

18TH ANNUAL API CYBERSECURITY CONFERENCE FOR THE OIL AND NATURAL GAS INDUSTRY

7-8 November, 2023 | Woodlands Waterway Marriott, The Woodlands, Texas

Sponsorship
and Exhibit
Prospectus



American
Petroleum
Institute

REGISTERED

PRE-REGISTERED


17TH ANNUAL
API CYBERS
CONFERENCE
FOR THE OIL
NATURAL GAS INDUS

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The work of the problem-solvers
of our industry is never done.





The API Cybersecurity Conference has been an annual event since 2006. For 18 years it has been the only cybersecurity conference dedicated to the oil and natural gas industry and has a loyal dedicated and high-level attendee base. It is also volunteer-driven, both at the planning committee and speaker level. We consistently produce a compelling conference program, with a focus on safety, best practices, and innovation.

NOTE THAT ALL SPONSORSHIPS INCLUDE AN EXHIBIT BOOTH. PRIME BOOTH LOCATIONS ARE RESERVED FOR SPONSORS.

If you would like to be a:

- **Platinum Sponsors** may submit applications **immediately**.
- Applications for **Gold Sponsorships** will be accepted on or after **June 1, 2023**.
- Applications for **Silver Sponsorships** will be accepted on or after **August 24, 2023**.

Since 2015 we have capped the number of exhibitors at 40 to maintain a healthy attendee-exhibitor ratio.

A limited number of booths are available for exhibitors only. In 2022, only 9 booths remained. If you would like to only exhibit, you can submit your application after 12:00 PM Eastern on Friday, September 1, 2023. The number of available exhibitor only booths is dependent on the number of Sponsors. The remaining booths sell out quickly.

Please check www.api.org/cybersecurityconference for booth availability.

Exhibit only booths are available until **September 15, 2023**, a 50% discount for third-party certified minority and women owned businesses that are certified by either the National Minority Supplier Diversity Council (NMSDC) or Women's Business Enterprise National council (WBENC). Please contact me directly for additional information.

We appreciate your support, and know that you will reach the loyal, dedicated high-level audience this API conference is known for.

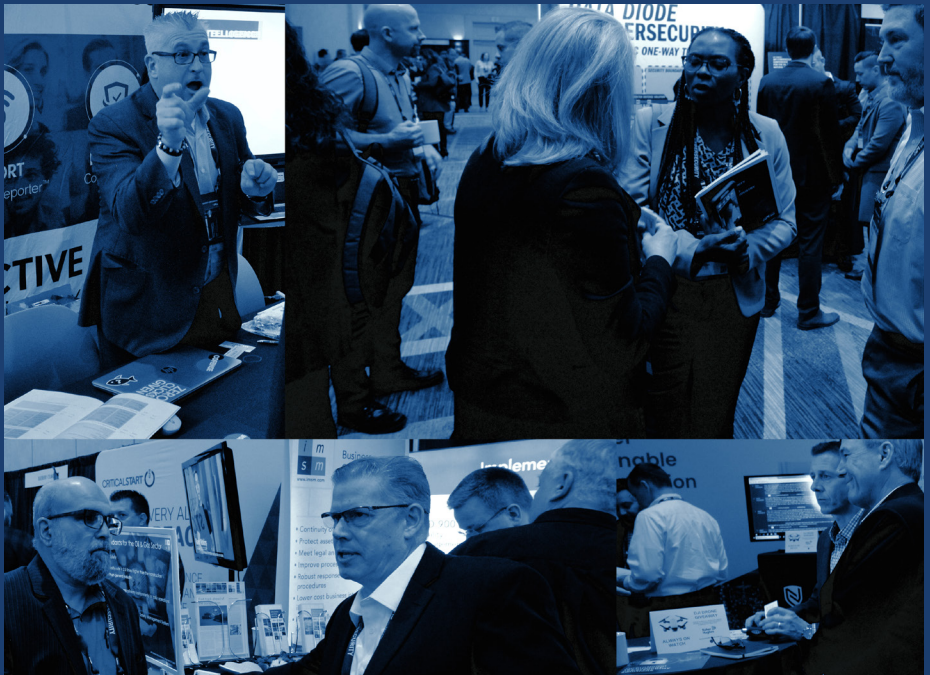
To purchase, simply visit the exhibitor information tab at:
www.api.org/cybersecurityconference

For questions or additional information, contact:

Matthew Cunningham
Senior Meetings & Events Manager
American Petroleum Institute
202-682-8158
cunninghamm@api.org

2022 Cybersecurity Conference Audience at a Glance

The 2022 Conference hosted a record **650 attendees**.



Since 2015 we have capped the number of exhibitors at 40 to maintain a healthy attendee-exhibitor ratio.

2022 EXHIBITORS INCLUDED

Accenture	Langner	Siemens Energy
Archer Energy Solutions, LLC	Mandiant	SteelCloud
Armis	Netskope	Tanium
Axio	Nozomi Networks	Tenable, Inc.
Cloudflare	OPSWAT	Thales
Critical Start	Optiv	TXOne Networks
Deloitte	Palo Alto Networks	Verve Industrial
Dragos	PwC	Waterfall Security Solutions
Fortinet	Red Canary	Xage Security
Gigamon	Riskrecon	Yubico
Hexagon	Rubrik	Zscaler
Industrial Defender	SentinelOne	
IronNet	Set Solutions	

2022 Cybersecurity Conference at a Glance

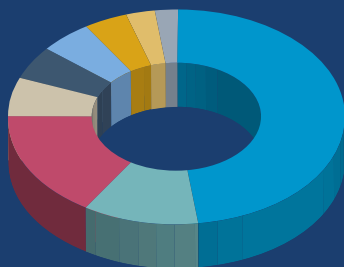
Attendee Demographics

TOP DELEGATE EMPLOYERS

Baker Hughes: 5	Halliburton: 5	Occidental Petroleum: 21
BP: 8	Hess: 3	Phillips 66: 4
Chevron: 27	Hunt Consolidated: 3	Plains All American: 2
ConocoPhillips: 13	Marathon Petroleum: 16	Shell: 16
Devon Energy: 11	Monroe Energy: 3	Wolverine Pipeline: 4
Enterprise Products: 9	Murphy Oil: 3	
ExxonMobil: 20	NuStar Energy: 3	

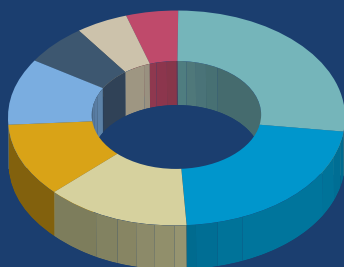
Government/Academic attendees:

US Coast Guard, FBI, DOE, US Coast Guard, BSEE, US Department of Homeland Security, University of Texas, Texas A&M, University of Houston.



2022 ATTENDEE FUNCTION

- 48% Cybersecurity or Information Technology
- 11% Others
- 16% Business Professional Services
- 6% Risk Management
- 5% Engineering
- 5% Administration
- 4% Academic
- 3% Compliance Management
- 2% Government



2022 ATTENDEE POSITION

- 27% Others
- 22% Developer/Engineering
- 14% Analyst
- 11% Auditor
- 10% Manager
- 6% Director
- 5% Executive
- 5% Operations

Cybersecurity Sponsor & Exhibitor Benefits

\$20K

\$15K

\$12.5K

\$7.5K



Pre-Event Marketing Opportunities

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| <ul style="list-style-type: none"> • Registration list of pre-registered attendees 2 weeks prior to event. (name, company, title, address) • Company name on the Conference website Exhibitors page with booth number and link to your corporate website • Company logo in Pre-Event Registration Email Blasts • Company logo on banner on online registration site | <ul style="list-style-type: none"> • Registration list of pre-registered attendees 2 weeks prior to event. (name, company, title, address) • Company name on the Conference website Exhibitors page with booth number and link to your corporate website • Company logo in Pre-Event Registration Email Blasts • Company logo on banner on online registration site | <ul style="list-style-type: none"> • Registration list of pre-registered attendees 2 weeks prior to event. (name, company, title, address) • Company name on the Conference website Exhibitors page with booth number and link to your corporate website | <ul style="list-style-type: none"> • Registration list of pre-registered attendees 2 weeks prior to event. (name, company, title, address) • Company name on the Conference website Exhibitors page with booth number and link to your corporate website |
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Exhibit Hall Opportunities

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| <ul style="list-style-type: none"> • First choice of booth location (API will contact you with booth selection closer to the event) • 10x10 booth • Company name sign above booth • Table, Chairs, Carpet, Electricity, WiFi • Inclusion in Exhibitor Raffle drawing form shared with all Conference attendees • Company logo on signage located next to all break and coffee stations | <ul style="list-style-type: none"> • Second choice of booth location (API will contact you with booth selection closer to the event) • 10x10 booth • Company name sign above booth • Table, Chairs, Carpet, Electricity, WiFi • Inclusion in Exhibitor Raffle drawing form shared with all Conference attendees • Company logo on signage located next to all break and coffee stations | <ul style="list-style-type: none"> • Third choice of booth location (API will contact you with booth selection closer to the event) • 10x10 booth • Company name sign above booth • Table, Chairs, Carpet, Electricity, WiFi • Inclusion in Exhibitor Raffle drawing form shared with all Conference attendees • Company logo on signage located next to all break and coffee stations | <ul style="list-style-type: none"> • Fourth choice of booth location (API will contact you with booth selection closer to the event) • 10x10 booth • Company name sign above booth • Table, Chairs, Carpet, Electricity, WiFi • Inclusion in Exhibitor Raffle drawing form shared with all Conference attendees |
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In-Person Opportunities

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| <ul style="list-style-type: none"> • Six complimentary registration (after one, each additional registrant pays a discounted registration fee of \$395) | <ul style="list-style-type: none"> • Four complimentary registration (after one, each additional registrant pays a discounted registration fee of \$395) | <ul style="list-style-type: none"> • Three complimentary registration (after one, each additional registrant pays a discounted registration fee of \$395) | <ul style="list-style-type: none"> • One complimentary registration (after one, each additional registrant pays a discounted registration fee of \$395) |
| <ul style="list-style-type: none"> • Admission to all Conference sessions | <ul style="list-style-type: none"> • Admission to all Conference sessions | <ul style="list-style-type: none"> • Admission to all Conference sessions | <ul style="list-style-type: none"> • Admission to all Conference sessions |
| <ul style="list-style-type: none"> • Admission to all food functions, including lunches and Opening Reception | <ul style="list-style-type: none"> • Admission to all food functions, including lunches and Opening Reception | <ul style="list-style-type: none"> • Admission to all food functions, including lunches and Opening Reception | <ul style="list-style-type: none"> • Admission to all food functions, including lunches and Opening Reception |
| <ul style="list-style-type: none"> • Special recognition from Conference Co-Chairs during the opening session | <ul style="list-style-type: none"> • Special recognition from Conference Co-Chairs during the opening session | <ul style="list-style-type: none"> • Special recognition from Conference Co-Chairs during the opening session | <ul style="list-style-type: none"> • Special recognition from Conference Co-Chairs during the opening session |
| <ul style="list-style-type: none"> • Company logo on signage throughout the venue | <ul style="list-style-type: none"> • Company logo on signage throughout the venue | <ul style="list-style-type: none"> • Company logo on signage throughout the venue | <ul style="list-style-type: none"> • Company logo on signage throughout the venue |
| <ul style="list-style-type: none"> • “Platinum” ribbon on all staff badges | <ul style="list-style-type: none"> • “Gold” ribbon on all staff badges | <ul style="list-style-type: none"> • “Silver” ribbon on all staff badges | <ul style="list-style-type: none"> • “Exhibitor” ribbon on all staff badges |
| <ul style="list-style-type: none"> • “Exhibitor” ribbon on all staff badges | <ul style="list-style-type: none"> • “Exhibitor” ribbon on all staff badges | <ul style="list-style-type: none"> • “Exhibitor” ribbon on all staff badges | |
| <ul style="list-style-type: none"> • Logo will be displayed on screens between all program sessions | <ul style="list-style-type: none"> • Logo will be displayed on screens between all program sessions | <ul style="list-style-type: none"> • Logo will be displayed on screens between all program sessions | |
| <ul style="list-style-type: none"> • Inclusion of marketing materials on literature table near registration desk | <ul style="list-style-type: none"> • Inclusion of marketing materials on literature table near registration desk | | |
| <ul style="list-style-type: none"> • One push notification through Conference app with message written by Sponsor | | | |

Post-Event Marketing Opportunities

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| <ul style="list-style-type: none"> • 365 days of online exposure • Early access to 2024 Sponsor and Exhibitor opportunities • Logo in Post-Event Attendee Surveys • Logo in Post-event content promotion | <ul style="list-style-type: none"> • 365 days of online exposure • Early access to 2024 Sponsor and Exhibitor opportunities • Logo in Post-Event Attendee Surveys • Logo in Post-event content promotion | <ul style="list-style-type: none"> • 365 days of online exposure • Early access to 2024 Sponsor and Exhibitor opportunities | <ul style="list-style-type: none"> • 365 days of online exposure • Early access to 2024 Sponsor and Exhibitor opportunities |
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