



CYBERSECURITY DEFENSE ECOSYSTEM SUMMIT (CDES) 2024



cybersecuritydefenseecosystem.com

Come meet our fast-growing CDE community and experts to build a bigger, better, stronger and smarter cybersecurity business practice. At every event, we will showcase the latest tools, platforms, solutions and services to help fill your cyber gaps!

No sales pitches. Peer-to-peer collaborations. Expert insights.

See you there!

Julian Lee

Editor and Publisher, EchannelNEWS.com



ABOUT

The Cybersecurity Defense Ecosystem Summit (CDES) was created specifically for the cybersecurity channel community to gather, learn, and collaborate to enhance their cybersecurity defenses using industry best practices.

The event focuses on in-depth learning, networking, and peer-to-peer cooperation.

MSPs, MSSPs, and SOCs attend to enhance their business without the typical sales pitches!

Vendors participate to raise awareness, educate, recruit new cybersecurity-first partners, and strengthen existing relationships.

For more information, visit cybersecuritydefenseecosystem.com.

With over 20 years of experience organizing channel events across many countries, CDES is an event brand of TechnoPlanet, a company devoted to developing channel businesses for over 3 decades.



BUILDING THE ULTIMATE 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, services and content under one ecosystem for the channel to learn and grow business - all guided by some of the best industry experts. See the current advisory board!

The CDE is constantly evolving to ensure members 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

We're dedicated to creating an unparalleled in-person experience tailored for our channel partners and sponsors, aimed at bringing their businesses to new heights. Our upcoming Cybersecurity Defense Ecosystem Summits will be hosted again at a TopGolf entertainment complex. This venue offers a unique blend of cutting-edge technology and inclusive golfing experiences- the right mix of education and entertainment!

Paired with an outstanding food and beverage menu, climate-controlled hitting bays and music, every TopGolf has an energetic hum that are ideal for social networking. We are sure you will enjoy your exclusive hitting bay (which doubles as the expo booths) to invite your favourite partners and prospects for a great experience. 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

cybersecuritydefenseecosystem.com



Adam Bennett
CEO
Crosshair Cyber



Barb Paluskiewicz
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
Augment



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



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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



Greg Young
VP Cybersecurity
TrendMicro



More to come

Plus our community of MSP/MSSP/SOC members.



Type	Fee Per Event	Description
Vendor Guest Pass	\$695	Full non-solicitation access to experience the entire event
Bronze	\$3,900	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 + Signage display directly in conference room + Lions' Den (3-minute pitch to audience) + Private Golf Bay Expo (Food included but NO Alcohol Beverages included)

Marie-Claude Rouleau
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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 - 11:00	Solutions' Presentations
11:00 - 11:45	Lions' Den / Awards and Prizes
11:45 to 12:30	Keynote/Panel Discussion
12:30 to 13:30	Lunch Available in all Golf Bays which also doubles as the expo booths!
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 receive extensive exposure beyond just in-person events! They gain visibility within our community of more than 5,000 CDE members and over 95,000 eChannelNEWS.com viewers.

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
September 19	California	YES
November 21	New Jersey	YES

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SPONSOR PACKAGE PRICES 2024 (USD)

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
Any 4 events	\$12,900	\$21,200	\$35,000
Any 6 events	\$19,900	\$29,900	\$49,900

CDE VENDOR PARTNER BENEFITS

PROSPECT THE CDE COMMUNITY MEMBERS

Get a 3, 6 or 12 month campaign to prospect the entire CDE community of over 5,000 members and growing!

SHOWCASE ON CDE WEBSITE DURING CAMPAIGN

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

VIDEO PROFILE, PODCASTS AND WEBINARS

Update your video profile regularly and engage in podcasts and webinars to consistently raise awareness and connect with the community during your campaign

POST EVENT NEWS INTERVIEW

Get a news interview each month throughout your campaign on www.e-channelnews.com to amplify your latest message and ensure widespread visibility.

CDE NEWSLETTER

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

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](#)





Cyber Mastermind Peer-Groups

JOIN A CYBER MASTERMIND PEER-GROUP

Transform your business success and maybe even your life with just one session.

Mastermind peer-groups blend brainstorming, education, peer accountability, and support within a small group (less than 8 people).

Collaborate with peers, stay accountable, and witness the positive impact on your business by seeking advice and support from your peer-group.

Kick off by joining an in-person event or signing up for a virtual session to experience a Cyber Mastermind Peer Group. Your first session is complimentary!

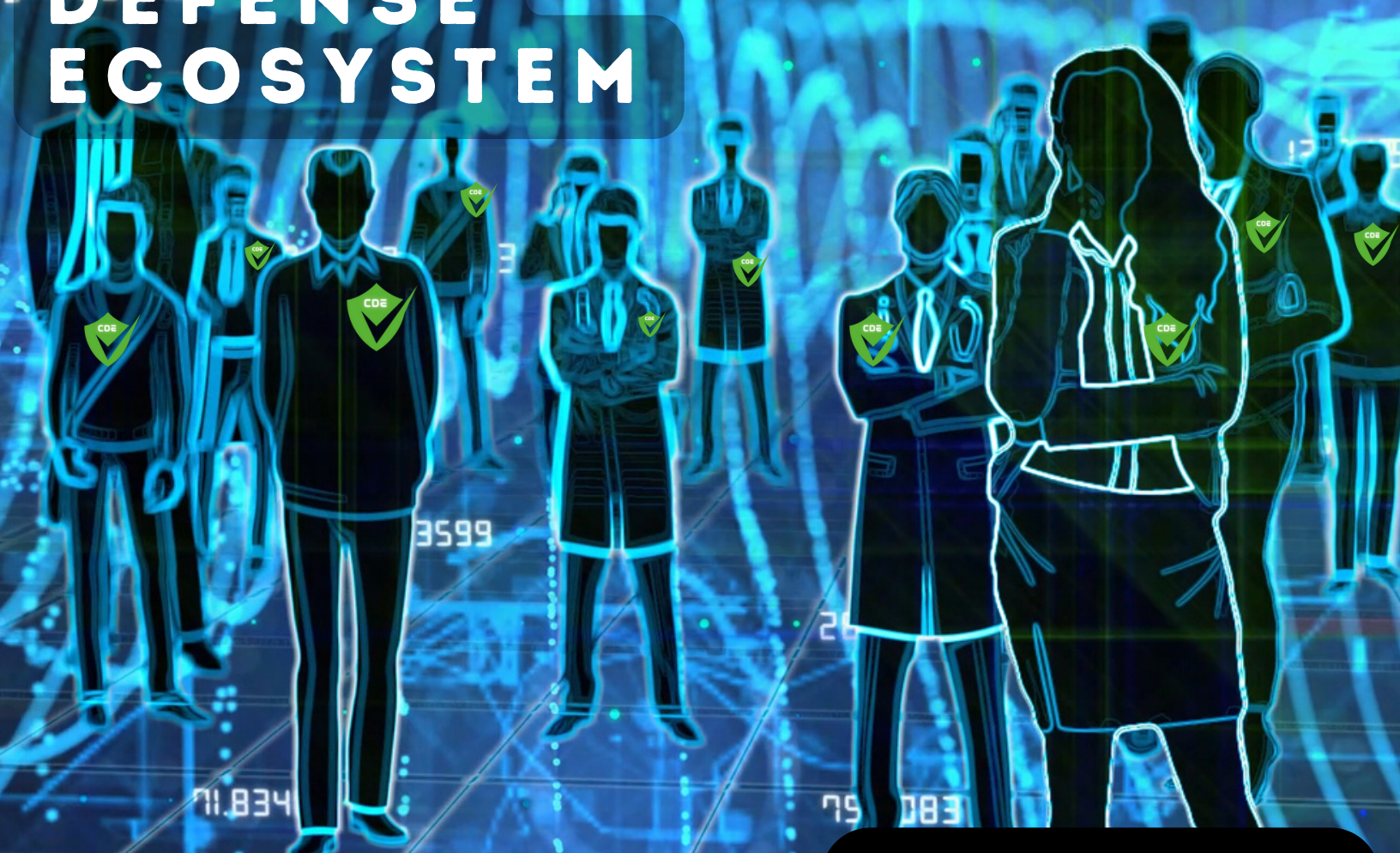
In-person peer group meetings can be scheduled around the Cybersecurity Defense Ecosystem Summits. Sign up to get a combination of in-person and virtual peer-group sessions over one year!

For more information, visit www.channelpartneralliance.com.



FIGHTING CYBERCRIME?

JOIN THE CYBERSECURITY DEFENSE ECOSYSTEM



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