

# CYBERSECURITY DEFENSE ECOSYSTEM SUMMIT



CYBERSECURITY  
DEFENSE  
ECOSYSTEM

eCN eChannelNEWS Channel Partner Alliance CHANNEL NEXT Techn Planet [cybersecuritydefenseecosystem.com](http://cybersecuritydefenseecosystem.com)



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



## **A B O U T**

**The Cybersecurity Defense Ecosystem Summit (CDES) is like the ultimate secret society gathering for cybersecurity wizards to level up their defense game using top-notch tricks of the trade.**

**This event is all about deep dives into the cybersecurity realm and joining forces with fellow cyber warriors, while making new friends.**

**MSPs, MSSPs, and SOC's flock to this shindig to boost their businesses without enduring the usual sales spiel!**

**Vendors jump on board to spread the word, enlighten, scout for fresh cybersecurity comrades, and strengthen existing bonds.**

**For further details check out [cybersecuritydefenseecosystem.com](https://cybersecuritydefenseecosystem.com).**

**With over two decades of organizing channel events in various countries, CDES is the brainchild of TechnoPlanet (publishers of a leading channel news media eChannelNEWS), a company dedicated to nurturing channel businesses for more than 30 years.**



**CYBERSECURITY DEFENSE ECOSYSTEM SUMMIT  
CDES 2024**



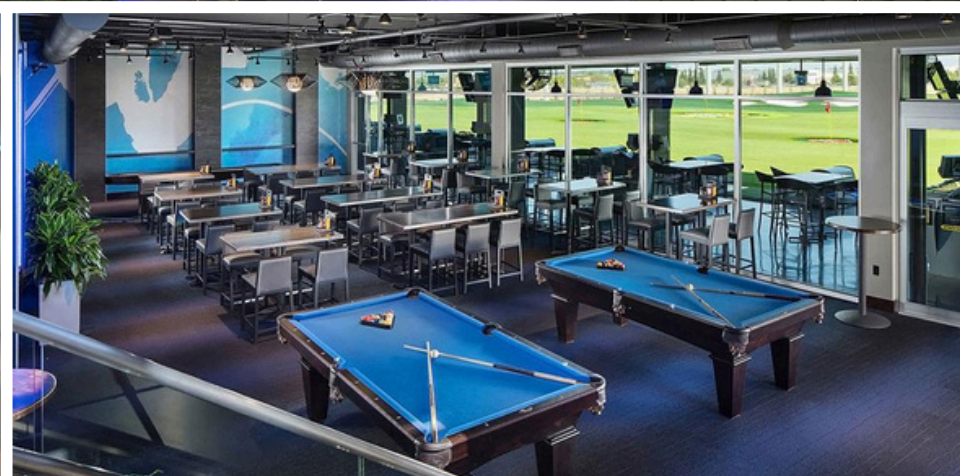
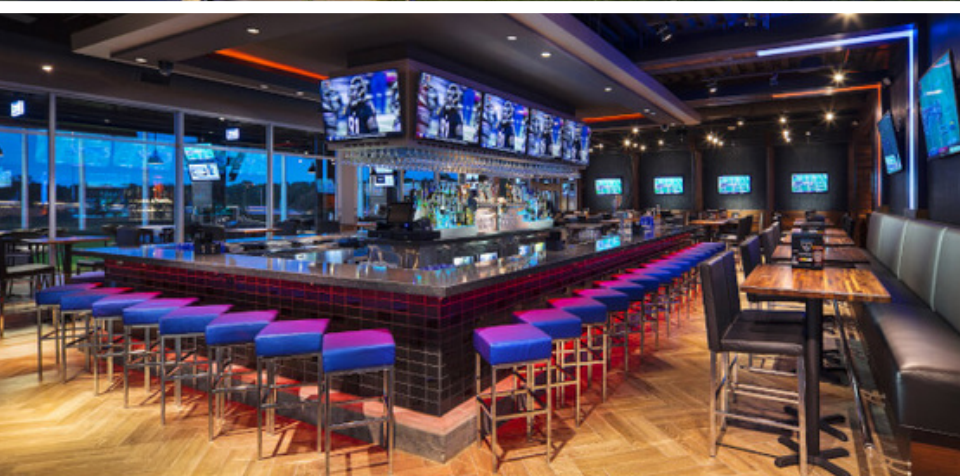
## **BUILDING THE ULTIMATE CHANNEL PARTNER ECOSYSTEM FOR CYBERSECURITY**

**Navigating the twists and turns of cybersecurity for the channel is like tackling a Rubik's Cube blindfolded. What worked like a charm yesterday might be as outdated as disco pants today.**

**Enter the Cybersecurity Defense Ecosystem (CDE), your one-stop shop for all things cyber wizardry! Packed with top-notch solutions, tools, and brain-boosting content, this cyber hub is your golden ticket to business growth, all under the watchful eye of industry gurus. Check out the superstar advisory board leading the charge!**

**The CDE is a shape-shifter, always morphing to keep its members light-years ahead of the pack.**

**Unleash your inner cybersecurity warrior and dive into the full scoop for vendors and channel members at [cybersecuritydefenseecosystem.com](https://cybersecuritydefenseecosystem.com). Let the cyber adventure begin!**



Get ready for a mind-blowing, tailor-made extravaganza for our channel partners and sponsors! Our Cybersecurity Defense Ecosystem Summits are gearing up to rock the house at TopGolf – the ultimate fusion of tech and tee-offs.

With top-notch nosh, cozy hitting bays, and groovy tunes, TopGolf sets the stage for epic networking. Picture this: your very own hitting bay doubling as an expo booth, inviting your VIP partners and prospects for a swinging good time. Visit <https://topgolf.com> for the full scoop!

Cheers,  
Gerlinda Ringe  
Global Events Director



**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

## 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 SOC's to lean on for advice and support.

A Diverse Group of Advisors  
as of November 2023

[cybersecuritydefenseecosystem.com](http://cybersecuritydefenseecosystem.com)



**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



**Greg Young**  
VP Cybersecurity  
TrendMicro



More to come



CYBERSECURITY  
DEFENSE  
ECOSYSTEM



Marie-Claude Rouleau  
 marier@technoplanet.com  
 905.839.0603 ext. 247

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)

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

## AGENDA

This is the basic blueprint for our events. The detailed agenda will be a whirlwind mix of hot market trends and stellar speakers unique to each location.

## SOME SPONSORS (MORE TBA)





# **CDES EVENT SPONSORSHIP ADDITIONAL BENEFITS**

## **DIGITAL ENHANCEMENT INCLUDED!**

Sponsors receive extensive exposure beyond the in-person events! They gain visibility within our community of more than 5,000 CDE members and over 100K 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](http://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.

DATE	Location	Topgolf Venue
April 8	Texas	YES
-----	-----	-----
April 1	Florida	YES
September 19	El Segundo California	YES
November 18	Edison New Jersey	YES

**Event Ended**



Marie-Claude Rouleau  
marier@technoplanet.com  
905.839.0603 ext. 247

**CDES TOUR 2024**  
**MEET 80 REGIONAL CHANNEL PARTNERS**  
**AND REACH 5,000 +**

# 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](http://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  
pre and post event**



**JOIN A CYBER MASTERMIND PEER-GROUP**



**Level up your business game and spice up your life with a single power-packed session!**

**Imagine a secret club where brains collide, ideas sprout like confetti, and support flows like a chocolate fountain—all in a cozy group of under 8 peers.**

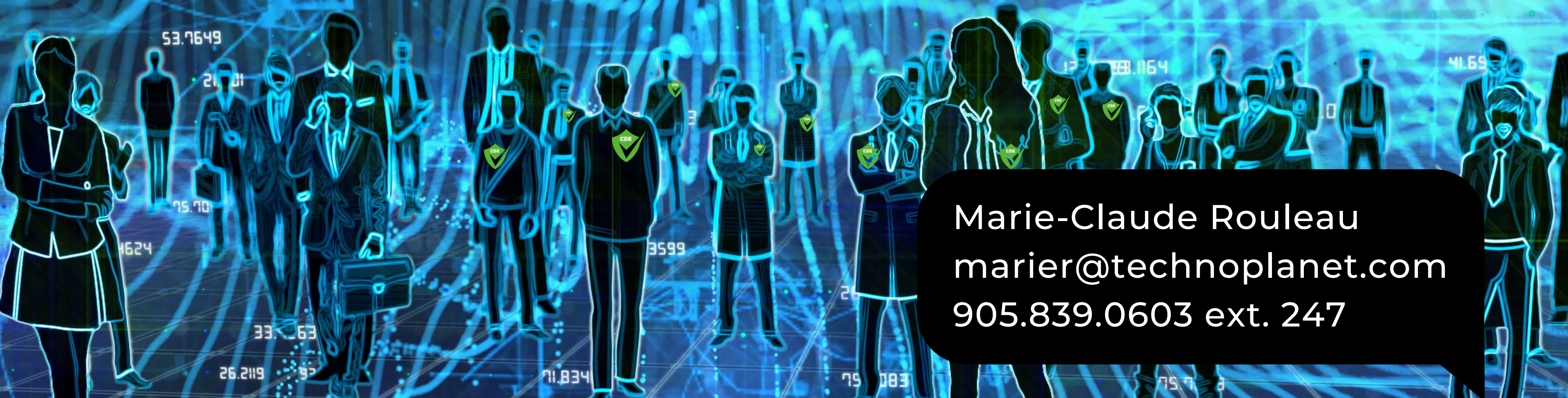
**Dive into the world of peer-group wizardry, where collaboration is king, accountability is your trusty sidekick, and success is just a high-five away. Get ready to soak up advice, support, and a sprinkle of magic from your very own peer posse!**

**Kick things off with an electrifying in-person gathering or dive into a virtual session with the Cyber Mastermind Peer Group. And guess what? Your first taste of this awesomeness is on the house!!!**

**Psst... Want the best of both worlds? Mix things up with a blend of in-person meetups and virtual hangouts during the Cybersecurity Defense Ecosystem Summits. It's like a year-long party for your business brain!**

**For all the deets, go to [www.channelpartneralliance.com](http://www.channelpartneralliance.com).**

# FIGHTING CYBERCRIME? JOIN THE CYBERSECURITY DEFENSE ECOSYSTEM A POWERFUL RESOURCE TO AID IN YOUR BATTLE!



Marie-Claude Rouleau  
marier@technoplanet.com  
905.839.0603 ext. 247



[cybersecuritydefenseecosystem.com](http://cybersecuritydefenseecosystem.com)