

Prospectus

2024 FIDO Alliance Member Opportunities

CO-MARKETING & SPONSORSHIP

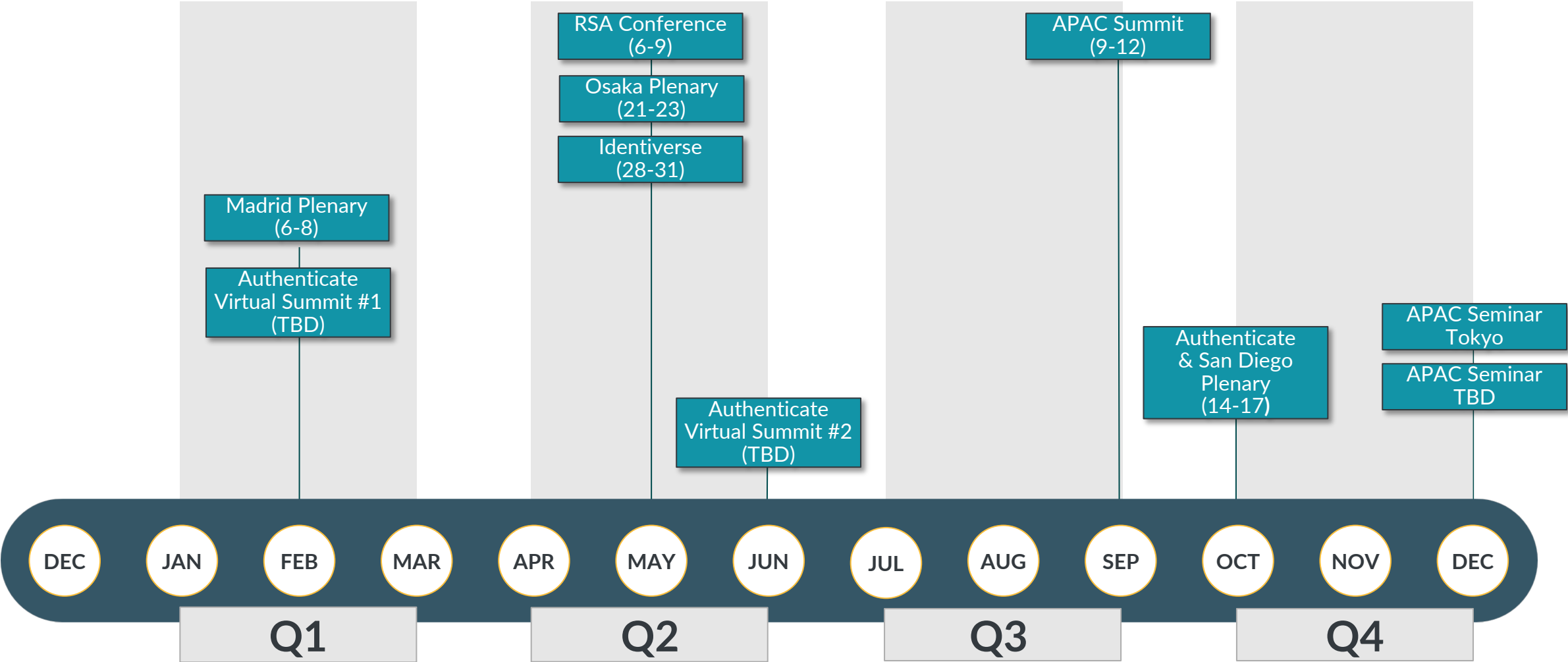


Meet the FIDO Marketing Team

- **Andrew Shikiar**
Executive Director & CMO
- **Megan Shamas**
Senior Director of Marketing
- **Tasha Silva**
Senior Events & Marketing Manager
- **Adrian Loth**
Marketing Manager
- **Lori Glavin**
Digital Marketing Manager
- **Jessica Stenberg**
Events Specialist
- **Joon Hyuk Lee**
APAC Market Development Director
- **Atsuhiko Tsuchiya**
APAC Market Development Manager



2024 Events Calendar: Sponsorship Ops



Co-marketing Programs Overview

**Co-marketing
Opportunities**

MEMBERS ONLY

**Webinar &
Research
Sponsorships**

MEMBERS ONLY

**Authenticate
Events**

MEMBERS
RECEIVE FIRST
PRIORITY

**FIDO
Events**

MEMBERS
RECEIVE FIRST
PRIORITY

Becoming a Sponsor

All FIDO Alliance sponsorship opportunities are allocated via the following process:

- 1 | Sponsorship for any given opportunity is announced via the marketing alias with a submission deadline listed.
- 2 | Members will email events@fidoalliance.org to request sponsorship. For events with multiple sponsorship levels, members will be asked to note first and second preferences.
- 3 | At submission deadline, sponsorships will be allocated on a priority basis based upon: 1) membership level and, 2) when the submission was received.
- 4 | After deadline, remaining sponsorships will be made immediately available to all members (and non-members, if applicable) and allotted on a first come, first serve basis

Sponsorship requests:
marketing@fidoalliance.org

*2 weeks to sign contract
or the sponsorship is released*

PR, Industry Events & Member Events

CO-MARKETING OPPORTUNITY



Public Relations

Do you have deployment, certification, or relevant product news?

- Request a quote from an Alliance representative in your press release, or a spokesperson for media / analyst interviews
- Share your deployment news and case studies with us for amplification to our media and analyst community
- Collaborate with our PR team to do Alliance-wide announcements in support of major organizational milestones
- Send us your FIDO Certified products news for amplification across social channels

2024 Industry Events

RSA Conference

May 6 - 9, 2024 | San Francisco

- Attending members guide
- FIDO booth

Identiverse

May 28 - 31, 2024 | Las Vegas

- Attending members guide
- Speaking member support
- FIDO booth

Other Events TBD

Speaking or exhibiting at an industry trade show?

We will work with you to promote your participation in an event where we are also in attendance.

This may include PR, web, social media or other types of promotion as appropriate.

Member-led Events



Request a FIDO Alliance spokesperson for your webinars, internal conferences, customer meetings, etc.

Opportunities for members

Guest Speaker Policies:

- Hosted by the member company on your platform
- FIDO speaker chosen based on subject matter (from senior management team)
- FIDO speaker is vendor-neutral and educational: you can sell, we cannot!
- FIDO Alliance has final slide review
- Joint promotion: website, social, newsletters

New opportunities for you

Promote your virtual events on our website and/or have us as a guest speaker

Adoption & Ecosystem Development

CO-MARKETING OPPORTUNITY



simpler
stronger
authentication

Case Studies

Wide range of ways to participate

- Short, 1-2 paragraph write up in our Case Study Showcase
- Partner with us to create FIDO Alliance-branded case studies for your own education and sales collateral
- We do the interviewing, writing and designing!
- Share an existing FIDO case study for promotion
- Present at Authenticate, our Virtual Summits, or on a webinar
- We promote your case study via web, email and social channels



FIDO Certified Showcase

Have FIDO Certified products or solutions?

Work with us to create a dedicated page on our FIDO Certified Showcase to highlight your company and your certified solutions.

Get started!



Contact us at:
web@fidoalliance.org



Sponsored Webinars

SPONSORSHIP OPPORTUNITY



Opportunity Overview

The FIDO Alliance hosts free public webinars throughout the year, drawing in between 300-500 registrants per webinar. These events are one of our most successful avenues for driving awareness around FIDO authentication and passkeys.

The FIDO Alliance is offering members the opportunity to co-sponsor one webinar per year, enabling the same reach and thought leadership opportunities to the sponsor.

As a webinar sponsor, your company will have the opportunity to work with FIDO Alliance to craft an impactful session, own the resulting recording, and leverage FIDO's creative and marketing teams to achieve high awareness and registration.

What's Included:

All strategy, planning, promotion of co-sponsored webinar with FIDO Alliance:

- Content development and presentation design support
- FIDO Alliance spokesperson/SME as presenter – along with yours
- All registration contacts
- Promotion through all FIDO channels to drive registration
- Webinar video after airing for your promotional purposes
- Video added to the FIDO Alliance library of content

Promotion

Email marketing to FIDO distribution list puts your brand in front of thousands of members and non-members

Open rate
30%

Total list recipients
70,000+

Publish registration to FIDO member Slack channel and on the homepage of Causeway

Social media push on FIDO Alliance Twitter and LinkedIn to 23k combined followers with customized social graphics

Estimated Timeline:

- **6 weeks out:**
Determine session abstract, speaker, date and time
- **4-6 weeks out:**
Begin promotion
- **1 week out:**
Prep meeting with speakers to align on content
- and train on ON24 platform
- **1-2 days out:**
Finalize presentation materials, upload to ON24 platform
- **Day of:**
Speaker arrives to ON24 platform 15 minutes prior to webinar

Sponsorship Cost

Member-only opportunity

5 available per year

Limited to one per member per year



Cost:
\$7,500 USD

Request sponsorship

[Click here](#)



or scan the QR code!

Sponsored Research

SPONSORSHIP OPPORTUNITY



Opportunity Overview

The FIDO Alliance conducts B2B and B2C research globally and publishes reports several times per year. These reports are successful in driving interview opportunities, media placements and industry/analyst citations – thus driving more awareness to FIDO authentication and passkeys.

The FIDO Alliance is now offering members the opportunity to co-sponsor one of these research projects, enabling the same reach and thought leadership opportunities to the sponsor.

As a research sponsor, you will have the opportunity to work with FIDO and the research firm to craft an impactful survey, own the resulting report, and leverage FIDO's creative, PR and marketing teams to achieve high awareness and results from the campaign.

What's Included:

All strategy, planning, PR rollout of co-sponsored research with FIDO Alliance:

- Research plan and questionnaire creation
- Designed report for sponsor to own
- Access and ownership of all raw data
- Media alert/news release, localized and distributed for each region
- Media outreach with FIDO PR agency to secure 3+ media opportunities per market
- Promotion across all FIDO channels incl. email and social
- Project reporting

Process and Estimated Timelines

Research Creation (1-2 weeks)

Team: FIDO, Sponsor, Research Firm

- Work with FIDO Alliance marketing team and the research firm to determine questions to put in field
- Iterate on questions with the research firm

Research in the Field (2 weeks)

Team: Research Firm

Analyze data and create report (1-2 weeks)

Team: FIDO, Sponsor, Research Firm

- Opportunity to provide inputs on interpretations of data and narrative of report

Report Design and creation (1 week)

Team: FIDO, Sponsor, FIDO Design

- Full graphic support with option for sponsor to provide creative input

Report Publication (Targeting September)

Team: FIDO, Sponsor, PR Agencies

- Sponsor will own final report to publish on its website with option for gating
- FIDO Alliance to create custom webpage to link to report on sponsor's site and drive views
- PR, social etc.

Post-Report Analysis

Team: FIDO

- Report on our results

Promotion

Full PR support from FIDO Alliance, including pitching, interview coordination and coverage monitoring

Outreach targeting appropriate markets (for example, U.S., U.K., Germany, Australia, France with translations as necessary)

Email marketing to FIDO distribution list of thousands of members and non-members

Open rate
30%

Total list recipients
70,000+

Social media push on FIDO Alliance Twitter and LinkedIn to 23k combined followers with customized social graphics



Sponsorship Cost

2 sponsorships available per year

Member-only opportunity



Cost:
\$12,500 USD + Research fee
Sponsorship fee

Note: Research fee is determined by the research firm based on on markets, survey base and B2B vs B2C

Request sponsorship

[Click here](#)



or scan the QR code!

Bundle Opportunity!

Host a sponsored webinar on FIDO's platform to showcase the research.

Cost: +\$5,000

Incl. all webinar sponsorship benefits.

FIDO Events

EVENT OPPORTUNITIES



Speak at our events!

All FIDO Alliance events are an opportunity for you to share your experiences and expertise.

Have a customer case study or other interesting concept for a session at a FIDO seminar or Authenticate Summit? Send them our way!

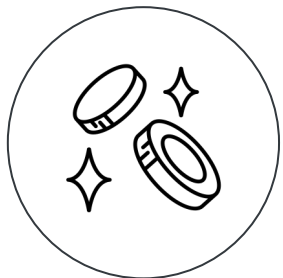
Encourage new speakers in your orgs to get involved.



RSAC 2024 Seminar

What's included:

- Speaking opportunity
- Branding at the seminar
- Full-page company ad in our event booklet
- Signage at the FIDO booth
- Inclusion in pre- and post-event marketing campaigns



Cost:
\$7,500 USD



Other Events Opportunities

Other events with sponsorship opportunities planned for 2024 include:

- Paris seminar
- Tokyo seminar
- APAC Summit
- Others TBD



Did you know?

You can sponsor a FIDO Member Plenary social outing!

Cost: \$5,000 USD



Authenticate Events

EVENT OPPORTUNITIES



authenticate 2024

THE FIDO CONFERENCE

October 14 - 16, 2024
Omni La Costa Resort & Spa
Carlsbad, CA

**Sponsorship opportunities to be
announced in early 2024**

Sign up to receive updates!



Submit to speak!

Official call for speakers for
Authenticate 2024 will open in
January 2024.

Get on our list so you don't miss it!



Authenticate Virtual Summit Opportunities

Sponsorship Opportunities

Signature Sponsor

\$6,000 / 3 AVAILABLE

10-minute session
Branding and promo
Online presence
Opt-in contacts

Supporting Sponsor

\$2,000 / 8 AVAILABLE

Branding and promo
Online presence
Opt-in contacts

Branding Sponsor

\$1,000 / UNLIMITED

Branding
and promo



Tentatively for 2024...

- **February** | Passkeys
- **June** | Financial Services

2024 prospectus coming soon...

authenticate

www.authenticatecon.com

Get Involved!

Get on the
marketing alias!

Join the
FIDO Certified
Showcase

Bring in case
studies for
promotion

Webinars:
ours and yours

Engage in our
events and other
projects!



We want to hear from you!
marketing@fidoalliance.org