

2024

Sponsorship Opportunities

October 14-16, 2024
Omni La Costa Resort
Carlsbad, CA

Last updated September 9, 2024



authenticatecon.com

About Authenticate

It's time to modernize your authentication! Organizations around the globe are embracing a new way to authenticate with FIDO standards, moving past passwords and legacy forms of multi-factor authentication to provide users with passkeys for phishing-resistant sign-ins. Their results? Strong security, lessened data breach risk, improved user experiences, faster sign-in rates, and reduced costs.

Join these industry leaders as they come together at Authenticate 2024, and get the latest tools and insights to get your organization on the path to strong, modern passwordless authentication.

Hosted by the FIDO Alliance, Authenticate is the industry's only conference dedicated to all aspects of user authentication – including a focus on FIDO-based sign-ins. It is the place for CISOs, business leaders, product managers, security strategists and identity architects to get all of the education, tools and best practices to roll out modern authentication across web, enterprise and government applications.

Authenticate 2024 will be held at the Omni La Costa Resort & Spa in Carlsbad, California for the second year in a row. This venue includes ample space for our growing audience, a variety of session types for all levels, and more opportunities for networking with peers. The 2024 event will include our most dynamic expo hall yet, where all exhibiting sponsors can showcase their solutions and meet companies looking for partners on their path to passwordless.

Whether you are new to FIDO, in the midst of deployment or somewhere in between, Authenticate 2024 will have the right content – and community – for you.



Questions?

Contact us at authenticate@fidoalliance.org

Who can you expect to attend Authenticate?

Thought leaders and decision makers in authentication, identity and security across sectors.

Authenticate 2023 Highlights:

850+

Attendees

(600+ on-site in Carlsbad)

50

exhibitors & sponsors

100+

Sessions

75%

of attendees are implementing or plan to implement FIDO

42% of attendees were decision makers from industries including:

- Financial Services
- Mobile / Telecom
- Healthcare
- Hardware
- Software
- Government
- Manufacturing
- Education
- Travel / Hospitality
- Media / Entertainment
- Industry Associations
- Consulting

“

The quality of the sessions sets Authenticate apart – the content is concise and data-driven.”

“

With passkeys being such a hot topic in authentication, this was the conference to get all of the information and take back to unleash them into the wild.

”

“

Authenticate is very quickly becoming an essential industry conference.”

“

FIDO is the way of the future and Authenticate gives us the opportunity to talk to other companies deploying and hear their experiences first-hand in the expo and the hallways.

”

50%

of attendees were new to Authenticate in 2023

Attendees Were Satisfied

91%

agree the content was what they were looking for

82%

of attendees were in person

89%

of attendees plan to rewatch content on demand

“

If you're thinking about implementing FIDO, the best thing to do is just talk to folks that have done it – and Authenticate is the place where you can.

”

“

This conference has helped me build an amazing network, particularly of other women in authentication and identity.”

The Omni La Costa Resort & Spa

The Omni La Costa Resort & Spa is a luxury hotel that is perfectly equipped for both business and pleasure. Sponsors are encouraged to take advantage of the many opportunities available on-property, including:

- Modern expo hall with updated amenities, perfect for showcasing products and solutions to potential customers
- Ample meeting space for customer and/or team off-sites (get in touch with us for information on booking)
- Dedicated opportunities for networking with conference attendees
- Various on-site dining, entertainment and spa offerings available to all resort visitors

Property Details

PHOTO GALLERY
RESORT POLICIES
RESORT MAP
DIRECTIONS & PARKING
OMNI JUNIOR CHEFS
REVIEWS
HISTORY



Resort Map



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Authenticate On-site Event Sponsorships

	Signature	Platinum	Gold	Startup
Number available	Sold Out	2	Sold Out	1
Sponsorship Cost (FIDO member)	\$35,000	\$12,750	\$6,500	\$3,500
Sponsorship Cost (non-FIDO member)	N/A	\$15,750	\$8,000	\$4,500
Booth space (location selection and booth size based on sponsor level)	✓	✓	✓	✓
Full conference passes for staff attendance	5	3	2	1 + 1 at 50%
Number of discount passes for customers / partners	5 @ 30%	3 @ 30%	2 @ 20%	1 @ 20%
Option to purchase a Sponsored Speaking Session on main agenda for \$7,000 for Members and \$10,000 for Non-Members		✓		
Attendee registration data (opt-in)	✓	✓	✓	✓
Webpage within event platform with full exhibitor profile marketed to all attendees	✓	✓	✓	✓
Logo placement on event homepage, event platform & marketing material (size/placement tiered by level)	✓	✓	✓	✓
Logo placement within on-site signage and on-site show guide (size/placement tiered by level)	✓	✓	✓	✓
Logo placement in hold slides and acknowledgement from podium	✓	✓		
Recognition in all press release associated with the event	✓			
Acknowledgement via Authenticate and FIDO Alliance social channels	✓	✓	✓	✓



How to Apply for Sponsorship

To request sponsorship, fill out this [form](#).

Past Authenticate Conference sponsors are given the right of first refusal for their previous sponsorship role. Sponsorship will then be allocated based on the FIDO Alliance [Sponsorship Policy](#) on a priority basis based on: 1) membership level; and then, 2) by the date and time that we received your request.

You have 14 days to sign the contract before the sponsorship is released to other parties.

Once your signed contract is received we will generate an invoice with net 30 payment terms. Sponsorship benefits begin upon receipt of payment.



A La Carte Sponsorships

BRANDED KEY CARD SPONSOR \$6,000

(SOLD OUT)

Put your brand in front of all of Authenticate's hotel guests and be part of their stay at the Omni La Costa Resort and Spa. This sponsorship also includes the registrant opt-in list, one (1) complimentary pass (not including member plenary), and branding on Authenticate materials and signage leading up to and during the event.

WIFI SPONSOR: \$7,500 (LIMIT 1)

Keep Authenticate attendees connected during the event. As the official WiFi sponsor, you'll receive logo recognition on-site throughout the conference and on the event webpage.

+ 1 full conference pass

(not including member plenary)

SPEAKER ROOM SPONSOR: \$6,000

Give speakers a quiet place to prep for their session. This sponsorship includes on-site signage and branding opportunities, including a fully brandable charging station, as well as recognition on the event website.

MOBILE APP SPONSOR: \$6,500 (LIMIT 1)

(SOLD OUT)

The mobile app will be the source of all event information on-site at Authenticate. In 2023 over 85% of attendees used the mobile app, creating a great branding opportunity for the sponsor. The sole mobile app sponsor will get logo recognition in the app, on-site and on the event website. In addition, the sponsor will be able to send one push notification to attendees.

LANYARDS: \$6,500

(SOLD OUT)

This co-branded lanyard will put your logo on every Authenticate attendee! Plus, get sponsor recognition on-site and on the event website.

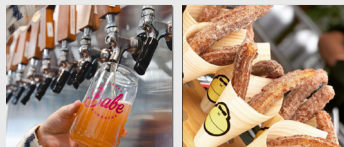
LUNCH SPONSOR: \$5,500

Help attendees refuel between sessions and get brand recognition at the same time! This sponsorship includes recognition on-site, on food stations, on the agenda and on the event website.

NETWORKING BREAK ENHANCEMENTS

Make networking breaks more enjoyable for attendees with a cappuccino bar, branded churro station, or kombucha & cold brew tap station! Each option provides speakers with the registration opt-in list, a complimentary conference pass (not including member plenary), and brand recognition leading up to and during the event and breaks.

- **Cappuccino Bar \$6,000** (SOLD OUT)
- **Branded Churro Station \$6,000**
- **Kombucha & Cold Brew on Tap \$6,000**



Welcome Reception Sponsorship Opportunities

Authenticate's first-night welcome reception will be held in the exhibit hall and out onto the attached open lawn area on Monday, giving you a prime location to highlight your brand!

This reception provides ample opportunities to receive brand recognition from the variety of food truck stations and interactive engagement options.

Interested in more than one sponsorship?

Get in touch for a customized package.

FOOD TRUCK ALLEY*

\$25,000

Give attendees an opportunity to try a variety of cuisines by sponsoring Food Truck Alley at the welcome reception! Each food truck provides two to three menu options and comes with unique opportunities for branding and engagement.

This includes prime brand exposure leading into Food Truck Alley and in the expo garden, which persists for the length of the conference, as well as the registrant opt-in list, three (3) full conference passes (not including member plenary), and three (3) additional passes with a 30% discount.

VW BEER TAP TRAILER WITH BEER EXPERT*

\$10,000

Attendees can enjoy and learn about on-tap beers at this Volkswagen Bus Beer Tap Trailer with an on-staff beer expert!

This includes prime brand exposure leading into Food Truck Alley, which persists for the length of the conference, as well as the registrant opt-in list, two (2) full conference passes (not including member plenary), and two (2) additional passes with a 20% discount.

BRANDED BEER CART

\$6,000

(SOLD OUT)

Sponsor our in-expo beer cart to keep the conversations and drinks flowing at the opening reception! This sponsor receives the registration opt-in list, a complimentary conference pass (not including member plenary), and brand recognition leading up to and during the event.

BRANDED JENGA

\$4,000

Put your brand on what will surely be a party hit! Give attendees an opportunity to network while playing giant Jenga, placed in two locations within the expo hall. Sponsors also receive branding on Authenticate materials and signage leading up to and during the event.

GLASS ENGRAVING STATION

\$10,000

Give attendees a memento to take home with this unique glass engraving experience. Attendees receive a beer glass with a pre-engraved sponsor logo as well as the attendee's choice of custom design.

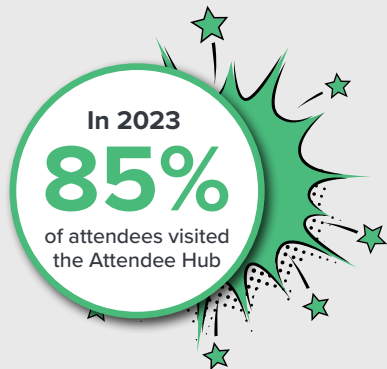
Plus, receive the registrant opt-in list, one (1) complimentary conference pass (member plenary not included), and branding on Authenticate materials and signage leading up to and during the event.

*Prime brand exposure elements have a printing lead time of 3 weeks prior to the event. To receive this benefit, marked sponsorships should be contracted with the understanding that design coordination, including any assets owed by the sponsor, must be completed by **September 20**.

Authenticate Remote Sponsorships

In order to reach the broadest possible audience, Authenticate will have remote participation options for FIDO enthusiasts that are unable to travel to the in-person conference. Authenticate remote sponsorship packages will give your company broader brand exposure and lead generation capabilities – for both on-site and remote attendees.

The Authenticate event platform, Attendee Hub will be a one-stop shop for all attendees to watch live streamed and on-demand content, manage their event calendars, network and view exhibitor content.



Remote Sponsorship options:

STREAMING SPONSOR: \$7,500 (SOLD OUT)

- Listed as streaming sponsor for the duration of the event on Attendee Hub homepage
- Logo on event stream frame
- Webpage within event platform with full exhibitor profile marketed to all attendees
- Option for a sponsored ~25 minute on-demand session with ability to re-use video file after conference materials are published (content subject to review/approval by Authenticate program committee)
- Opt-in registration data for all attendees

ON-DEMAND SESSION SPONSOR: \$5,000

- 1 sponsored ~25 minute on-demand session with ability to re-use video file after conference materials are published (content subject to review/approval by Authenticate program committee)
- Opt-in registration data for any conference attendees

Note: *On-site sponsors get 25% discount any remote package*

Signature Sponsor

Signature sponsorship is the way to get your brand and ideas front and center at Authenticate 2024. Authenticate 2024 Signature Sponsors will receive the most exposure, with these benefits:

Pre-Show

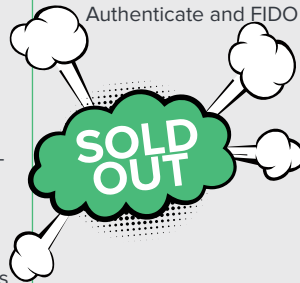
- Logo placement on event homepage and marketing materials, largest / most prominent placement
- Social media acknowledgement via Authenticate and FIDO Alliance social channels
- Logo and company description on Authenticate website and event platform with link to company homepage
- 5 full-conference passes for staff attendance
- 5 additional passes at 30% discount for customers or partners
- Recognition in all press releases associated with the event
- Recognition in all email marketing campaigns

During Show

- Sponsored speaking session
- Largest size booth space with first choices of booth location (choice within sponsor class determined by date of contract execution)
- Webpage within event platform with full exhibitor profile marketed to all attendees
- Logo placement in keynote and breakout presentation slides, plus verbal acknowledgements from the stage
- Logo placement within on-site signage and on-site show guide (most prominent placement)
- Logo placement on event platform homepage
- Social media acknowledgement via Authenticate and FIDO Alliance social channels

After Show

- Opt-in registration data for all attendees
- Right of first refusal for same sponsorship level in 2024
- Social media acknowledgement via Authenticate and FIDO Alliance social channels



Platinum Sponsor

Sponsors that invest at the platinum level get great exposure, with these benefits:

Pre-Show

- Logo placement on event homepage and marketing materials
- Logo and company description on Authenticate website and event platform with link to company homepage
- Social media acknowledgement via Authenticate and FIDO Alliance social channels
- 3 full-conference passes for staff attendance
- 3 additional passes at 30% discount
- Recognition in select email marketing campaigns

During Show

- Largest size booth space (selected based on sponsor level; choice within sponsor class determined by date of contract execution)
- Webpage within event platform with full exhibitor profile marketed to all attendees
- Logo placement in keynote and breakout presentation slides, plus verbal acknowledgements from the stage
- Logo placement within on-site signage and on-site show guide
- Social media acknowledgement via Authenticate and FIDO Alliance social channels

After Show

- Opt-in registration data for all attendees
- Right of first refusal for same sponsorship level in 2024
- Social media acknowledgement via Authenticate and FIDO Alliance social channels

Gold Sponsor

Sponsors that invest at the gold level get these great benefits:

Pre-Show

- Logo placement on event homepage and marketing materials
- Logo and company description on Authenticate website and event platform with link to company homepage
- Social media acknowledgement via Authenticate and FIDO Alliance social channels
- 2 full-conference pass for staff attendance
- 2 additional passes at 20% discount

During Show

- Booth space (selected based on sponsor level; choice within sponsor class determined by date of contract execution)
- Webpage within event platform with full exhibitor profile marketed to all attendees
- Logo placement within on-site signage and on-site show guide
- Social media acknowledgement via Authenticate and FIDO Alliance social channels

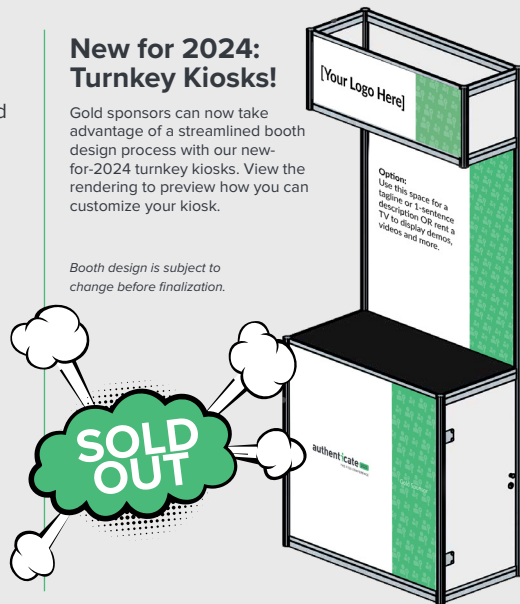
After Show

- Opt-in registration data for all attendees
- Right of first refusal for same sponsorship level in 2024
- Social media acknowledgement via Authenticate and FIDO Alliance social channels

New for 2024: Turnkey Kiosks!

Gold sponsors can now take advantage of a streamlined booth design process with our new-for-2024 turnkey kiosks. View the rendering to preview how you can customize your kiosk.

Booth design is subject to change before finalization.



Startup Sponsor

Startups* have the opportunity to have a great presence at the event at a lower cost, with these benefits:

Pre-Show

- Logo placement on event homepage and marketing materials
- Logo and company description on Authenticate website and event platform with link to company homepage
- 1 full-conference pass for staff attendance, plus 1 additional pass at 50% off
- 1 additional pass at 20% discount

During Show

- Booth space (selected based on sponsor level; choice within sponsor class determined by date of contract execution)
- Webpage within event platform with full exhibitor profile marketed to all attendees
- Logo placement within on-site signage and on-site show guide
- Social media acknowledgement via Authenticate and FIDO Alliance social channels

After Show

- Opt-in registration data for all attendees
- Social media acknowledgement via Authenticate and FIDO Alliance social channels



New for 2024: Turnkey Counters!

Startup sponsors can now take advantage of a streamlined booth design process with our new-for-2024 turnkey counters. View the rendering to preview how you can customize your counter.

Booth design is subject to change before finalization.

*Startups are defined as having been in business for less than 5 years, have less than 50 employees, and less than \$5M in funding. Companies must have qualification data available. Companies must support FIDO technology and/or be FIDO Certified.

Closing Reception Sponsor - \$25,000 (SOLD OUT)

Become the sponsor of the Passwordless Party on the second night of Authenticate! This sponsorship allows you to customize Authenticate's biggest party so our attendees won't forget it – or your company!

The sole sponsor for this party receives the registrant opt-in list, three (3) complimentary conference passes (not including member plenary), and three (3) conference passes at a 30% discount. The sponsor also benefits from branding leading up to and throughout the party, including email and social marketing and on-site signage, branded napkins, a branded champagne wall, and branded moon balloons.

