



2024



CYBERSECURITY DEFENSE ECOSYSTEM SUMMIT (CDES)



CYBERSECURITY
DEFENSE
ECOSYSTEM



eCN
eChannelNEWS



**CHANNEL
NEXT**

Techn Planet

cybersecuritydefenseecosystem.com

ABOUT

The Cybersecurity Defense Ecosystem Summit (CDES) was developed exclusively for the cybersecurity channel community to meet to improve their cybersecurity posture with best business practices.

It's about deep learning, social networking and peer-to-peer collaborating.

It's where MSPs, MSSPs and SOC's come to learn, build and scale their business without sales pitches!

It's where vendors come to raise awareness, educate, recruit new partners and build stronger relationships.

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We have been doing channel events for over 20 years across several countries. CDES is a division of TechnoPlanet, a company that has been in the business of developing channel business for over 30 years.



BUILDING THE NEXT GENERATION CHANNEL PARTNER ECOSYSTEM FOR CYBERSECURITY

Solving the channel's cybersecurity challenges is complicated.
What was best practice yesterday may not be best today.

The CDE has orchestrated and curated all of the important solutions, tools and content under one ecosystem for the channel to learn and grow business - all guided by some of the best industry experts.

The CDE is constantly evolving to ensure you stay ahead of the curve!

If cybersecurity is your business, you've come to the right place!

Download and review the complete prospectus for vendors and channel members at cybersecuritydefenseecosystem.com

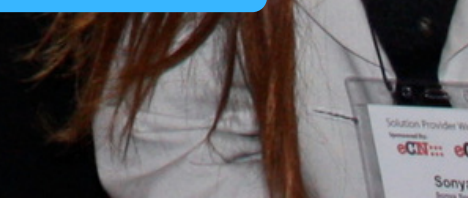


It's simple. Our award-winning ChannelNEXT events team has one goal - to create the best in-person experience for channel partners and sponsors to grow their businesses. We are excited to bring our latest Cybersecurity Defense Ecosystem Summit series to the Topgolf venues. Topgolf is a sports entertainment complex that features an inclusive, high-tech golf game that everyone can enjoy. Paired with an outstanding food and beverage menu, climate-controlled hitting bays and music, every Topgolf has an energetic hum. We are sure you will enjoy your exclusive hitting bay (shared for bronze vendors) to invite your favourite partners for a fun, high-tech golf game. We have been there and we are confident that everybody will love it. Check out <https://topgolf.com> for more information.

Sincerely,

Gerlinda Ringe

Global Events Director



Advisors

The mission is to assist our channel partner members to stay ahead of the cybersecurity curve so that they can better protect themselves and their clients while growing a bigger, better, stronger, and smarter managed services practice.

This mission is guided by a first-class group of diversified advisors who understand the cybersecurity industry and channel. Beyond this group, we have an army of CISOs, MSPs, MSSPs and SOCs to lean on for advice and support.

A Diverse Group of Advisors
as of November 2023

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Adam Bennett
CEO
Crosshair Cyber



Barb Paluszkiwicz
Author and CEO
CDN Technologies



Debbie Kestin Schildkraut
(she/her/hers)
Founder/President
Kestin Impact Consulting LLC



Desmond Russell
CEO
Partner Elevate



Gavin Garbutt
Chairman
Augmentt



Greg Sherrill
CEO
Channel Rocket



Jay McBain
Principal Analyst
Canalys



Jeff Mesnik
CEO
ContentMX



Joy Belinda Beland
VP, Cyber Education
Summit 7



Juan Fernandez
MSP Growth
Coalition



Julian Lee
Publisher
eChannelNEWS



Kathryn Rose
CEO
GetWise



Mark Porter
CEO
High Wire Networks



Matt Lee
Director of
Security
Pax8



Nim Nadarajah
Managing Partner
CriticalMatrix



Paolo Del Nibletto
Channel Chief
Jolera



Randal Wark
Channel Partner
Alliance



Shane Gibson
Sales Trainer



Sounil Yu
CISO/Author
Cyber Defense
Matrix



Wayne Roye
CEO
Troinet



More to come

Plus our community of MSP/MSSP/SOC members.



CYBERSECURITY DEFENSE ECOSYSTEM FOR THE CHANNEL

Type	Fee	Description
Vendor Guest Pass	\$695	Full non-solicitation access to experience the event
Bronze	\$2,900	Shared Golf Bay Expo, Lions' Den (3-minute pitch to audience) Digital Package (Food station but NO Alcohol Beverages included)
Silver	\$5,900	Private Golf Bay Expo + Lions' Den (3-minute pitch to audience), Digital Package (Food station but NO Alcohol Beverages included)
Gold	\$9,900	15 min speaker + Table top booth display directly in conference room + Lions' Den (3-minute pitch to audience) + Private Golf Bay Expo (Food included but NO Alcohol Beverages included)

**CDE PARTNER
VENDORS GET 25%
REBATE**

Marie-Claude Rouleau
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905.839.0603 ext. 247



AGENDA

This is the general format of our events. The event specific agenda will be based on the current market demands and speaker line-up in each region.

Time	Description
8:00 - 9:00	Breakfast - Meet & Greet
9:00 - 9:30	Latest Update/Highlights of CDE
9:30 - 10:30	Keynote/Panel Discussion
10:30 - 12:00	Solutions' Presentations
12:00 to 12:30	Lions' Den / Awards and Prizes
12:30 to 13:00	Lunch Available in all Golf Bays
13:00 - 15:00	Golf games, social networking. Food is included throughout the afternoon. Golf Bay hosts may offer alcohol beverages at their own expense and offer prizes, SWAG etc.
Evening	Optional post event Meet-Up



CDES EVENT SPONSORSHIP ADDITIONAL BENEFITS

DIGITAL ENHANCEMENT

Sponsors get a ton of exposure beyond the in-person live events! It reaches our community of over 5,000 CDE members + over 90,000 eChannelNEWS.com followers.

LOGO ON CDE SUMMIT EVENT WEBSITE

Sponsors will have a logo on the event website with link to their website to promote their business and products.

VIDEO PREVIEW

Sponsors get to do a video preview to showcase what they will be presenting at the event that's shared everywhere.

POST EVENT NEWS COVERAGE

You get news interviews to recap your message on www.e-channelnews.com and shared everywhere (LinkedIn, Twitter and other social media)

CDE NEWSLETTERS

You get your brand and message promoted in the e-newsletters leading up to the event as well as the post-event wrap up - sent to the entire community.

WANT MORE?

Host an after-event dinner, pre and post day training, sponsor mastermind groups. Have another idea? Then let's explore as we are open to making the experience better for all.



CDES TOUR 2024

MEET 80 REGIONAL CHANNEL PARTNERS
AND REACH 5,000 +

DATE	Location	Topgolf Venue
April 8 ----- April 11	Texas ----- Florida	YES ----- YES
November 18 ----- November 21	New Jersey ----- Ohio	YES ----- YES
September 16 ----- September 19	Oregon ----- California	YES ----- YES

**MORE DATES AND
LOCATIONS MAY BE
ADDED**

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SPONSOR PACKAGE PRICES 2024

Sponsorship Levels	Bronze	Silver	Gold
Number of events in 2024	4 Events	4 Events	4 Events
Number of spots available per event	6	5	3
Private Golf Bay 10 Bays Available	SHARED	YES	YES
Table Top Display in conference room	No	No	YES
Speaker Spot on Stage	3-Minute pitch	3-Minute pitch	15 minute speaker spot + 3-Minute pitch
Digital Enhancement Package	YES	YES	YES
*Fee \$USD package for 4 events	\$9,900	\$21,200	\$35,000
6 Events	\$14,900	\$29,900	\$49,900

***CDE PARTNER VENDORS GET 25% REBATE**

CDE VENDOR PARTNER ANNUAL BENEFITS

BECOME A CDE PARTNER

Get a full year of promotion to the entire cybersecurity community of over 5,000 members!

SHOWCASE ON EVENT WEBSITE

Our vendor sponsors will have their logo, profile and web links on our CDE website to promote their business and products all year long.

VIDEO PROFILE, PODCASTS AND WEBINARS

You get to refresh your video profile every quarter, participate in podcasts and webinars to constantly drive awareness and prospect the community.

POST EVENT NEWS INTERVIEW

You get several news interviews throughout the year with www.e-channelnews.com to promote your latest message that is shared everywhere.

CDE NEWSLETTER

Your message showcased on several CDE newsletter that's sent to our entire community.

CDE SUMMIT LIVE EVENTS

You get to attend all CDE Summits as a Vendor VIP Guest. You also get 25% discount on any exhibitor level.

LEARN MORE: DOWNLOAD THE CDE [VENDOR PROSPECTUS](#)



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Cyber Mastermind Peer-Groups

JOIN A CYBER MASTERMIND PEER-GROUP

It WILL transform your business success and possibly your life! It will only take one session for you to believe.

Mastermind peer-groups incorporate brainstorming, education, peer responsibility and support in a small group setting (under 8 people).

It's all about collaboration with your peers and having accountability to get the job done. Discover how leaning on your peer-group for advice and support will positively impact your business.

Start by attending an in-person event or signing up for a virtual session to experience a Cyber Mastermind Peer Group. Your first one is on us - It's FREE!

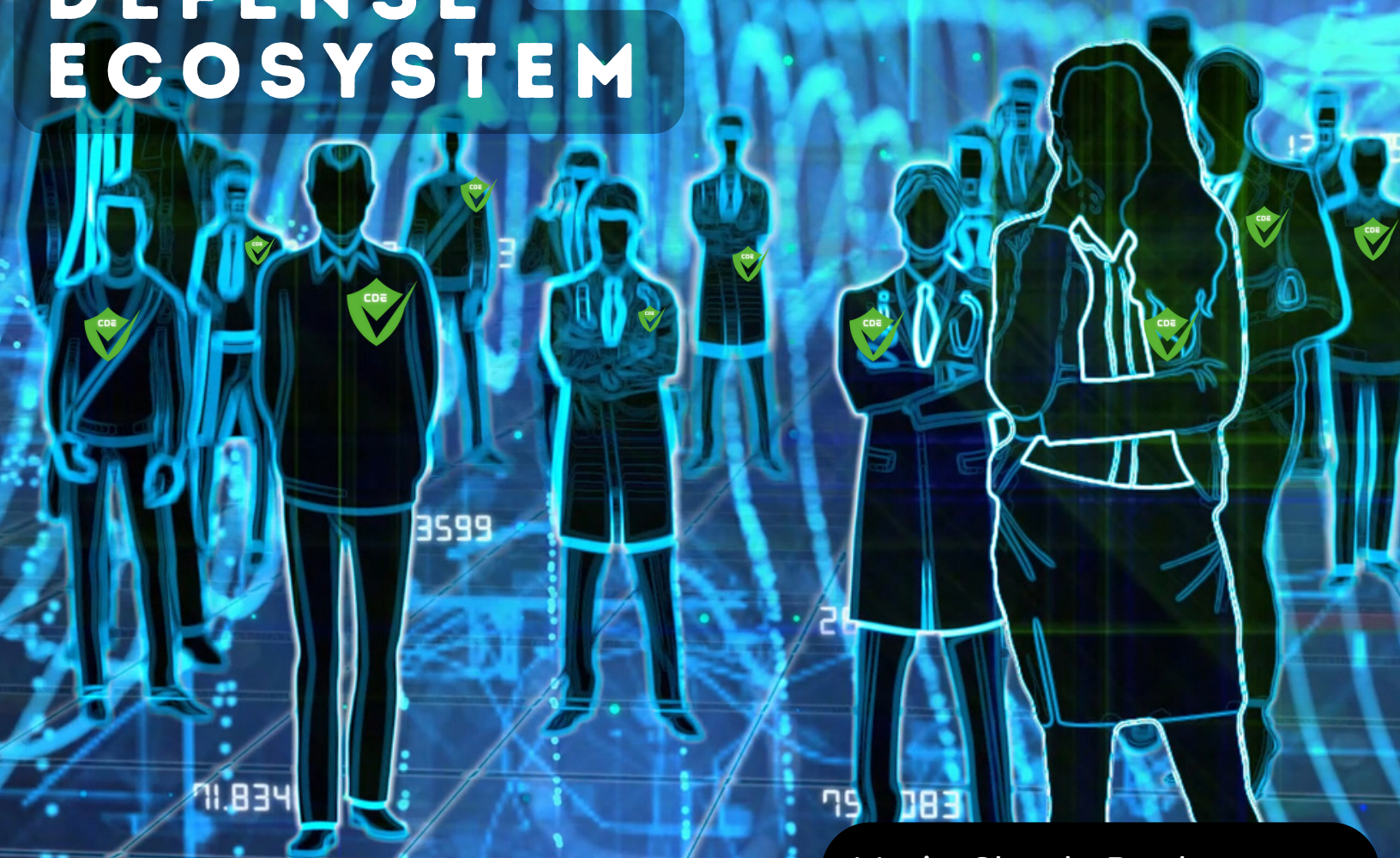
Peer groups can meet in-person on the pre and/or post day of the Cybersecurity Defense Ecosystem Summits. That's 6 times per year! Plus, unlimited virtual sessions!

Learn More at www.channelpartneralliance.com

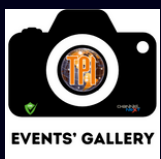


FIGHTING CYBERCRIME?

JOIN THE CYBERSECURITY DEFENSE ECOSYSTEM



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