organizations looking to make a big impact and gain significant brand visibility. With ample branding opportunities, speaking sessions, and on-site presence, this package ensures your company is front and center in the minds of attendees.

\$72,500

[See Full Booth Kit Here](#)



CyberMarketingCon

Booth Packages Quick View



Gold Sponsorship

Perfect for companies looking for impactful engagement and brand visibility at a competitive price point. This package offers a speaking opportunity, booth space for attendee interaction and lead capture, and essential brand promotion throughout the event.

\$47,500

[See Full Booth Kit Here](#)



Silver Sponsorship

The Silver Sponsorship at CyberMarketingCon is an excellent choice for companies seeking foundational brand visibility and attendee engagement at a competitive price. With booth space for interaction and leadscanning, digital promotion, and access to key networking opportunities, this package offers great value for growing your presence at the event!

\$20,000+

[See Full Booth Kit Here](#)



[See Full Booth Kit Here](#)

CyberMarketingCon

Booth Packages Quick View

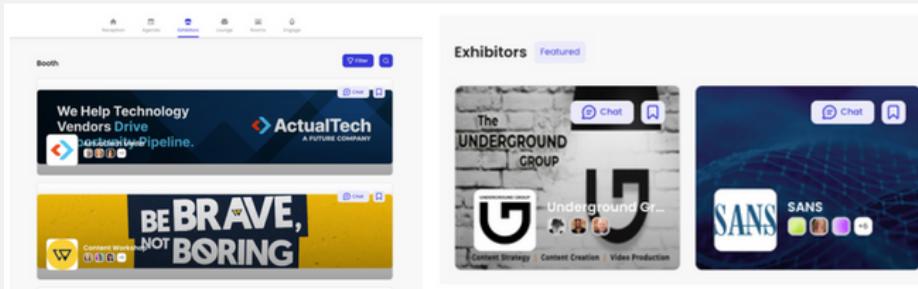
For CyberMarketingCon, a Title, Platinum, Gold, or Silver sponsorship will provide you with extra ways to engage and attendee registration list!

Passport to Prizes/Charity

Silver+ booths can contribute a prize and/or a charity donation and participate in Passport to Prizes! (or Passport to Charity!)

Virtual Booth

Silver+ package vendors receive a virtual booth space as well!



6-Foot or Hightop Table Sponsorship

Get your brand in front of attendees with a convenient and professional 6 ft table. Perfect for companies looking for a simple yet effective presence at CyberMarketingCon, this sponsorship ensures you have a platform to connect with attendees and showcase your offerings.

\$13,500



[See Full Booth Kit Here](#)

CyberMarketingCon

Booth Packages Quick Comparison

SPONSORSHIP BENEFITS	TITLE SPONSORSHIP	PLATINUM SPONSORSHIP	GOLD SPONSORSHIP	SILVER SPONSORSHIP	6 FOOT TABLE SPONSORSHIP
Exclusive	✓				
Speaking	✓	✓	✓		
Program Ad	Full Page	Full Page	Half Page	1/4 Page	
Expo Hall Booth Size	20 x 20 Feet	10 x 20 Feet	10 x 10 Feet	8 x 10 Feet or 10 x 10 Feet	6 Foot Table or Hightop Table
Admission Passes	8 + 10 giveaway tickets	6	3	2	1
Branding Hierarchy	Tier 1	Tier 2	Tier 3	Tier 4	Website Only
Swag Bag Item & Flyer	✓	✓	✓	✓	
Social Media	10	7	3	1	
Master Registration List	September 1	October 1	October 26	November 10	
Podcast Episode	✓	✓	✓		
Webinars	✓	Add-on available	Add-on available		
Lead Scanning	✓	✓	✓	✓	\$295 per person
Speed Demos	✓	Add-on available	Add-on available		
Conference Ticket Giveaway	Complimentary Participation	Complimentary Participation	Complimentary Participation	Participation for Fee	Participation for Fee

CyberMarketingCon

Booth Packages Quick View



LIMITED AVAILABILITY

(Speaking) 15-minute Tech Talk

Position your brand as a thought leader by hosting a 15-minute microworkshop, speed demo, or tech talk on the Expo Hall stage. Share valuable insights, showcase your expertise or product, and stand on stage to share a topic-relevant speed session.

\$7,500

Speaking

Brand Awareness



Television on a Stand for Your Booth (Delivered)

Full conference rental of a television with stand. Convenient setup and support included. Ideal for looping presentations or live demos. No shipping fee. When you arrive at your booth it will already be there! **Please note: this does not come with electricity or wifi.*

\$995+

Brand Awareness



NEW!

Ticket Bundle Giveaways

Don't have a user conference! Invite your users to CyberMarketingCon! Buy a bundle of discounted conference tickets and delight your prospects and customers, plus get to network with them over the course of the conference. Variety of bundle packages.

Ticket giveaway webinars are available for larger bundle purchases.

15-50% OFF

Brand Awareness



LIMITED AVAILABILITY

NEW!

Private Company Meeting Room

Invite your teammates, prospects, and customers to your own private meeting room at CyberMarketingCon. Available for 4-hour, 8-hour, or full-conference bookings. AV packages available through CyberMarketingCon or venue.

CONTACT US

Brand Awareness

Book A Meeting

CyberMarketingCon Build Your Relationships With Your Prospects & Customers



VIP or CMO Dinner

LIMITED AVAILABILITY

Create an exclusive networking opportunity for your team by hosting a custom dinner for select attendees. Ideal for intimate interactions with CMOs, VPs, and Heads of Marketing. A perfect setting for building deep, meaningful connections. Contact info provided for attendees for easy follow up.

\$25,000

Brand Awareness

Exclusive

Relationship Building



1x1 Speed Consulting with Meeting Area

Provide personalized consultations in your own dedicated meeting space. 30 minute pre-booked meetings (registration via the website/app) offer a unique opportunity to build relationships and showcase your solutions. Ideal for companies aiming to demonstrate their expertise and problem-solving capabilities while building relationships.

\$20,000

Brand Awareness

Lead Generation

Relationship Building



Opening Night Reception

EXCLUSIVE

Host the Opening Night Reception and kick off CyberMarketingCon with a bang! This sponsorship offers a high-visibility opportunity to engage attendees in a celebratory and welcoming environment. Make a lasting impression as attendees connect, network, and celebrate the start of the event.

\$20,000

Brand Awareness

Exclusive

Relationship Building



Podcast Room Branding for 1 Day + 1 Hour of Studio Time

Take over the podcast studio for an entire day with your branding featured prominently throughout. This package includes high profile branding plus 1 hour of dedicated podcast time, allowing you to collaborate with content creators, record your own episodes with prospects and customers, or invite industry influencers to join you.

\$10,000

Speaking

Brand Awareness

Exclusive

Relationship Building

Book A Meeting

CyberMarketingCon Build Your Relationships With Your Prospects & Customers



Group Outing Sponsor

Connect with attendees as sponsor of our informal and fun Group Outing. Typically held on Monday night, the Group Outing is a marquee event at CyberMarketingCon. This is a great way to interact and network outside the conference setting, building true relationships!

\$10,000

Brand Awareness

Relationship Building



Podcast Studio Sponsorship

Secure branding and studio access for half a day to record video/audio podcasts. Book podcasts with attendees (prospects) at the show! These podcast studio sponsorships are ideal for brands looking to increase their visibility, make connections, and create valuable video & audio content that lives postshow!

\$8,200

Brand Awareness

Exclusive

Relationship Building



Branded Speed Networking

Host an incredibly popular session: our Speed Networking! Branding on tabletops, a seat at the table, and the ability to "run the session" as the host on-stage! A great opportunity to be known at the show!

\$7,500

Speaking

Brand Awareness

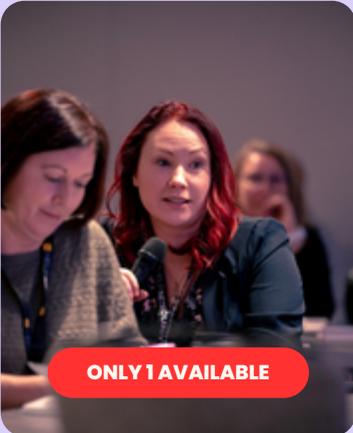
Exclusive

Relationship Building

[Book A Meeting](#)

CyberMarketingCon

High Profile & Exclusive



CyberCMO Summit Sponsorship

CyberCMO Summit is a closed door, invite-only 1 day track inside of CyberMarketingCon for CMOs & Heads of Marketing at cybersecurity products & services companies only. No one besides CMOs are allowed in this room...except for our CyberCMO sponsor!

\$40,000



CISO or CMO Panel Sponsorship

Highlight your industry leadership by assembling a panel of cybersecurity SMEs or CMOs and moderating the conversation. Share insights and opinions on stage, enhancing your brand's credibility. This is a unique opportunity to showcase your network and expertise.

**Very Popular Session*
**Ideal for cyber communities, events companies, research firms, meeting makers, and MarTech tools*

\$30,000

Speaking

Brand Awareness

Book A Meeting

CyberMarketingCon

CyberCEO Summit & GovCon Track



CEO, Founder & Investor Dinner

Sponsor the exclusive CEO Dinner, the grand finale of the CyberCEO Summit, and connect with an elite group of attendees, including CEOs, founders, and investors. This premier event offers your brand unparalleled visibility and the chance to build relationships with key decision-makers in the cybersecurity industry.

\$7,000

- Brand Awareness
- Lead Generation
- Exclusive
- Relationship Building



CyberCEO Summit Branding

Be a brand sponsor of the CyberCEO Summit, a track for founders, CEOs, and investors at CyberMarketingCon! Showcase your brand in front of founders, CEOs, and investors of cybersecurity companies. Brand on all CyberCEO signage and digital mentions.

\$7,000

- Brand Awareness
- Relationship Building



GovCon Track Sponsor

Sponsor the GovCon & Public Sector Track at CyberMarketingCon and position your brand as a key player in government, federal, defense, and national security markets. This one-day track, held on Monday, December 8, focuses on go-to-market (GTM) strategies tailored to the unique challenges and opportunities in these critical sectors.

\$9,000

- Brand Awareness
- Exclusive



CyberSales Track Sponsor

Sponsor the CyberSales track and put your brand in front of sales and revenue executives and operators. This one-day track, held on focuses on the sales side of cybersecurity go-to-market (GTM), sharing the strategies, tactics, and insight needed to build a modern pipeline machine.

\$9,000

- Brand Awareness
- Exclusive

[Book A Meeting](#)

CyberMarketingCon Grow Your Brand



Conference Stage Sponsorship (3 Days)

ONLY 4 AVAILABLE

Sponsor a stage and room, including a branded light projection on the wall! This premium sponsorship opportunity allows you to gain visibility with highly engaged attendees throughout the event. Expect hundreds of attendees to see your brand on stage during talks that impact them. **General keynote stage is available for \$50,000 and breakout room stages are \$25,000.**

\$25,000+

Brand Awareness

Exclusive



Lanyard Sponsorship

EXCLUSIVE SPONSORSHIP

Conference attendees will be wearing your brand throughout the entire conference! Highly visible and photogenic, this is an excellent branding opportunity. Lanyards are a constant presence, keeping your brand in continuous view!

\$20,000

Brand Awareness



NEW!

Pre-Conference Podcast Episode

Want to build some buzz and excitement ahead of the conference? Join us on the **Breaking Through in Cybersecurity Marketing** podcast! Airing every Wednesday on the CyberWire network, we'll make sure your guest will sound, look, and feel amazing; you'll gain a valuable thought leadership opportunity!

\$7,500

Speaking

Brand Awareness

Exclusive



Welcome Desk Branding

EXCLUSIVE SPONSORSHIP

Position your brand at the first point of contact for every attendee. High visibility branding at the registration table ensures all attendees engage with your brand. An effective strategy for making a strong initial impact!

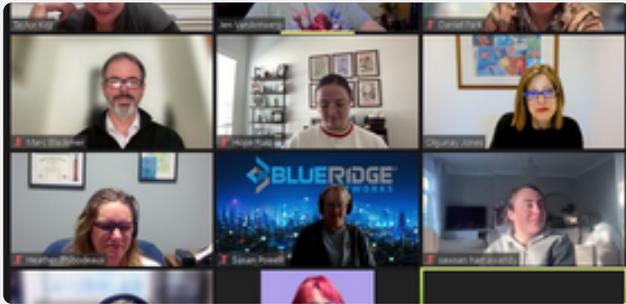
\$25,000

Brand Awareness

Exclusive

Book A Meeting

CyberMarketingCon Grow Your Brand



Pre-Conference Webinar

Want to build some buzz and excitement ahead of the conference? Join us for a webinar to the broader Cybersecurity Marketing Society community! Co-hosted by the Society, we'll work with you to identify a topic that will make your company shine! And of course you'll get all the registration and contact data afterwards!

\$20,000

Speaking Brand Awareness

Lead Generation



Lunch Sponsorship (Full Conference)

ONLY 5 AVAILABLE

Sponsor the conference lunches, with ample branding opportunities near the lunch. Digital signage during lunch, any screens in the lunch area will display your brand, daily shoutouts for lunch sponsor(s), and marketing material placed near buffet. A fantastic opportunity to be front and center during a key networking time!

\$9,500

Brand Awareness

Exclusive



Branding & Social Media Sponsor

Enhance your visibility with the Branding Sponsor package. This sponsorship offers a combination of digital exposure, social media promotion, and onsite engagement to position your company in front of a targeted audience of cybersecurity marketing professionals. Includes logo on website, signage, program, social media, newsletters, and 1 ticket!

\$12,500

Brand Awareness



Charging Station Sponsorship

Sponsor the Wellness & Recharge Room for all 3 days of the conference, offering attendees a tranquil space to relax, refresh, and recharge during the event. This unique sponsorship aligns your brand with health and well-being, leaving a positive impression on attendees as they take a much-needed break from the busy conference atmosphere.

CONTACT US

Brand Awareness

Exclusive

Book A Meeting

CyberMarketingCon Grow Your Brand



Headshot Photography

ONLY 1 AVAILABLE

Offer professional headshot photos to attendees, associating your brand with this valuable service. High visibility guaranteed, including brand inclusion in email follow-ups. A unique way to be remembered by attendees

**Photographer provided by Cybersecurity Marketing Society*

\$12,000

Brand Awareness

Exclusive



Coffee - All Day Sponsorship

ONLY 1 PER DAY AVAILABLE

Marketers love coffee! This popular sponsorship puts your brand at the beloved coffee station! Attendees visit it over & over again! Place flyers, signage, and marketing materials near the station. Custom-branded coffee sleeves provided! Be creative and you can turn this brand sponsorship into a lead generation opportunity too.

\$11,500

Brand Awareness

Exclusive



Program Cover Sponsorship

ONLY 1 AVAILABLE

Feature your brand on the highly visible conference program cover. A prime spot for high-frequency engagement with attendees. This sponsorship ensures your brand is seen throughout the event!

\$9,500

Brand Awareness

Exclusive



Fun Station Sponsorship

Integrate your brand and achieve high visibility & interactivity at the Fun Station! Engage attendees with a fun station featuring interactive elements such as: step and repeats, postcard mailer, penmaking station, polaroid wall, meme gallery, and other interactive elements designed to engage conference-goers. We can work with your ideas.

CONTACT US

Brand Awareness

Exclusive

Book A Meeting

CyberMarketingCon Grow Your Brand



Hotel Room Key Sponsor

Be in the pocket and hand of attendees, every day! (300 keys printed, 1 provided to each attendee staying at hotel). Opportunity to print additional keys for fee.

\$8,000

Brand Awareness

Exclusive



Notebook & Pen Sponsorship

ONLY 1 AVAILABLE

The notebook and pen is a cult favorite of CyberMarketingCon attendees! Include your branding on the notebook and pen! Have the attendees touching your brand every day of the event.

\$14,500

Brand Awareness

Exclusive



Quiet Room Sponsorship

Sponsor the Quiet Room for all 3 days of the conference, offering attendees a tranquil space to relax, refresh, and recharge during the event. This unique sponsorship aligns your brand with taking a break and a place for quiet work, leaving a positive impression on attendees as they take a much-needed break from the busy conference atmosphere.

\$9,000

Brand Awareness

Exclusive



Working Room Sponsorship

Sponsor the Working Room for all 3 days of the conference, offering attendees a place for meetings & zoom calls during the conference. Provide a space for attendees with ample branding throughout the room and on the signage.

\$9,000

Brand Awareness

Exclusive

Book A Meeting

CyberMarketingCon Grow Your Brand



WiFi Password Sponsorship

Be the exclusive sponsor of the conference Wifi, with your branding on all wifi instructions signage that is printed throughout the event. This unique sponsorship ensures constant visibility throughout the event. Also, everyone asks all the time: "What is the WiFi password?" Wouldn't it be great if it was your company name?

\$8,000

Brand Awareness

Exclusive



Printed Schedule Signs Sponsor

What a great opportunity to be incredibly visible during the conference! Have your logo on every single agenda sign outside of the general session rooms in the conference.

**Exclusions for rooms that have Track Sponsors or existing sponsorships.*

\$8,500

Brand Awareness

Exclusive



AM or PM Networking Break

Sponsor an AM or PM break: this 30-minute break features snacks and refreshments, providing attendees with the perfect opportunity to connect, refuel, and engage. Be thanked during the break, be listed in the official agenda, and have your brand be the exclusive branding for the break!

\$5,500

Brand Awareness

Social Media

Exclusive

Relationship Building

Book A Meeting

CyberMarketingCon Grow Your Brand



Swag Sponsor (1 Item & 1 Marketing Material)

Provide 1 marketing material piece and 1 swag item; we'll include it in the swag bag! Swag bags are distributed to in-person attendees and shipped to many of our virtual attendees, ensuring your sponsorship gets wide reach!

\$4,000

Brand Awareness



Conference Program Ad

Include an ad in the Conference Program. Suggest a helpful template, sheet, whitepaper, or other interactive offer. The Cybersecurity Marketing Society will help advise!

Full Page: **\$3,000**

Half Page: **\$1,500**

\$1,500+

Brand Awareness



Swag Bag Design Sponsor **SOLD OUT!**

Exclusive branding on the conference swag bags, carried by every attendee. This high-visibility opportunity ensures your logo is prominently displayed. A great way to achieve widespread brand recognition. Extremely high visibility branding opportunity with lots of photos that come out of it!

\$20,000

Brand Awareness

Exclusive

[Book A Meeting](#)

CyberMarketingCon Grow Your Brand



Hiring Sponsorship

Interested more in the hiring side of things? Become a Hiring Pavilion sponsor. This include branding, a special badge indicating you as a recruiter or hiring, and 5 listings on the Cybersecurity Marketing Society's Job Board.

\$3,500

Brand Awareness

Relationship Building

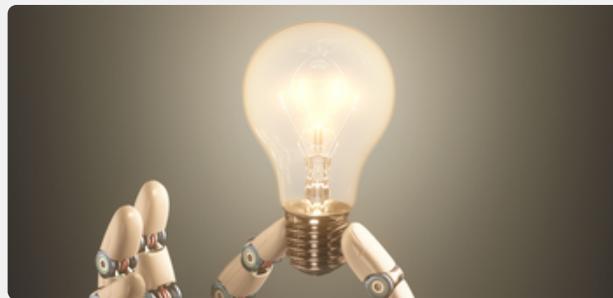


Marquee Awards Submission

Make sure to submit to the Marquee Awards this year! This charity awards ceremony puts you in the running to win a highprofile award, such as "Best Lead Generation Vendor," "Best PR Firm," or another! Marquee Awards submissions open May 1st. Learn more and see how to submit here.

\$299

Brand Awareness



Have an Idea? Let's Chat!

Is there a sponsorship you've found success with at other conferences that isn't listed here? Feel free to book a meeting with us to discuss. We're a creative and constantly evolving conference.

CONTACT US

Book A Meeting

Thank you for considering **CyberMarketingCon 2026**

Have another sponsorship idea?

Need something custom?

Have questions?

CONTACT US!



Gianna Whitver

Co-Founder & CEO

gianna@cybersecuritymarketingsociety.com

[Book a meeting with me](#)



Maria Velasquez

Co-Founder & Chief Growth Officer

maria@cybersecuritymarketingsociety.com

[Book a meeting with me](#)

Thank you for considering
CyberMarketingCon 2026

Download a digital copy of the latest
sponsorship kit here:



Cyber Marketing Con



**TOGETHER, TRANSFORMING
THE WAY WE DO
CYBERSECURITY MARKETING**

conference@cybersecuritymarketingsociety.com
www.cybersecuritymarketingsociety.com

