

19TH ANNUAL

API CYBERSECURITY CONFERENCE FOR THE OIL AND NATURAL GAS INDUSTRY

12-13 November, 2024 | Woodlands Waterway Marriott, The Woodlands, Texas

Sponsorship
and Exhibit
Prospectus



American
Petroleum
Institute

CONFERENCE



PREMIER

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

THANK YOU
2023 Sponsor

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GO

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NATURAL GAS INDUSTRY



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




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



November 11, 2020 10:00 AM

18th Annual
Cybersecu
for the Oil
Industry



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 4, 2024**.
- Applications for **Silver Sponsorships** will be accepted on or after **August 26, 2024**.

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 2023, only four booths remained. If you would like to only exhibit, you can submit your application **after 12:00 PM Central / 10:00 AM Pacific on Tuesday, September 3, 2024**. 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 12, 2024**, 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
cunningham@api.org

2023 Cybersecurity Conference Audience at a Glance

The 2023 Conference hosted a record **776 attendees**.



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

2023 EXHIBITORS INCLUDED

ABB	Fortanix	SafeBreach
Accenture	Fortinet	SentinelOne
Armexa	GuidePoint Security	SteelCloud
AI EdgeLabs	Hexagon ALI	Swimlane
Armis	HYPR	Tanium
AlgoSec	Industrial Defender	Thales SA
Bishop Fox	Keysight Technologies, Inc.	Tenable
Bridewell	Mandiant, now part of Google Cloud	Trace3
Clarty	ONG-ISAC	Trend Micro, Inc.
CompuCycle	OPSWAT	TrueFort
Deepwatch	Optiv	TXOne Networks
Deloitte	Palo Alto Networks	Varonis
Dragos	Phosphorus Cybersecurity	World Wide Technology
Elastic	RiskRecon by Mastercard	Xage Security
FM Approvals	Rubrik	Yubico
Forescout	Socium Solutions	Zscaler

2023 Cybersecurity Conference at a Glance

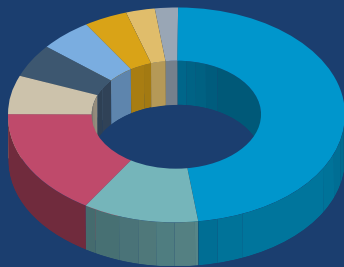
Attendee Demographics

TOP DELEGATE EMPLOYERS

Baker Hughes: 8	Halliburton: 15	Occidental Petroleum: 21
BP: 10	Hess: 3	Phillips 66: 6
Chevron: 27	Hunt Consolidated: 3	Plains All American: 4
ConocoPhillips: 15	Marathon Petroleum: 16	Shell: 16
Devon Energy: 11	Monroe Energy: 3	SLB: 12
Enterprise Products: 9	Murphy Oil: 3	Wolverine Pipeline: 4
ExxonMobil: 22	NuStar Energy: 3	

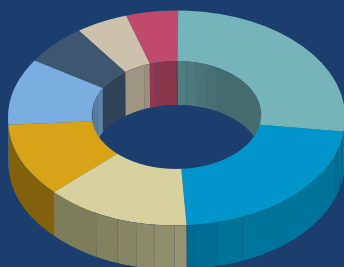
Government/Academic attendees:

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



2023 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

Member Partners



API CYBERSECURITY
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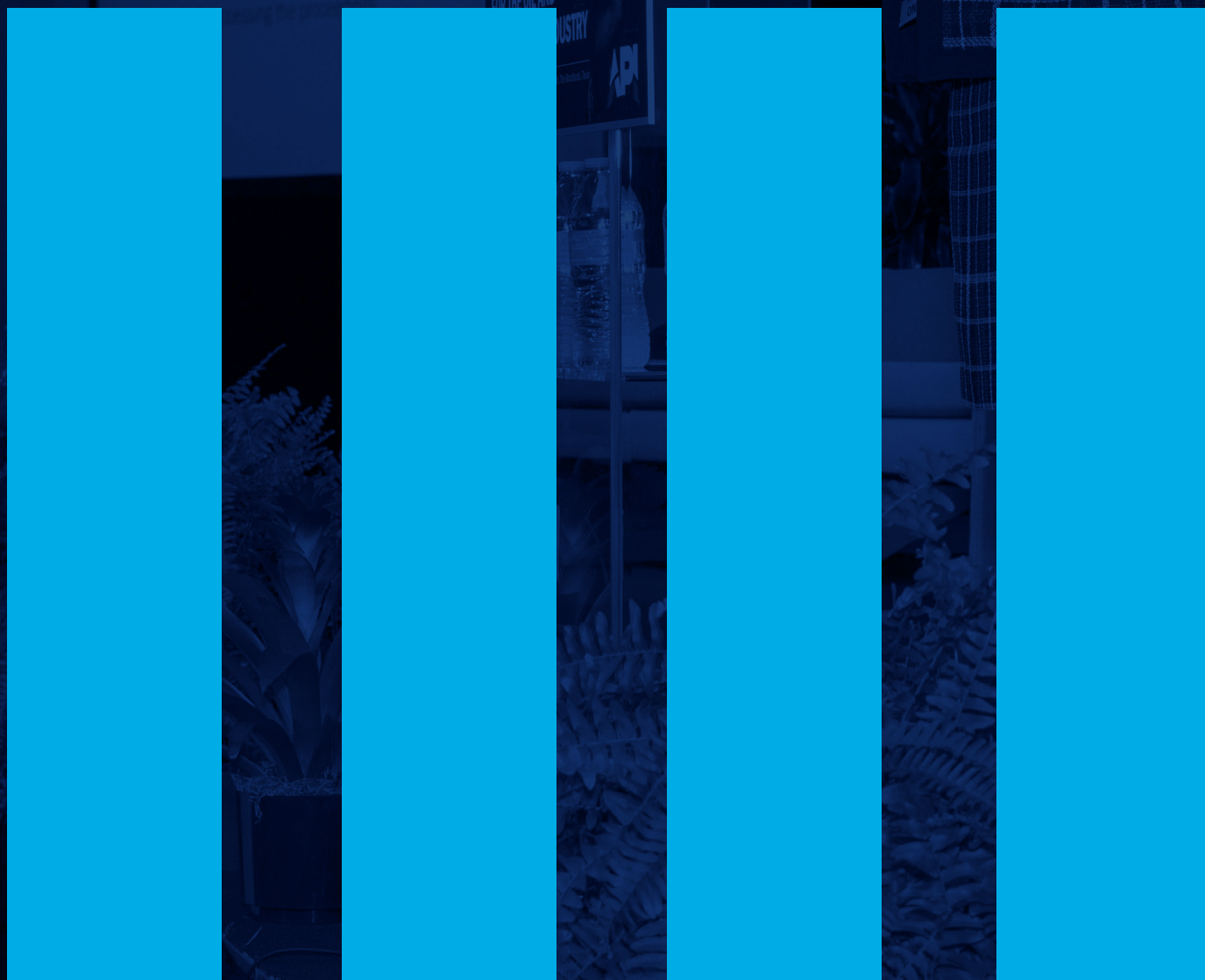
Cybersecurity Sponsor & Exhibitor Benefits

\$20K

\$15K

\$12.5K

\$7.5K



Pre-Event Marketing Opportunities

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

- 365 days of online exposure
- Early access to 2025 Sponsor and Exhibitor opportunities
- Logo in Post-Event Attendee Surveys
- Logo in Post-event content promotion

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API CYBERSECURITY CONFERENCE & EXPO



2024 API Cybersecurity Conference Sponsor and Exhibitor Terms & Conditions

- API:** As used herein, "API 2024" or "Exhibition" shall refer to the API Cybersecurity Conference. Also as used herein, "exhibitor," "applicant" and "company" shall refer to the party submitting an Application and Agreement to sponsor and/or exhibit at the 2024 API Cybersecurity Conference. API will handle all pre-show and on-site decisions and its decisions will be final.
- Cost of Exhibit Space and/or Sponsorship:** See the API 2024 Cybersecurity Conference Summit Sponsor and Exhibitor Prospectus. Additional costs, including but not limited to booth build out, audiovisual needs, shipping and material handling are the responsibility of the exhibiting company.
- Payments:** A 50% deposit is due within 30 days of application submission.

Checks and Wire Transfers: A PDF invoice will be sent upon application submission. **Reference your invoice number so payment is applied appropriately.** All checks are to be made payable to: American Petroleum Institute, P.O. Box 1425, Merrifield, VA 22116-1425, USA. The check must be in U.S. currency only, drawn on a U.S. bank. A \$25.00 transaction fee will be due on each Wire Transfer received as payment, if not sent as U.S. currency. Please add this amount to your original payment. Credit cards are also accepted for payment.

No sponsor or exhibitor admission credentials will be distributed to any company who has not paid in full by November 8, 2024; and if any company still has not paid in full by the time of the first date of installation, November 11, 2024, they will not be allowed to set up their booth or receive any orders from contractors until the account is paid in full by Cashiers or Certified Check. **No personal checks or credit cards are accepted as payment for exhibit space on-site.**

- Cancellation:** An exhibitor may cancel or withdraw from the show subject to the following conditions and restrictions:
 - The exhibitor shall give API notice in writing of its intention to cancel or withdraw from the show.
 - In the event the said notice is received on or before September 9, 2024, the exhibitor shall be obligated and agrees to pay a cancellation penalty of 50% of the contract value.
 - In the event the said notice is received after September 8, 2024, the exhibitor shall be obligated and agrees to pay 100% of the contract value.
 - All refunds due will be paid to exhibitor no later than sixty (60) days after the close of the Exhibition.
 - In the event of cancellation, API shall have the right to use said space to suit its own convenience, including selling the space to another exhibitor, without any rebate or allowance to the cancelled exhibitor.
 - API assumes no responsibility and exhibitor waives any claims against API for having included the name of the cancelled exhibitor or description of their products in the show catalog, brochures, news releases or other materials concerning the show.
- Assignment of Space:** Whenever possible, space assignments will be made based on the location preferences requested by the exhibitor. API reserves the right to make the final determination of all space assignments in the best interests of the overall Exhibition. These Terms & Conditions become valid upon exhibitors electronic acceptance during the application submission process.
- Right of Refusal:** API reserves the right to refuse rental of display space to any company whose display of goods, service or machinery is not, in the opinion of API, compatible with the general character and objectives of the Exhibition.
- Floor Plan Layout Changes:** Through the floor plans sent out periodically and the plans available through the official API 2024 Cybersecurity Conference website, all exhibitors should frequently review their space location and changes to neighboring booths/areas for updates. While API will send out updates to the layout, it is the exhibitor's responsibility to keep up with changes to their assigned area. API is anticipating alterations to the initial printed plan and cannot be held responsible for changes which may alter a participating exhibitor's selection of space. If a specific exhibitor is impacted by an adjacent major layout configuration, API will notify them directly.
- Subletting of Space:** The exhibitor agrees not to assign, sublet or apportion space or any part thereof contracted for, nor to exhibit, advertise or offer for sale merchandise or services other than those manufactured or sold by exhibitor company in the regular course of business. As an example: when articles are required for the proper demonstration or operation of exhibit displays, in which case identification of such articles

shall be limited to the regular name plate, imprint or other identification, which in standard practice appears normally on the article. Exhibitors may not permit non-exhibiting company representatives to work in their booths except their own dealers and representatives.

- Sharing of Booths:** Co-sponsoring or co-exhibiting is not permitted. Conference signage, program, and website will include only one company name.
- Ancillary Events:** Attendees, Sponsoring/Exhibiting companies, and non-Sponsoring/Exhibiting companies are prohibited from conducting ancillary activities or events during conference hours, including the receptions. Violators of this condition may be subject to a one year ban from participation in the Conference.
- Default of Occupancy:** Any exhibit space not occupied by 6:00 p.m on Monday, November 11th, 2024, shall be forfeited by the exhibitor, and the space may be resold, reassigned, or used by the API without refund, unless a request for delayed occupancy has received prior approval by API.
- Failure to Hold Exposition:** Should any contingency prevent the holding of the API 2024 Cybersecurity Conference, API shall refund all monies paid within 60 days of the notice of intent to cancel. The exhibitor waives all claims for damages. If, for any reason, the Exhibition is deferred, monies already paid will be automatically transferred to the new dates, and the exhibitor waives all claims for damages or recovery of payments made.
- Exhibit Hours:** Exhibitors are required to keep at least one attendant in their booth during all show hours, subject to removal of their exhibit from the show at the company's expense. Exhibitor will not tear down booth early, and will keep their booth up for the duration of exhibit hours.
- Exhibit Booth Displays:** Please refer to the specific rules and regulations that will be included in the Exhibitors Service Manual for all related rules and regulations regarding heights, sightlines, demonstration areas and signage.

Exhibitor agrees not to use any display that API determines, in its absolute discretion, will endanger person or property, is in bad taste, or will violate the booth regulations or any other provision of this contract.

In the event API determines at any time that any exhibit violates this contract and the exhibitor is unable or unwilling to cure or correct such violation, API may terminate this agreement immediately and forbid erection of the exhibit or may remove or cause the exhibit to be removed at the exhibitor's expense, and the exhibitor hereby waives any claim for refund of the exhibit booth or other damages arising out of such termination and/or exhibit removal. Any exhibitor who is uncertain as to whether an exhibit is in compliance with all applicable regulations and requirements should contact API immediately.

- Exhibit Staff Registration:** All exhibitors and booth personnel are required to register. Badges will be printed and available upon arrival. Registrations are not transferable.
- Liability, Insurance:** Exhibitors shall assume, and shall indemnify, hold harmless and defend API and their respective members, officers, directors, employees, contractors and agents (collectively "API Parties") from and against, any and all claims, damages, liabilities, costs (including reasonable attorneys' fees) and expenses (collectively, "Claims") arising out of or in any way relating to exhibitor's acts or omissions while a participant of the API 2024 Cybersecurity Conference, including but not limited to any Claims arising out of or in any way related to any bodily injury or property damage caused by exhibitor's acts or omissions. Additionally, exhibitors hereby waive, and release API Parties from, any claim against API Parties for damages or to liabilities of any kind, type or nature (including but not limited to any damage to property or business or injury to persons) arising out of or in any way relating to the Exhibition, except to the extent caused by an API Party's gross negligence or willful misconduct. In no event shall exhibitor be entitled to claim, and exhibitor hereby waives the right to claim, any special, consequential, indirect or punitive damages arising out of or relating to these Terms & Conditions.
- Personal Property:** Exhibitor acknowledges that any/all property of exhibitor, including any personal properties of individuals, are the sole responsibility of such Exhibitor/Participant and API will not assume any liability for such properties in the event of fire, theft, mysterious disappearance or any loss of physical damage or any indirect damage as a result thereof. Participation attendance of the Exhibition will acknowledge the acceptance of all terms and conditions stated herein.
- Additional Insurance:** Additional insurance requirements, minimum coverage and liability clauses will be contained in the complete Rules and Regulations document which will be a part of the API Exhibitors Service Manual, which Rules and Regulations are incorporated herein and are a part of these Terms & Conditions.
- Assignment:** Neither API nor the sponsor/exhibitor may assign their rights under this Agreement without the express written consent of the other party. API is unable to sign counter-agreements or 3rd party agreements.
- Children:** Conference Sponsor(s) and Management forbid all children under the age of 18 years (including infants and strollers) to be brought onto the exposition floor prior to, during or after set-up/dismantle hours and all show hours.
- General Requirements:** All matters and questions covered in the "Rules and Regulations" may be amended at any time by API. Such amendments or additions shall be equally binding on all parties affected by this original "Terms & Conditions."