

**15TH ANNUAL
API CYBERSECURITY
CONFERENCE
FOR THE OIL AND
NATURAL GAS INDUSTRY**

10–12 November, 2020 | API Virtual Event

Sponsorship
and Exhibit
Prospectus



PRE-REGISTERED

PRE-REGISTERED

ON-SITE REGISTRATION

**14TH ANNUAL
API CYBERSECURITY
CONFERENCE
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The work of the problem-solvers
of our industry is never done.





The API Cybersecurity Conference has been an annual event since 2006. For 15 years it has been the only cybersecurity conference dedicated to the oil and natural gas industry and has a loyal and dedicated attendee base. It is also volunteer-driven, both at the planning committee and speaker level. We consistently produce a compelling conference program, with a focus on safety, best practices, and innovation.

2020 will be a different API Cybersecurity Conference compared to past years, but one that is right for you. We are doubling down on innovation, introducing the **API Virtual Event**, allowing us to provide a compelling online experience incorporating the latest technology and API's deep experience in engaging communities online.

On the conference program side, we will have a mix of live and pre-recorded presentations, live Q&As, polling, and additional features the vibrant technology allows. The content-focused work of the volunteer planning committee, made up of API member company subject matter experts, is what keeps our attendees coming back. That same planning committee is designing a strong 2020 program, including a Pandemic Response track.

On the virtual exhibition side, you will be given login access to create your own virtual booth. The platform has built-in scanning tools with a fully integrated virtual badge scanner and lead retrieval functions. Depending on your participation level, features can include the ability to upload presentations, .pdf flyers, videos, and links to your website. You can also access a friendly, powerful leads dashboard from your laptop or mobile phone, giving you real-time profile information on the leads as they are collected. Delegates can also easily "request information" from exhibiting companies, sharing their contact information, just like having their badge scanned at a live event. You will also be able to see who stopped by, for how long, and what they downloaded. A live Q&A feature, and most importantly, 1:1 Zoom meeting scheduling: Pre-schedule multi-person video conferences for informal "Birds of a Feather"-type meetups, allowing attendees to connect with your exhibit staff face to face.

All of this content, including the virtual exhibition, will live on the **API Virtual Event** for one calendar year following the event.

You can participate with confidence, knowing that you will reach the loyal, dedicated high-level audience this API conference is known for.

To purchase, simply visit the exhibitor information tab at www.api.org/cybersecurityconference.

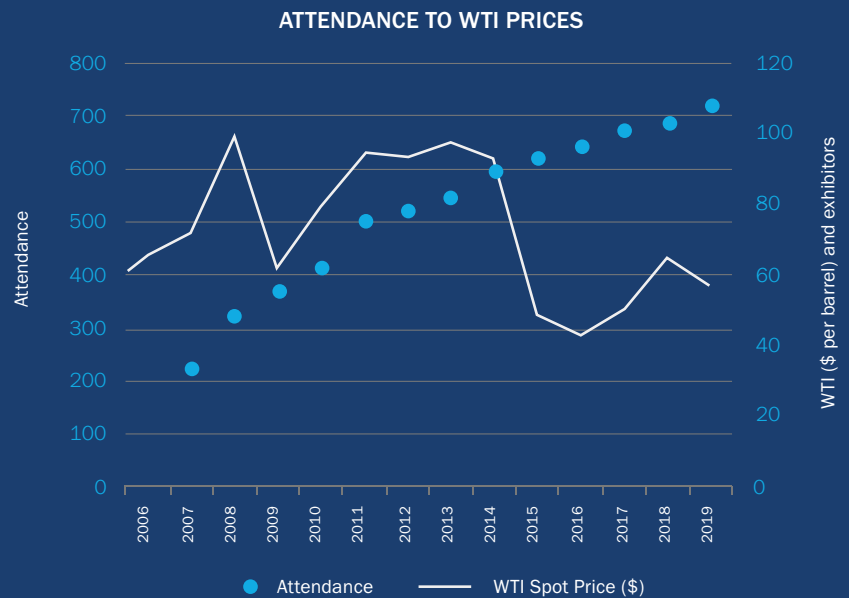
For questions or additional information, contact:

Matthew Cunningham
Senior Events Manager
American Petroleum Institute
202-682-8158
cunninghamm@api.org

2019 Cybersecurity Conference at a Glance

The 2019 Conference hosted a record **725 attendees**.

Attendance has grown every year, including during oil price downturns:



Since 2015 we have capped the number of exhibitors at 60 to maintain a healthy attendee-exhibitor ratio.

2019 EXHIBITORS INCLUDE

Accenture	CyberArk	Illumio	ONG-ISAC	SecurityScorecard
AeSolutions	CyberGRX	IMSM Ltd.	OPSWAT, Inc.	SentinelOne
Area 1 Security	CyberX	Indegy	Owl Cyber Defense	Set Solutions
Armis	Deloitte	Inky Technology	Palo Alto Networks	ShiftLeft
Baker Hughes, a GE company	Dragos	IntSights	PAS Global LLC.	Signal Sciences
Blackberry Cylance	Elastic	Ixia a Keysight Business	Proofpoint	SPIRION
Booz Allen Hamilton	Exabeam	Kudelsky Security	Rapid7	Swimlane
Claroty, Inc.	ExtraHop	LogRhythm	Riskrecon	Synopsys
Cofense	Fidelis Cybersecurity	LookingGlass Cyber Solutions	RSA, a Dell Technologies Business	Tenable
Corelight	Forescout Technologies	Nozomi Networks, Inc.	SafeBreach	Thales eSecurity, Inc.
Critical Start	Fortinet, Inc.	Onapsis	SailPoint Technologies	Trend Micro Incorporated
	Fulcrum Technology Solutions		Secureworks	

2019 Cybersecurity Conference at a Glance

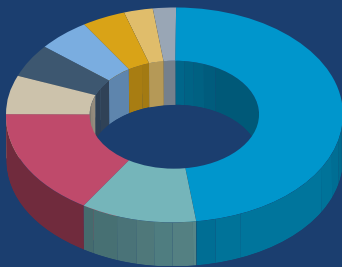
Attendee Demographics

TOP DELEGATE EMPLOYERS

Baker Hughes: 15	ExxonMobil: 11	Phillips 66: 11
BP: 8	Halliburton: 6	Plains All American Pipeline: 6
Chevron: 24	Hunt: 5	Schlumberger: 16
ConocoPhillips: 16	Marathon: 13	Shell: 17
Devon Energy: 5	Occidental: 11	Southwestern Energy: 6
Enterprise Products: 5	Oxy: 5	Transocean: 5

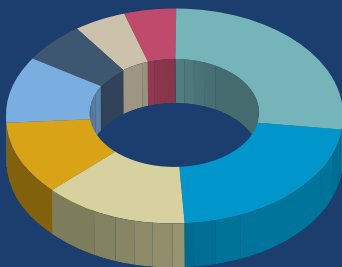
Government/Academic attendees:

US Coast Guard, FBI, DOE, US Coast Guard, BSEE, US Department of Homeland Security, University of Texas, Texas A&M, University of Houston.



2019 ATTENDEE FUNCTION

- 48% Cybersecurity or Information Technology
- 11% Others
- 16% Business Professional Services
- 6% Risk Management
- 5% Engineering
- 5% Administration
- 4% Academic
- 3% Compliance Management
- 2% Government



2019 ATTENDEE POSITION

- 27% Others
- 22% Developer/Engineering
- 14% Analyst
- 11% Auditor
- 10% Manager
- 6% Director
- 5% Executive
- 5% Operations

Cybersecurity Sponsor & Exhibitor Benefits

\$16K

\$12K

\$10K

\$6K



Pre-Event Marketing Opportunities

- | | | | |
|---|---|--|--|
| <ul style="list-style-type: none"> • Registration list of pre-registered attendees 2 weeks prior to event. (name, company, title, address) • Company name on the Conference website Exhibitors page with booth number and link to your corporate website • Company logo in Pre-Event Registration Email Blasts • Company logo on banner on online registration site | <ul style="list-style-type: none"> • Registration list of pre-registered attendees 2 weeks prior to event. (name, company, title, address) • Company name on the Conference website Exhibitors page with booth number and link to your corporate website • Company logo in Pre-Event Registration Email Blasts • Company logo on banner on online registration site | <ul style="list-style-type: none"> • Registration list of pre-registered attendees 2 weeks prior to event. (name, company, title, address) • Company name on the Conference website Exhibitors page with booth number and link to your corporate website | <ul style="list-style-type: none"> • Registration list of pre-registered attendees 2 weeks prior to event. (name, company, title, address) • Company name on the Conference website Exhibitors page with booth number and link to your corporate website |
|---|---|--|--|

Pre-Event Virtual Opportunities - API Virtual Event

- | | | | |
|--|--|--|---|
| <ul style="list-style-type: none"> • Schedule in-person or virtual Zoom meetings with attendees during the event • Schedule in-person or virtual Zoom meetings with attendees before the event using the API Virtual Event appointment feature | <ul style="list-style-type: none"> • Schedule in-person or virtual Zoom meetings with attendees during the event • Schedule in-person or virtual Zoom meetings with attendees before the event using the API Virtual Event appointment feature | <ul style="list-style-type: none"> • Schedule in-person or virtual Zoom meetings with attendees during the event • Schedule in-person or virtual Zoom meetings with attendees before the event using the API Virtual Event appointment feature | <ul style="list-style-type: none"> • Schedule in-person or virtual Zoom meetings with attendees during the event |
|--|--|--|---|

Virtual Opportunities - API Virtual Event

- | | | | |
|--|--|--|---|
| <ul style="list-style-type: none"> • Five complimentary Virtual registrations (after five, each additional registrant pays a discounted registration fee of \$395) | <ul style="list-style-type: none"> • Four complimentary Virtual registrations (after four, each additional registrant pays a discounted registration fee of \$395) | <ul style="list-style-type: none"> • Three complimentary Virtual registrations (after three, each additional registrant pays a discounted registration fee of \$395) | <ul style="list-style-type: none"> • Two complimentary Virtual registrations (after two, each additional registrant pays a discounted registration fee of \$395) |
| <ul style="list-style-type: none"> • A “Special Thanks to our Sponsors” section in the Conference Program downloadable by all attendees prior to the event. Includes logo, company description, and full contact information | <ul style="list-style-type: none"> • A “Special Thanks to our Sponsors” section in the Conference Program downloadable by all attendees prior to the event. Includes logo, company description, and full contact information | <ul style="list-style-type: none"> • A “Special Thanks to our Sponsors” section in the Conference Program downloadable by all attendees prior to the event. Includes logo, company description, and full contact information | <ul style="list-style-type: none"> • A “Special Thanks to our Sponsors” section in the Conference Program downloadable by all attendees prior to the event. |
| <ul style="list-style-type: none"> • Send API 20 booth giveaways and we’ll mail them to 20 virtual prize winners | <ul style="list-style-type: none"> • Send API 20 booth giveaways and we’ll mail them to 20 virtual prize winners | <ul style="list-style-type: none"> • Send API 20 booth giveaways and we’ll mail them to 20 virtual prize winners | <ul style="list-style-type: none"> • Send API 20 booth giveaways and we’ll mail them to 20 virtual prize winners |
| <ul style="list-style-type: none"> • Dedicated virtual booth custom landing page you can customize and manage with your logo, description, staff profiles, tags to presenting speakers and sessions.
See page 10 for sample. | <ul style="list-style-type: none"> • Dedicated virtual booth custom landing page you can customize and manage with your logo, description, staff profiles, tags to presenting speakers and sessions.
See page 10 for sample. | <ul style="list-style-type: none"> • Dedicated virtual booth custom landing page you can customize and manage with your logo, description, staff profiles, tags to presenting speakers and sessions.
See page 11 for sample. | <ul style="list-style-type: none"> • Virtual booth custom landing page.
See page 12 for sample. |
| <ul style="list-style-type: none"> • Attendees can easily “request information”, sharing their contact information similar to badge scanning | <ul style="list-style-type: none"> • Attendees can easily “request information”, sharing their contact information similar to badge scanning | <ul style="list-style-type: none"> • Attendees can easily “request information”, sharing their contact information similar to badge scanning | <ul style="list-style-type: none"> • Attendees can easily “request information”, sharing their contact information similar to badge scanning |
| <ul style="list-style-type: none"> • Online lead capture - Full lead tracking and analytics from virtual booth visitors | <ul style="list-style-type: none"> • Online lead capture - Full lead tracking and analytics from virtual booth visitors | <ul style="list-style-type: none"> • Online lead capture - Full lead tracking and analytics from virtual booth visitors | <ul style="list-style-type: none"> • Online lead capture - Full lead tracking and analytics from virtual booth visitors |
| <ul style="list-style-type: none"> • Searchable delegate directory | <ul style="list-style-type: none"> • Searchable delegate directory | <ul style="list-style-type: none"> • Searchable delegate directory | <ul style="list-style-type: none"> • Searchable delegate directory |
| <ul style="list-style-type: none"> • Private messaging | <ul style="list-style-type: none"> • Private messaging | <ul style="list-style-type: none"> • Private messaging | <ul style="list-style-type: none"> • Private messaging |
| <ul style="list-style-type: none"> • Real-time chat | <ul style="list-style-type: none"> • Real-time chat | <ul style="list-style-type: none"> • Real-time chat | <ul style="list-style-type: none"> • Real-time chat |
| <ul style="list-style-type: none"> • 1:1 appointment scheduling with live face to face video “As good as being there!” | <ul style="list-style-type: none"> • 1:1 appointment scheduling with live face to face video “As good as being there!” | <ul style="list-style-type: none"> • 1:1 appointment scheduling with live face to face video “As good as being there!” | <ul style="list-style-type: none"> • 1:1 appointment scheduling with live face to face video “As good as being there!” |
| <ul style="list-style-type: none"> • Video “exhibit booth hours” | <ul style="list-style-type: none"> • Video “exhibit booth hours” | <ul style="list-style-type: none"> • Video “exhibit booth hours” | <ul style="list-style-type: none"> • Video “exhibit booth hours” |


Virtual Opportunities - API Virtual Event (Cont.)

- | | | | |
|---|---|---|--|
| <ul style="list-style-type: none"> • A “Special Thanks to our Sponsors” section in the Conference Program sent to all attendees prior to the event. Includes logo, company description, and full contact information | <ul style="list-style-type: none"> • A “Special Thanks to our Sponsors” section in the Conference Program sent to all attendees prior to the event. Includes logo, company description, and full contact information | <ul style="list-style-type: none"> • A “Special Thanks to our Sponsors” section in the Conference Program sent to all attendees prior to the event. Includes logo, company description, and full contact information | <ul style="list-style-type: none"> • A “Special Thanks to our Sponsors” section in the Conference Program sent to all attendees prior to the event. |
| <ul style="list-style-type: none"> • 365 days of access to and from attendees | <ul style="list-style-type: none"> • 365 days of access to and from attendees | <ul style="list-style-type: none"> • 365 days of access to and from attendees | <ul style="list-style-type: none"> • 365 days of access to and from attendees |
| <ul style="list-style-type: none"> • Expanded analytics – Who visited, when, how long, and what did they download? | <ul style="list-style-type: none"> • Expanded analytics – Who visited, when, how long, and what did they download? | <ul style="list-style-type: none"> • Expanded analytics – Who visited, when, how long, and what did they download? | <ul style="list-style-type: none"> • Expanded analytics – Who visited, when, how long, and what did they download? |
| <ul style="list-style-type: none"> • Tags from your virtual booth to any sessions that include a company employee | <ul style="list-style-type: none"> • Tags from your virtual booth to any sessions that include a company employee | <ul style="list-style-type: none"> • Tags from your virtual booth to any sessions that include a company employee | |
| <ul style="list-style-type: none"> • Ability to upload a “welcome video” or any recorded content | <ul style="list-style-type: none"> • Ability to upload a “welcome video” or any recorded content | | |
| <ul style="list-style-type: none"> • Ability to upload sales materials, .pdf, .ppt. | <ul style="list-style-type: none"> • Ability to upload sales materials, .pdf, .ppt. | | |

Post-Event Marketing Opportunities

- | | | | |
|--|--|--|--|
| <ul style="list-style-type: none"> • 365 days of online exposure | <ul style="list-style-type: none"> • 365 days of online exposure | <ul style="list-style-type: none"> • 365 days of online exposure | <ul style="list-style-type: none"> • 365 days of online exposure |
| <ul style="list-style-type: none"> • Early access to 2021 Sponsor and Exhibitor opportunities | <ul style="list-style-type: none"> • Early access to 2021 Sponsor and Exhibitor opportunities | <ul style="list-style-type: none"> • Early access to 2021 Sponsor and Exhibitor opportunities | <ul style="list-style-type: none"> • Early access to 2021 Sponsor and Exhibitor opportunities |
| <ul style="list-style-type: none"> • Logo in Post-Event Attendee Surveys | <ul style="list-style-type: none"> • Logo in Post-Event Attendee Surveys | | |
| <ul style="list-style-type: none"> • Logo in Post-event content promotion | <ul style="list-style-type: none"> • Logo in Post-event content promotion | | |

Sponsor/Exhibitor Virtual Page Preview



Amazon

EXHIBITOR


REQUEST INFO

Description

Amazon distributes downloads and streaming of video, music, audiobook through its Amazon Prime Video, Amazon Music, and Audible subsidiaries. Amazon also has a publishing arm, Amazon Publishing, a film and television studio, Amazon Studios, and a cloud computing subsidiary, Amazon Web Services. It produces consumer electronics including Kindle e-readers, Fire tablets, Fire TV, and Echo devices. In addition, Amazon subsidiaries include Ring, Twitch.tv, Whole Foods Market, and IMDb.

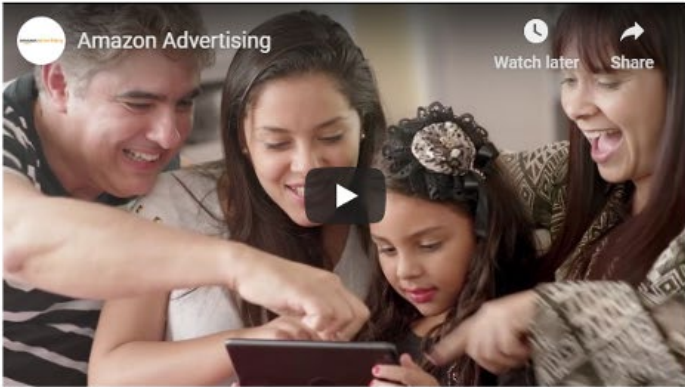
Offerings

ARTIFICIAL INTELLIGENCEE-COMMERCECLOUD COMPUTINGCLOUD PROVIDER



What is AWS?

Watch later Share




Amazon Advertising

Watch later Share


<http://www.amazon.com>

Questions For Amazon

RESPOND



Jennifer Lewis
Systems Architect



Patrick Samberg
Systems Consultant

ENTER VIRTUAL TRADESHOW BOOTH

File

AWS Overview

Showcases / Trade shows

Session Full

Birds of a Feather: Innovation

4:30 PM - 5:30 PM EST (Thu, Dec 17)

JOIN WAITLIST

amazon

Sponsor/Exhibitor Virtual Page Preview

[REQUEST
INFO](#)

Solaxin Energy

[BRONZE SPONSOR](#)

Description

With 20 ISPQ Certified Trainers and 24 NABCEP Certified Solar Installers - more than any other solar training organization - Solaxin's experienced team is on the forefront of renewable energy education. Solaxin has been dedicated to hands-on and online solar training and renewable energy education in wind, micro-hydro, sustainable building and developing world technologies. Solaxin also works with grassroots and development organizations to promote sustainability and improve quality of life worldwide through viable outreach programs. Ride the renewable energy wave with training onsite or online with Solaxin.

Offerings

[SOLAR ENERGY](#)[ENERGY PRODUCTION](#)

Megan Alfonso
Founder & CEO





Tami Amano
Laboratory Director




James Brayton
Executive Director

[ENTER VIRTUAL TRADESHOW BOOTH](#)

Sponsor/Exhibitor Virtual Page Preview



Hewlett Packard



Description

HP is a technology company that operates in more than 170 countries around the world. We explore how technology and services can help people and companies address their problems and challenges, and realize their possibilities, aspirations and dreams. We apply new thinking and ideas to create more simple, valuable and trusted experiences with technology, continuously improving the way our customers live and work. No other company offers as complete a technology product portfolio as HP. We provide infrastructure and business offerings that span from handheld devices to some of the world's most powerful supercomputer installations. We offer consumers a wide range of products and services from digital photography to digital entertainment and from computing to home printing. This comprehensive portfolio helps us match the right products, services and solutions to our customers' specific needs.

Offerings

SECONDARY ENERGY MARKETS

ENTER VIRTUAL TRADESHOW BOOTH