



2025 FIDO Alliance Member Opportunities

CO-MARKETING & SPONSORSHIP PROSPECTUS

Meet the FIDO Marketing Team

- **Megan Shamas**
Chief Marketing Officer
- **Sarah Smith**
Director of Marketing
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Marketing Manager
- **Lori Glavin**
Digital Marketing Manager
- **Alex Rupprecht**
Senior Content Manager
- **Tasha Silva**
Senior Events & Marketing Manager
- **Kent Sundgren**
Events Specialist
- **Joon Hyuk Lee**
Senior Director, APAC
- **Atsuhiko Tsuchiya**
APAC Market Development Manager

Reach out to us!
marketing@fidoalliance.org



Co-marketing Programs Overview

Co-marketing & Ecosystem Development

MEMBERS ONLY

INCLUDES

- Member & Industry Events
- Case Studies
- PR & Social Media
- FIDO Certified Showcase

Marketing Insights

MEMBERS ONLY

INCLUDES

- Virtual Marketing Meetups
- 1-1 Touch-bases

Campaign Sponsorships

MEMBERS ONLY

INCLUDES

- Webinars
- Research
- Newsletter Advertorials

Authenticate / FIDO Events

PRIORITY FOR MEMBERS

INCLUDES

- Authenticate Conference
- APAC Summit
- Seminars

Co-marketing Opportunities

PR, SOCIAL MEDIA, GUEST BLOGS, MEMBER & INDUSTRY EVENTS

Public Relations & Social Media

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

Member-led Events



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

Gain Visibility!

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

OPPORTUNITIES FOR MEMBERS

Guest Speaker Policies:

- Hosted by the member company (your platform or venue)
- 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

2025 Industry Events

CURRENTLY PLANNED

RSA Conference

April 29 – May 1, 2025 | San Francisco

- FIDO Seminar
- Attending members guide
- FIDO booth

Identiverse

June 3 – 6, 2025 | Las Vegas

- Speaking member support
- FIDO booth

Other Events

FIDO Alliance participates in a number of other events. Have something on your calendar? Let us know!



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.

Adoption & Ecosystem Development

CASE STUDIES, FIDO CERTIFIED SHOWCASE

Case Studies

Wide range of ways to participate

- Gain thought leadership by partnering with us to create FIDO Alliance-branded case studies
 - We do the interviewing, writing and designing!
- Turn an existing FIDO deployment into an Alliance-branded case study for promotion
- Present at Authenticate, a FIDO seminar, or on a webinar
- We promote your case study via web, email and social channels

fido
ALLIANCE

Mercari's passkey authentication speeds up sign-in 3.9 times

Mercari, Inc. is a Japanese e-commerce company, offering marketplace services as well as online and mobile payment solutions. With Mercari users can sell items on the marketplace, and make purchases in physical stores. In 2023, they implemented passkeys. This article will explain the motivation behind their decision and the results they achieved.

Motivation

Previously Mercari was using passwords and faced with real-time phishing attacks, added SMS OTPs as an authentication method to protect their users. While this improved their security, it did not completely eliminate real-time phishing attacks. Sending a high volume of SMS OTPs was also both expensive and not very user-friendly.

Mercari also had a new service Mercoin, a platform for buying and selling Bitcoin with the user's available balance in Mercari, which had strong security requirements and [passkeys](#) met their needs.

Because passkeys are bound to a website or app's identity, they're safe from phishing attacks. The browser and operating system ensure that a passkey can only be used with the website or app that created them. This frees users from being responsible for signing in to the genuine website or app.

Requiring users to use extra authentication methods and perform additional action is an obstacle when what users actually want is to accomplish something else using the app.

Adding passkey authentication removes that additional step of SMS OTP and improves user experience while also providing better protection for users from real-time phishing attacks and reducing the cost associated with SMS OTPs.

Results

900,000 Mercari accounts have registered passkeys and the success rate of signing in with them is 82.5% compared to 67.7% success rate for signing in with SMS OTP.

Signing in with passkeys has also proved to be 3.9 times faster than signing in with SMS OTP—Mercari users on average take 4.4 seconds to sign in with passkeys, while it takes them 17 seconds to do the same with SMS OTP.

	Success rate	Authentication time
SMS OTP	67.7%	17 s
Passkey	82.5%	4.4 s

The higher the success rate of authentication and the shorter the authentication time, the better the user experience and Mercari has seen great success with implementing passkeys.

Learn more about Mercari's implementation of passkeys

To learn more about how Mercari solved the challenges of making a phishing resistant environment with passkeys, read their blog on [Mercari's passkey adoption](#).

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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. Showcase pages are yours to design and own, can be commercial in nature, and are a fantastic source for lead gen!

Get started!



Contact us at:
web@fidoalliance.org



Marketing Insights

VIRTUAL MARKETING MEET-UPS, 1-1 TOUCH BASES

Member-only Virtual Marketing Meet-ups

Join the FIDO Alliance marketing team at least once a quarter to:

- Get details on open and upcoming co-marketing and sponsorship opportunities
- Learn how to engage in upcoming market enablement initiatives
- Build relationships with the FIDO Alliance marketing team and other members with similar interests

Get started!



Sign up for the marketing list in Causeway for invitations and more information.

1-1 Marketing Touch-bases

Set up a touch-base between your marketing team and ours!

- Share your near- and long-term objectives for marketing relating to your FIDO solutions, services, or other related activities
- Align on shared priorities and learn how we can collaborate
- Consult with us for recommended co-marketing and sponsorship opportunities that align with your goals

Available upon request



marketing@fidoalliance.org

Campaign Sponsorships

WEBINARS, RESEARCH, NEWSLETTER ADVERTORIALS

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 marketing@fidoalliance.org to request sponsorship. For opportunities 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*

Sponsored Webinars

Sponsored Webinar Overview

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

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 strategic guidance
- FIDO Alliance spokesperson/SME as presenter – along with yours
- All registration contacts
- Q&A, polls and other engagement reporting
- Promotion through all FIDO channels to drive registration
- Own the webinar video after airing for your promotional purposes with direct links from FIDO Alliance website OR have the video added to the FIDO Alliance library of content

What Sponsors Are Saying

RESULTS: SPONSOR 1

- Booked 6 meetings which led to 4 currently open sales opportunities
- 2 open sales opportunities re-engaged as a result of the webinar
- Created open channel to 300+ new contacts

This is the best list we've received so far in terms of titles, company size, and overall relevance. We're confident these initial stats are just the beginning—more deals are likely to emerge from this list.

RESULTS: SPONSOR 2

- 2 new, active sales opportunities directly resulting from the webinar
- 5 MQLs, 10 SQLs
- Webinar gated on sponsor's page continues to develop hot leads and is a valuable sales and marketing resource

It was definitely the best performing webinar we have done. We have had webinars with partners like ISMG that give you a lot of leads on paper but very few ever pan out.

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

120,000+

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

Social media push on FIDO Alliance Twitter and LinkedIn to 26k 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

Sponsored Webinar Cost

Member-only opportunity

Limited capacity! One per member per year



Cost:
\$10,000 USD

Request sponsorship

[Click here](#)



or scan the QR code!

Sponsored Research

Sponsored Research 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. web, 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

Underwriting Options

Single Underwriter

- Can opt for a co-branded report or to be listed as an underwriter
- Board members only

Multiple Underwriters

- Sponsors share the cost and are listed as underwriters for a FIDO Alliance report
- All underwriters receive equal benefits of sponsorship
- Open to all member levels
- Can be coordinated by Working Groups
- Maximum of three companies to one research campaign

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
120,000

Social media push on FIDO Alliance Twitter and LinkedIn to 26k combined followers with customized social graphics



Sponsored Research Cost

2 sponsorships available per year

Member-only opportunity



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

Cost – Multiple Underwriters:
\$7,000 - \$15,000 USD ea. + Research fee
Sponsorship fee is approximate

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: +\$7,500

Incl. all webinar sponsorship benefits.

Newsletter Advertorials

Newsletter Advertorials

Include your content in our monthly external newsletter as the second news item.

Newsletter is distributed to FIDO email list of thousands of members and non-members.

Promote an event, report, thought leadership article, blog, or other resource.

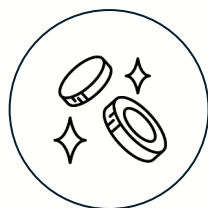
Content must be reviewed and approved by FIDO marketing.

The advertorial includes:

- Content title
- 1-2 paragraphs of preview content
- Tracking link to full article
- Option to provide an aligned graphic

Open rate
30%

Total list recipients
120,000+



Cost: \$3,000 USD per newsletter

The FIDO Standard
Welcome to the April 2024 Edition of the FIDO Standard where we recap the latest FIDO Authentication news and more!

AUTHENTICATE NEWS

SUPER EARLY BIRDS CATCH THE SAVINGS
Register Now and Save up to \$575!

authenticate
THE FIDO CONFERENCE

Super Early Birds Catch the Savings: Save up to \$575
Authenticate 2024 | October 14-16, 2024 | Carlsbad, CA

Embrace a new way to authenticate with FIDO standards, moving past passwords and legacy forms of multi-factor authentication to provide users with passkeys for phishing-resistant sign-ins in 2024.

Join industry leaders as they come together at Authenticate 2024 and get the latest tools and insights to get your organization on the path to strong, modern passwordless authentication.

The super early bird deadline is June 17, 2024. Register now!

[Register Now](#)

TECHLOGO
yourthere.com

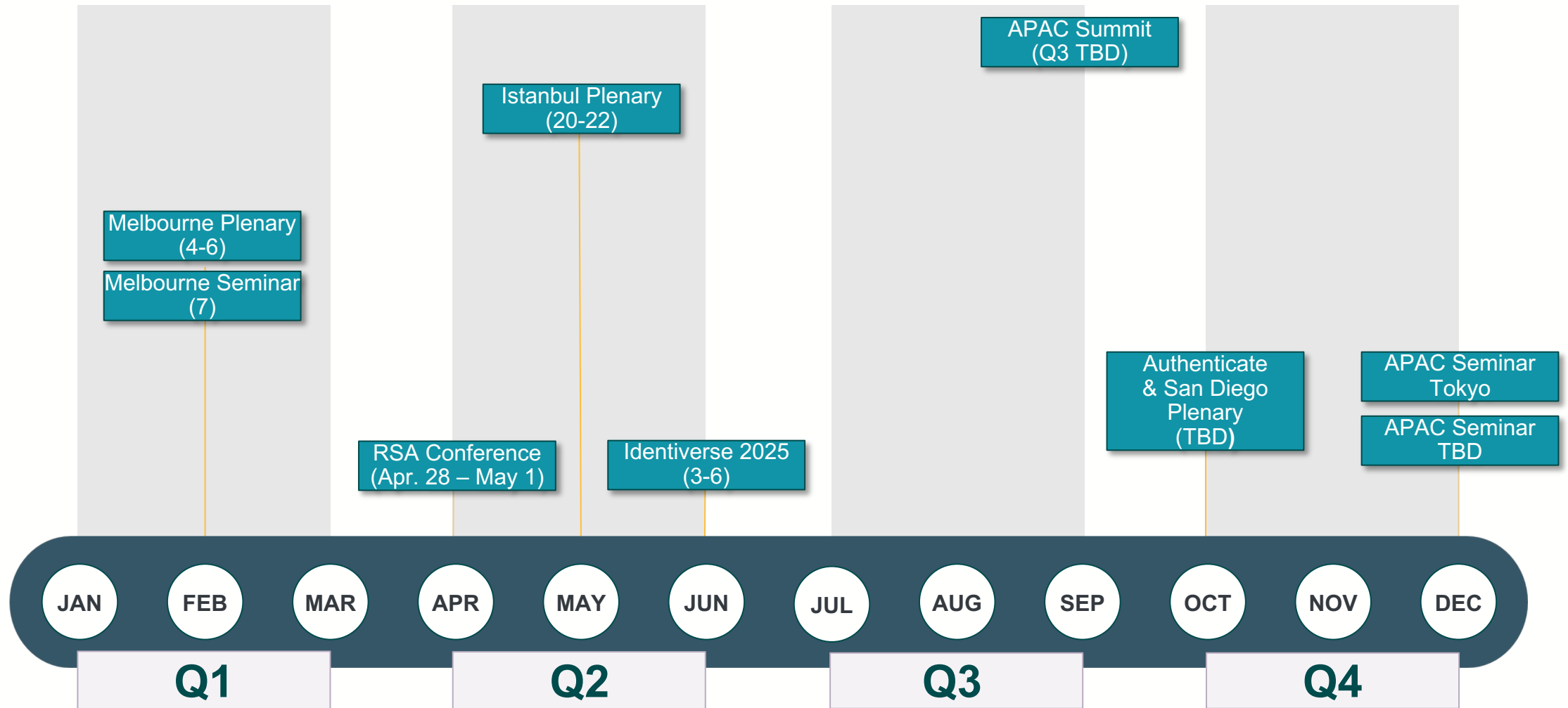
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FIDO Events

EVENT OPPORTUNITIES

2024 – 2025 Events Calendar: Sponsorship Ops

More events to be announced! Candidate cities include Brussels, Munich, New York, Paris, SF Bay area and Taipei



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, APAC Summit or other FIDO event? Send them our way!

Encourage new speakers in your orgs or your customers to get involved.



Host a FIDO Seminar

The FIDO Alliance hosts multiple seminars a year globally, focusing on a broad range of user and device authentication and identity topics.

Members have the unique opportunity to be a host sponsor for a an in-person FIDO Alliance seminar by providing a venue that can accommodate a live audience and exhibitor space.

This valuable opportunity enables organizations to engage with key stakeholders within the FIDO community and enhance their industry presence.

Learn more! Contact events@fidoalliance.org

New Opportunity in 2025!



Host Sponsor Example Benefits

- Demo / expo area to engage with attendees
- Speaking session to share thought leadership / perspectives
- Opt-in registration data for all attendees
- Complimentary and discount passes
- Branding opportunities across website and on-site throughout event
- Inclusion in email marketing surrounding event
- Social media co-promotion before event



Sponsor a FIDO Seminar

The FIDO Alliance welcomes sponsors at various levels for many of its global seminars.

Depending on seminar structure, members can benefit from exhibiting space, speaking opportunities, registration lists, branding, marketing and co-promotion.

This valuable opportunity enables organizations to engage with key stakeholders within the FIDO community and enhance their industry presence.



FIDO APAC SUMMIT 2024

2025 To Be Announced

Watch for an announcement in Q1 2025 for the date and location of APAC Summit 2025!

Sponsorship opportunities to be announced in early 2025

Sign up to receive updates!



Authenticate Conference

EVENT OPPORTUNITIES

authenticate 2025

THE FIDO CONFERENCE

October 2025

Omni La Costa Resort & Spa
Carlsbad, CA

**Sponsorship opportunities to be
announced in early 2025**

Sign up to receive updates!





Submit to speak!

Official call for speakers for
Authenticate 2025
will open in early 2025

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



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