

ROOTCON 18

SPONSORS PRIMER

SEPTEMBER 25, 26 & 27, 2024
TAAL VISTA HOTEL, TAGAYTAY



www.rootcon.org

ABOUT ROOTCON

ROOTCON is one of the largest and most respected hacker conferences in Southeast Asia.

The conference attracts a diverse range of attendees, including security professionals, hackers, researchers, students, and enthusiasts. ROOTCON features talks and workshops by prominent figures in the information security community, covering topics such as network security, cryptography, reverse engineering, vulnerability research, and more.

ROOTCON's focus on community and collaboration sets it apart from other security conferences. The conference aim to create a welcoming and inclusive environment where attendees can share knowledge, learn from one another, and build relationships that can benefit them in their professional advancements.



RC18 THEME

Our theme this year is dub as “**Connected Realities**”, in a world where every action, transaction, and interaction leaves a digital footprint, ROOTCON 18 invites hackers, cybersecurity professionals, and tech enthusiasts to come together and explore the convergence of virtual and physical realms. Join us as we peel back the layers of the digital nexus to reveal the interconnected realities that shape our lives.

Through immersive workshops, cutting-edge presentations, and interactive experiences, attendees will gain valuable insights into the interplay between technology, society, and security in our hyper-connected world. From IoT devices, social engineering to threat intelligence, ROOTCON 18 offers a comprehensive exploration of the challenges and opportunities presented by our interconnected realities.

So come join us as we delve into the depths of connected realities, forging new connections, sharing knowledge, and shaping the future of cybersecurity.



THE VENUE

Nestled on the edge of the stunning Taal Lake, Taal Vista Hotel emerges as an iconic landmark in the picturesque city of Tagaytay, Philippines. Perched atop a ridge, this historic hotel offers unparalleled views of the majestic Taal Volcano, creating a backdrop of natural beauty that captivates visitors from around the world.

The grand lobby exudes an atmosphere of refined elegance, with its polished marble floors, intricately carved wooden furnishings, and soaring ceilings adorned with sparkling chandeliers. The rich history of Taal Vista Hotel is palpable, evoking a sense of nostalgia for a bygone era.

Accommodations at Taal Vista Hotel are as luxurious as they are comfortable, offering a sanctuary of relaxation after a day of exploration. Each guest room and suite is meticulously appointed with plush bedding, modern amenities, and panoramic windows that frame breathtaking views of the surrounding landscape.



SCHEDULE HIGHLIGHTS

SEPT 25 DAY ZERO

25

For Human+ Tickets Only

- Technical Trainings

SEPT 26 DAY 1

26

• Main Tracks

• Village Tracks

• Sponsors Tracks

• Capture The Flag

SEPT 27 DAY 2

27

• Main Tracks

• Village Tracks

• Sponsors Tracks

• Capture The Flag

• Post-Con Party / Hacker Jeopardy



OUR STATISTICS

ATTENDEE PROFILE

4%
C-LEVEL

- CEO
- CISO
- VP
- Directors

17%
MANAGERS

- Cybersecurity Manager
- Application Security Manager
- Risk & Audit Manager

79%
STAFF

- IT Security Analyst
- Risk Analyst
- Application Security Engineer

COMPANY PROFILE

RC16
500+
ATTENDEES

Financial &
Banking

- PSB
- Metrobank
- Landbank
- BDO
- Chinabank
- UCPB

IT &
Communications

- Trustwave
- IBM
- HP
- Fujitsu
- Oracle
- Globe Telecom
- Smart Telecom

Government
Sector

- DND
- DOF
- DICT
- PAGCOR
- NPC
- AFP

Healthcare

- St. Lukes Medical
- The Medical City
- Makati Medical Center
- Maxicare

Private / BPO

- Accenture
- AXA
- JG Summit
- SM Retail
- Deltek



FACEBOOK FOLLOWERS

20200



TWITTER FOLLOWERS

3970



YOUTUBE SUBSCRIBERS

1800+



WHY SPONSOR

Sponsoring ROOTCON 18 presents a unique opportunity to immerse your brand in the vibrant ecosystem of cybersecurity professionals, enthusiasts, and thought leaders. As a premier information security conference in the Philippines, ROOTCON attracts a diverse and engaged audience eager to explore the latest trends, technologies, and best practices in the field. By sponsoring the event, your company can elevate its visibility, forge valuable connections, and showcase its expertise to a targeted demographic passionate about cybersecurity. From networking opportunities with industry pioneers to the chance to demonstrate innovative solutions, sponsoring ROOTCON 18 provides a platform to amplify your brand's presence, foster meaningful relationships, and contribute to the advancement of cybersecurity knowledge and awareness.

Ultimately, sponsoring ROOTCON 18 could align with your marketing, recruitment, and community engagement goals within the cybersecurity industry.



WHY SPONSOR

BRAND VISIBILITY

Gain exposure to a targeted audience of cybersecurity professionals, which could enhance brand recognition and awareness within the industry.

NETWORK OPPORTUNITIES

Engage with attendees, speakers, and other sponsors to build relationships, exchange ideas, and potentially generate leads or partnerships.

RECRUITMENT

Identify and connect with potential talent in the cybersecurity field, whether for employment opportunities or collaborations.

THOUGHT LEADERSHIP

Position your company as a thought leader by sharing insights, presenting solutions, or participating in panel discussions related to cybersecurity challenges and trends.

PRODUCT OR SERVICE PROMOTION

Showcase your products or services to a relevant audience, potentially leading to increased sales or adoption.

COMMUNITY SUPPORT

Demonstrate your commitment to the cybersecurity community by supporting events like ROOTCON, which can enhance your company's reputation and goodwill.



SPONSORSHIP VALUE

EXPOSURE

SpeedTalk

Your company will be provided 30 minutes of air-time within the live stream session. Live stream will be broadcasted to the ROOTCON Youtube channel which has 1300+ subscribers and 23,000+ views.

AVP

Your company's marketing AVP will be played during breaks and on our social media channels.

Company logo on website

Your company logo will be posted at ROOTCON main website (www.rootcon.org).

Company logo on event live stream

Your company logo will be included in ROOTCON Recovery Mode live stream.

Social Media Mention

ROOTCON will actively mention your company as sponsor and promote product or services in all of its social media channels such as Facebook and Twitter.

PRESENCE

Physical Booth Space

Showcase your product at the conference, network with the hacking community and give an awesome fist-bump.

ACCESS

Attendee Opt-in List

ROOTCON attendees wanted to be updated on different products and solutions, receive a copy of those who opt-in to be updated with your products and solutions. Keep them posted!

VIP Pass

You will receive passes that you can distribute to your patrons and clients.

Vendor Pass

You will have a vendor badge to man your booth and to do social networking with the con-goers.



SPONSORSHIP PACKAGE

ELITE
1 SLOT
P155,000.00

SpeedTalk

AVP

Company logo on website

Company logo on event collaterals

Social Media Mention

Booth Space

4x6 sqm
Prime Location

Attendee Opt-In List

VIP Pass
5 Human Badges

PLATINUM
5 SLOTS
P129,000.00

SpeedTalk

AVP

Company logo on website

Company logo on event collaterals

Social Media Mention

Booth Space

4x4 sqm

Attendee Opt-In List

VIP Pass
4 Human Badges

GOLD
10 SLOTS
P79,000.00

Company logo on website

Company logo on event collaterals

Social Media Mention

Booth Space

3x3 sqm

VIP Pass
3 Human Badges

SILVER
4 SLOTS
P59,000.00

Company logo on website

Company logo on event collaterals

Social Media Mention

Booth Space

2x2 sqm

VIP Pass
2 Human Badges

SUPPORTER
10 SLOTS
P18,000.00

Company logo on website

Company logo on event collaterals

15% Discount on Regular Rate for additional VIP Pass (*Eventbrite service fee may apply*)
5% Discount for payments settled on or before July 1.



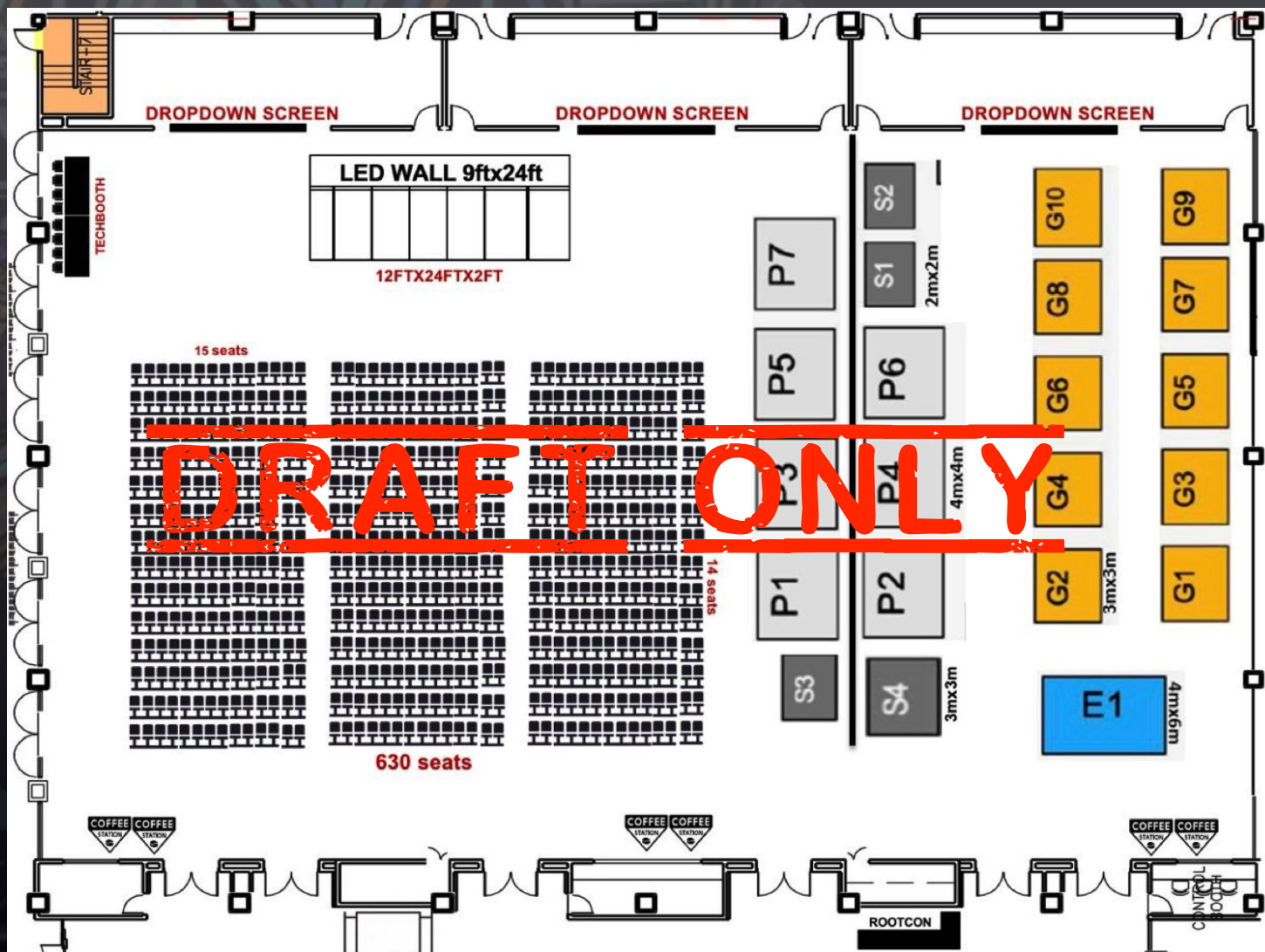
VALUE ADDED OPPORTUNITIES

Get extra mileage on your sponsorship, avail of this unique value added opportunities to boost your marketing.

RC 18 Logo on Shirt (Elite & Platinum Only)	₱40,000	50 pcs
Day 1 Party Sponsor (Exclusive)	₱120,000	4 - 5 hours program time
Day 2 Hacker Jeopardy Sponsor (Non-Exclusive)	₱50,000	4 - 5 hours program time
Day 2 Hacker Jeopardy Sponsor (Exclusive)	₱120,000	4 - 5 hours program time
CTF Sponsor (Non-exclusive)	₱50,000	5 challenges.com



BOOTH LAYOUT



DRAFT ONLY

- ELITE
- PLATINUM
- GOLD
- SILVER

Booth Layout subject to change depending on the actual number of sponsors and participants.

LAST YEAR SPONSORS



SIGN-UP FORM

If you are interested in joining this awesome conference as one of our sponsor, click on the link and fill-in the details. Our sponsors liaisons will contact you as soon as we receive the form.

https://rootc.onl/sponsorship_signup_form



SPONSORS CONTACTS

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THANK YOU!

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www.rootcon.org

