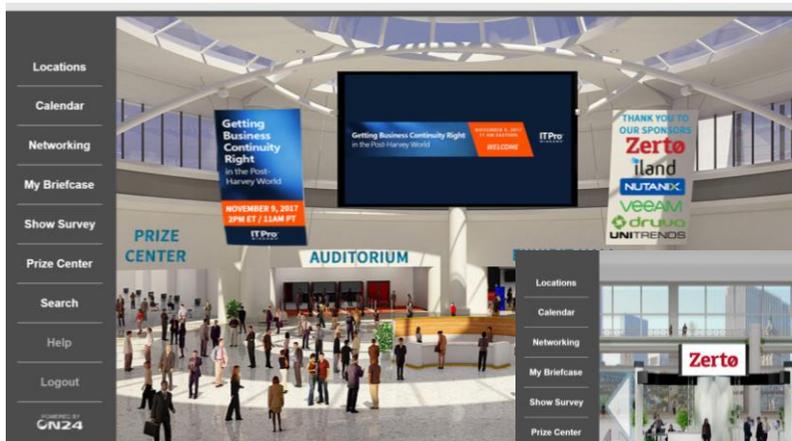


# KNect 365 TMT

2018

## Virtual Trade Show Opportunities



ITPro™

Channel Futures™

DataCenter  
Knowledge™

# 2018 Virtual Trade Shows

## Extend Reach and Thought Leadership

Putting virtual trade shows to work for your business means you can increase awareness and visibility, educate attendees, generate leads and drive deeper connections with target audiences. At KNect365 TMT we are focused on developing and producing next-generation virtual trade shows so that these goals become a reality for your business.

- ✓ **Generate highly qualified leads:**  
800-1000 registrants per event
- ✓ **Build brand awareness:**  
Position your company as an innovator
- ✓ **Extend market reach:**  
Improve customer and partner relationships and attract new prospects

### 2018 Virtual Trade Show Schedule

Date	Event Theme
Mar. 15	Security: How to Take Your Organizations Identity and Access Management to the Next Level
Apr. 26	Hyper Converged VTS
Jun. 14	Beyond Windows 7 and more
Aug. 16	Hybrid Cloud
Sep. 13	Business Continuity
Oct. 4	Channel Focus
Nov. 8	Dev OPs

# Sponsorship Opportunities



## KEYNOTE (Exclusive, 1 per Event) **\$25,000**

- One-hour executive keynote address
- Logo placement on all marketing materials
- Logo placement on registration page
- Turnkey partner toolkit that includes banners, marketing copy and links
- All registration leads provided
- Booth sponsorship



## PREMIER (3 per event) **\$18,500**

- On-hour technical presentation webcast presented by your industry expert
- Logo placement on registration page
- Turnkey partner toolkit that includes banners, marketing copy and links
- All registration leads provided
- Booth Sponsorship



## TECHNICAL SESSION (3 per event) **\$13,500**

- Sponsorship of technical presentation by KNect365 industry expert
- Company slide included at the start and end of the presentation
- Turnkey partner toolkit that includes banners, marketing copy and links
- All registration leads provided
- Booth Sponsorship



## BOOTH SPONSOR **\$5,000**

- Customized booth presence
- Interactions with attendees through live chats
- Showcase product and company collateral, assets, videos, etc.
- Receive real-time reports on those entering and engaging in booth

## ADD ON: Post Event Lead Touch Program **Price: \$7,500**

### Program Includes:

- A co-branded Executive Summary summarizing the key takeaways from your session is created and used as a call-to-action in a 3-touch post event outbound campaign.
- Unique emails are sent to those that attended the sponsor's session and to those that did not attend. Each group is targeted with appropriate content and action requests.
- Sponsor owns and can continue to use the Executive Summary as a lead generating tool after the program ends.

March 15, 2018 VTS

# How to Take Your Organization's Identity and Access Management to the Next Level

## Overview

Today's explosion of data and apps and a seemingly endless barrage of cybersecurity threats brings forth an increasingly complex landscape for users and organizations to navigate—particularly when it comes to identity and access management.

In this virtual trade show, you'll learn more about the complex state of identity and how implementing modern day identity management best practices will make a positive impact on your organization. We'll delve into hot topics such as key trends around the cloud, users and identity, the value of full volume encryption and how to leverage identity management as part of a layered protection strategy. After learning more about these trends and best practices, your organization will be better equipped to prevent, manage and recover from the most pressing data security and identity challenges today and in the future.

### Session 1: The Increasingly Complex State of Identity, Bill Kleyman

Your identity now helps create the modern enterprise security perimeter. In fact, identity control is one of the hottest, and most important, conversations in IT security today. It's also one of the most challenging to manage. The modern IT ecosystem is experiencing an explosion in apps, both cloud and on premise. Furthermore, organizations are dealing with simplifying user access via single portals and access methodologies.

At the end of the day, identity management can become a nightmare. However, there is good news. You can leverage best practices and better understand the new concepts around identity management and how it impacts your organization. In this webinar, we'll explore why identity is getting more complex, why even the most complex passwords are inviting risk, and how identity and access management is sweeping in to address immediate and long-term concerns. Specifically, we'll cover:

- Key trends around cloud, users, and identity
- The current state of your identity
- Challenges facing organizations when managing numerous user identities
- Deploying best practices to manage, control, provision, and optimize identity management

### Session 2: Modern Day Practices for Securing Data, Orin Thomas

Protecting organizational information is critical. Data is the lifeblood of any organization, and like any blood, it's almost always better kept internally than allowed to bleed externally in an uncontrolled manner. There are a variety of methods that you can use to keep data secure, from ensuring that it is stored on media that is configured with full volume encryption, through to ensuring permissions are set correctly, and also ensuring that you have a scheme in place so that critical organizational data cannot easily be emailed to an external party or be accessible when placed in public cloud storage. In this session, you'll learn about:

- Securing data at rest
- Securing data in transit
- Active Directory Rights Management Services
- Discretionary Access Control
- Azure Information Protection

### Session 3: Identity Management 2.0: It's Time to Join the Cloud, Nick Cavalancia

The idea of centralizing identities in an on-prem world was pretty simple: use a single sign-on solution, integrate with AD, and you were set. But with the advent of the cloud, the digital transformation of businesses, and the sprawl of potential applications available to organizations today, identity management is shifting to Identity as a Service (IDaaS). What's IDaaS, will it protect the org, and what does that mean for identity and access management (IAM)? In this educational session, join Nick Cavalancia, as he discusses:

- Clearing up the confusion: IAM, SSO, ISaaS – what does it all mean?
- Ensuring security in a cloud world: how to leverage identity management as part of a layered protection strategy
- What's the right choice for the on-prem, hybrid, or cloud-based enterprise?