

16TH ANNUAL
API CYBERSECURITY
CONFERENCE
FOR THE OIL AND
NATURAL GAS INDUSTRY

9–10 November, 2021 | Woodlands Waterway Marriott, The Woodlands, Texas

Sponsorship
and Exhibit
Prospectus



PRE-REGISTERED

PRE-REGISTERED

ON-SITE REGISTRATION

**14TH ANNUAL
API CYBERSECURITY
CONFERENCE
FOR THE OIL AND
NATURAL GAS INDUSTRY**




**14TH ANNUAL
API CYBERSECURITY
CONFERENCE
FOR THE OIL AND
NATURAL GAS INDUSTRY**

**14TH ANNUAL
API CYBERSECURITY
CONFERENCE
FOR THE OIL AND
NATURAL GAS INDUSTRY**



The work of the problem-solvers
of our industry is never done.





The API Cybersecurity Conference has been an annual event since 2006. For 16 years it has been the only cybersecurity conference dedicated to the oil and natural gas industry. With a volunteer-driven program committee and loyal and dedicated attendee base, we continuously present a compelling conference program, with a focus on safety, best practices, and innovation.

2021 will improve on our lessons from 2021 and 2020, including the addition of “Attendee Hub”, an attendee-exhibitor appointment scheduling feature by Cvent.

NOTE THAT ALL SPONSORSHIPS INCLUDE AN EXHIBIT BOOTH. PRIME BOOTH LOCATIONS ARE RESERVED FOR SPONSORS.

If you would like to be a:

Platinum Sponsor, you can submit your application **immediately**.

Gold Sponsor, you can submit your application on or after **July 16, 2021**.

Silver Sponsor, you can submit your application on or after **August 19, 2021**.

A limited number of booths are available for exhibitors only. In 2018 only 8 booths remained. If you would like to only exhibit, you can submit your application after **12:00 PM Eastern** on Wednesday, September 1, 2021. The number of exhibitor only booths available is dependent on the number of Sponsors. The remaining booths will sell out quickly.

Please check <http://www.api.org/cybersecurityconference> for booth availability. This link has the latest, so please check before sending.

Exhibit only booths are available until September 1, 2021 at a 50% discount for third-party certified minority and women owned businesses that are certified by either the National Minority Supplier Diversity Council (NMSDC) or Women’s Business Enterprise National council (WBENC). Please contact me directly for additional information.

We appreciate your support, and know 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.

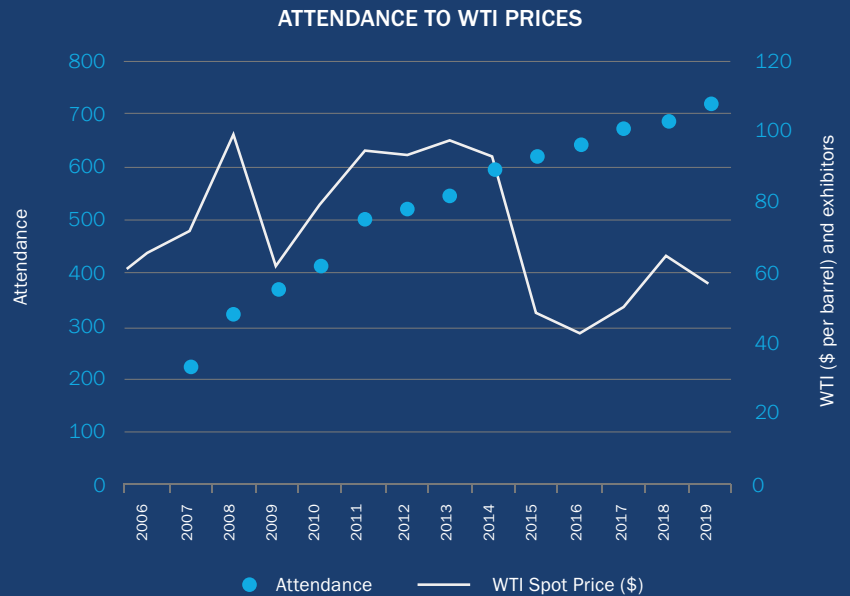
For questions or additional information, contact:

Matthew Cunningham
Senior Events Manager
American Petroleum Institute
202-682-8158
cunningham@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
Clarity, 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

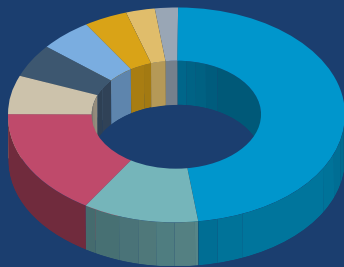
Attendee Demographics

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

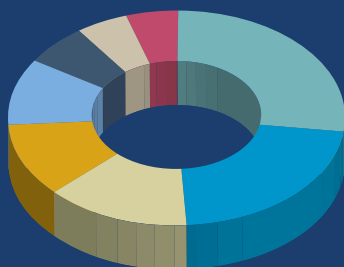
Government/Academic attendees:

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

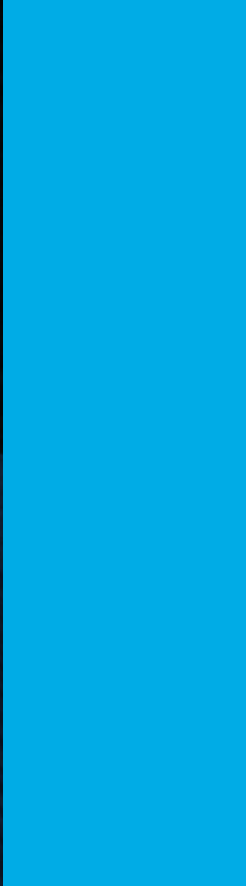
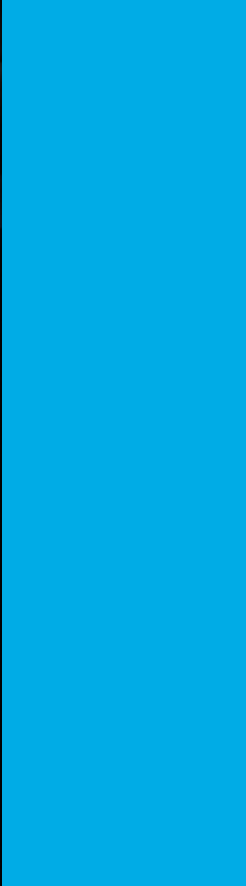
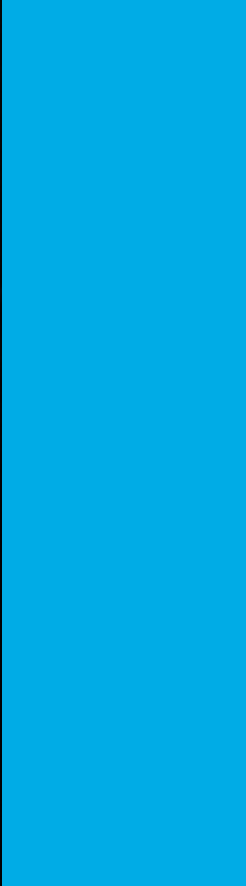
Cybersecurity Sponsor & Exhibitor Benefits

\$20K

\$15K

\$12.5K

\$7.5K



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 |
|---|---|--|--|

Exhibit Hall Opportunities

- | | | | |
|--|---|--|--|
| <ul style="list-style-type: none"> • First choice of booth location (API will contact you with booth selection closer to the event) • 10x10 booth • Company name sign above booth • Table, Chairs, Carpet, Electricity, WiFi • Inclusion in Exhibitor Raffle drawing form shared with all Conference attendees • Company logo on signage located next to all break and coffee stations | <ul style="list-style-type: none"> • Second choice of booth location (API will contact you with booth selection closer to the event) • 10x10 booth • Company name sign above booth • Table, Chairs, Carpet, Electricity, WiFi • Inclusion in Exhibitor Raffle drawing form shared with all Conference attendees • Company logo on signage located next to all break and coffee stations | <ul style="list-style-type: none"> • Third choice of booth location (API will contact you with booth selection closer to the event) • 10x10 booth • Company name sign above booth • Table, Chairs, Carpet, Electricity, WiFi • Inclusion in Exhibitor Raffle drawing form shared with all Conference attendees • Company logo on signage located next to all break and coffee stations | <ul style="list-style-type: none"> • Fourth choice of booth location (API will contact you with booth selection closer to the event) • 10x10 booth • Company name sign above booth • Table, Chairs, Carpet, Electricity, WiFi • Inclusion in Exhibitor Raffle drawing form shared with all Conference attendees |
|--|---|--|--|

In-Person Opportunities

- | | | | |
|---|--|---|---|
| <ul style="list-style-type: none"> • Six complimentary registrations (after one, each additional registrant pays a discounted registration fee of \$395) • Admission to all Conference sessions • Admission to all food functions, including lunches and Opening Reception • Special recognition from Conference Co-Chairs during the opening session • Company logo on signage throughout the venue • Exhibitor” ribbon on all staff badges • “Platinum” ribbon on all staff badges • A “Special Thanks to Sponsors” section in the Conference Program distributed to all attendees. Includes logo, company description, and full contact information • Inclusion of one promotional piece to be inserted in the conference bag • Conference Program Advertisement – One full-page, four-color advertisement • Logo on Lanyard • Logo on Badge | <ul style="list-style-type: none"> • Four complimentary registrations (after one, each additional registrant pays a discounted registration fee of \$395) • Admission to all Conference sessions • Admission to all food functions, including lunches and Opening Reception • Special recognition from Conference Co-Chairs during the opening session • Company logo on signage throughout the venue • Exhibitor” ribbon on all staff badges • “Gold” ribbon on all staff badges • A “Special Thanks to Sponsors” section in the Conference Program distributed to all attendees. Includes logo, company description, and full contact information • Inclusion of one promotional piece to be inserted in the conference bag • Conference Program Advertisement – One full-page, four-color advertisement | <ul style="list-style-type: none"> • Three complimentary registrations (after one, each additional registrant pays a discounted registration fee of \$395) • Admission to all Conference sessions • Admission to all food functions, including lunches and Opening Reception • Special recognition from Conference Co-Chairs during the opening session • Company logo on signage throughout the venue • Exhibitor” ribbon on all staff badges • “Silver” ribbon on all staff badges • A “Special Thanks to Sponsors” section in the Conference Program distributed to all attendees. Includes logo | <ul style="list-style-type: none"> • One complimentary registration (after one, each additional registrant pays a discounted registration fee of \$395) • Admission to all Conference sessions • Admission to all food functions, including lunches and Opening Reception • Special recognition from Conference Co-Chairs during the opening session • Company logo on signage throughout the venue • Exhibitor” ribbon on all staff badges |
|---|--|---|---|

Post-Event Marketing Opportunities

- | | | | |
|---|---|--|--|
| <ul style="list-style-type: none">• Early access to 2022 Sponsor and Exhibitor opportunities• Logo in Post-Event Attendee Surveys• Logo in Post-event content promotion | <ul style="list-style-type: none">• Early access to 2022 Sponsor and Exhibitor opportunities• Logo in Post-Event Attendee Surveys• Logo in Post-event content promotion | <ul style="list-style-type: none">• Early access to 2022 Sponsor and Exhibitor opportunities | <ul style="list-style-type: none">• Early access to 2022 Sponsor and Exhibitor opportunities |
|---|---|--|--|