



# CYBERSECURITY DEFENSE ECOSYSTEM SUMMIT (CDES) 2025



CYBERSECURITY  
DEFENSE  
ECOSYSTEM



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Techn  Planet

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

Join us to connect with our CDE community and experts as we work together to cultivate a larger, more effective, and smarter cybersecurity business practice. Each event will feature the latest tools, platforms, solutions, and services designed to help bridge your cybersecurity gaps!

- No sales pitches
- Peer-to-peer collaboration and networking
- Expert insights

Looking forward to seeing you there!

Julian Lee

Editor and Publisher, EchannelNEWS.com



# ABOUT

The Cybersecurity Defense Ecosystem Summit (CDES) was designed specifically for the cybersecurity channel community to convene, learn, and collaborate in order to fortify their cybersecurity defenses through industry best practices.

This event emphasizes comprehensive learning, networking opportunities, and peer-to-peer collaboration.

Managed Service Providers (MSPs), Managed Security Service Providers (MSSPs), and Security Operations Centers (SOCs) attend to advance their businesses without the usual sales pitches!

Vendors engage to increase awareness, provide education, recruit new cybersecurity-oriented partners, and strengthen existing connections.

For further details, please visit [cybersecuritydefenseecosystem.com](http://cybersecuritydefenseecosystem.com).

With over 20 years of experience in organizing channel events globally, CDES is a brand of TechnoPlanet, a company dedicated to fostering channel businesses for more than three decades.



# BUILDING THE ULTIMATE CHANNEL PARTNER ECOSYSTEM FOR CYBERSECURITY

**Addressing the cybersecurity challenges is a complex task. What was once considered best practice may no longer hold true today.**

**The CDE has gathered and organized all essential solutions, tools, services, and resources in one comprehensive ecosystem, allowing the channel to learn and grow their business, all with guidance from leading industry experts. Check out our current advisory board!**

**The CDE is continuously adapting to ensure that members remain ahead of the cyber criminals!**

**If cybersecurity is your focus, you've found the perfect resource!**

**For a complete overview, download and review the prospectus for vendors and channel members at [cybersecuritydefenseecosystem.com](http://cybersecuritydefenseecosystem.com).**

We are committed to delivering an exceptional in-person experience specifically designed for our channel partners and sponsors, with the goal of elevating their businesses. Our forthcoming Cybersecurity Defense Ecosystem Summits will once again take place at a TopGolf entertainment complex. This venue perfectly combines state-of-the-art technology with inclusive golfing activities, providing an ideal blend of education and entertainment!

With an impressive food and beverage selection, climate-controlled hitting bays, and lively music, each TopGolf location buzzes with energy, making it perfect for networking. We are confident that you will appreciate your exclusive hitting bay, which also serves as expo booths, allowing you to invite your favorite partners and prospects for an unforgettable experience. For more details, please visit <https://topgolf.com>.

Best regards,  
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 January 2025

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



**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  
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



**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



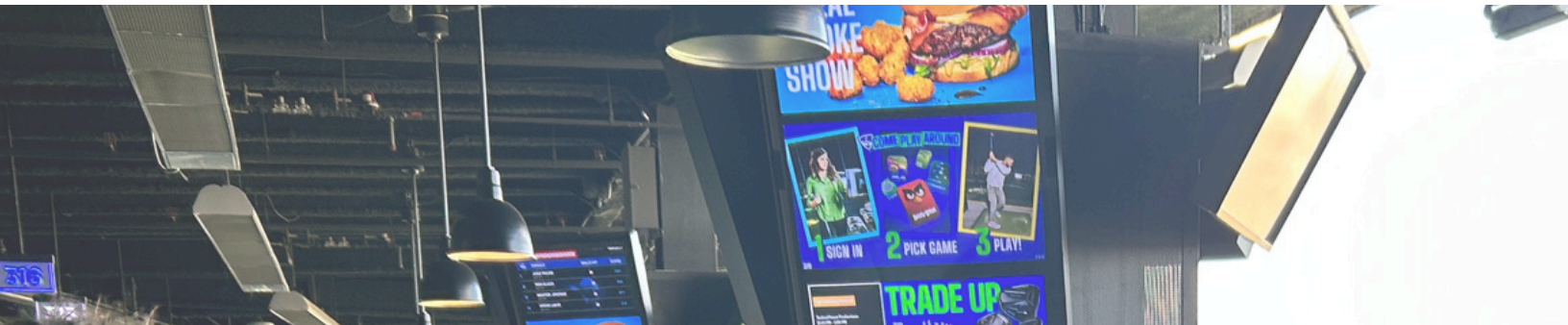
**Greg Young**  
VP Cybersecurity  
TrendMicro



More to come

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            | \$4,900       | Shared Golf Bay Expo (2 vendors), Lions' Den (3-minute pitch to audience) Digital Package (Food station but NO Alcohol Beverages included)                                       |
| Silver            | \$6,900       | Private Golf Bay Expo + Lions' Den (3-minute pitch to audience), Digital Package (Food station but NO Alcohol Beverages included)  |
| Gold              | \$11,900      | 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) |

# 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 | Cyber Town Hall 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](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.



# CDES TOUR 2025

MEET 80 REGIONAL CHANNEL PARTNERS  
AND REACH 5,800 +

# CYBERSECURITY DEFENSE ECOSYSTEM



| DATE      | Location            | Topgolf Venue |
|-----------|---------------------|---------------|
| September | Chicago             | YES           |
| November  | New York/New Jersey | YES           |

# 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

# 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!

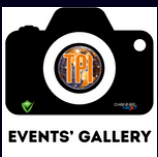
For more information, visit [www.channelpartneralliance.com](http://www.channelpartneralliance.com).



# FIGHTING CYBERCRIME?

# JOIN THE CYBERSECURITY DEFENSE ECOSYSTEM

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