



2025 FIDO Alliance Member Opportunities

CO-MARKETING & SPONSORSHIP PROSPECTUS

Meet the FIDO Adoption Team

- **Megan Shamas**
Chief Marketing Officer
- **Alex Rupprecht**
Senior Content Manager
- **Adrian Loth**
Marketing Manager
- **Lori Glavin**
Digital Marketing Manager
- **Tasha Silva**
Senior Events & Marketing Manager
- **Breyanna Tulipane**
Events Manager
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APAC Market Development, Sr. Director
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APAC Market Development, Sr. Manager
- **Avery Bredice**
Program 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
- 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 communities
- 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.
- Publish your events to our public events calendar
- Joint promotion (email, social, newsletters) for member events where FIDO is engaged

Gain Visibility!

Keep us informed by contacting marketing@fidoalliance.org

Guest Speaker Policies:

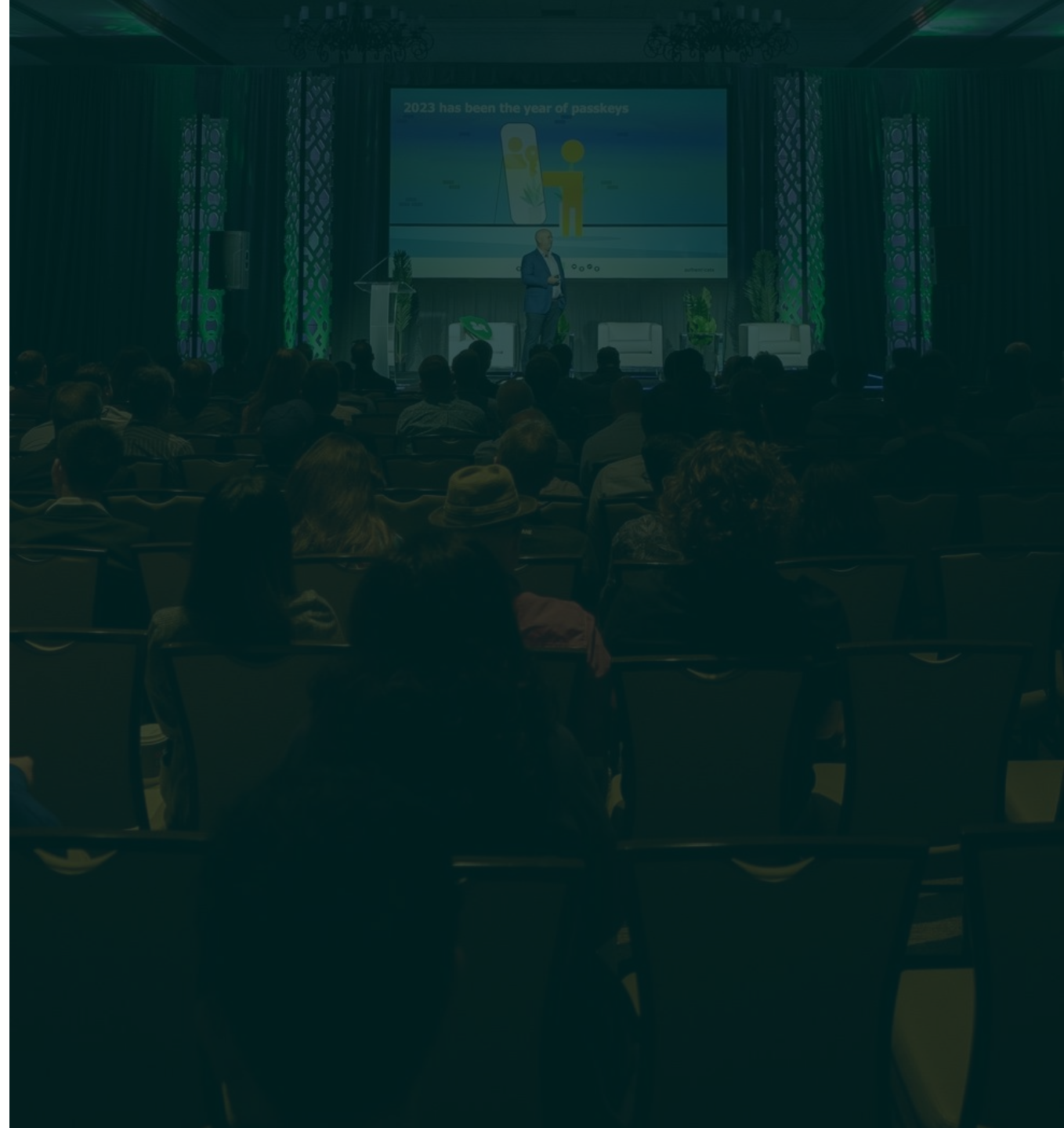
- Hosted by the member company (your platform or venue)
- FIDO speaker chosen based on subject matter (from senior management team)
- FIDO speaker is vendor-neutral and educational: you can sell, we cannot!
- FIDO Alliance has final slide review

2025 Industry Events

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.



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 event? Send them our way!

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



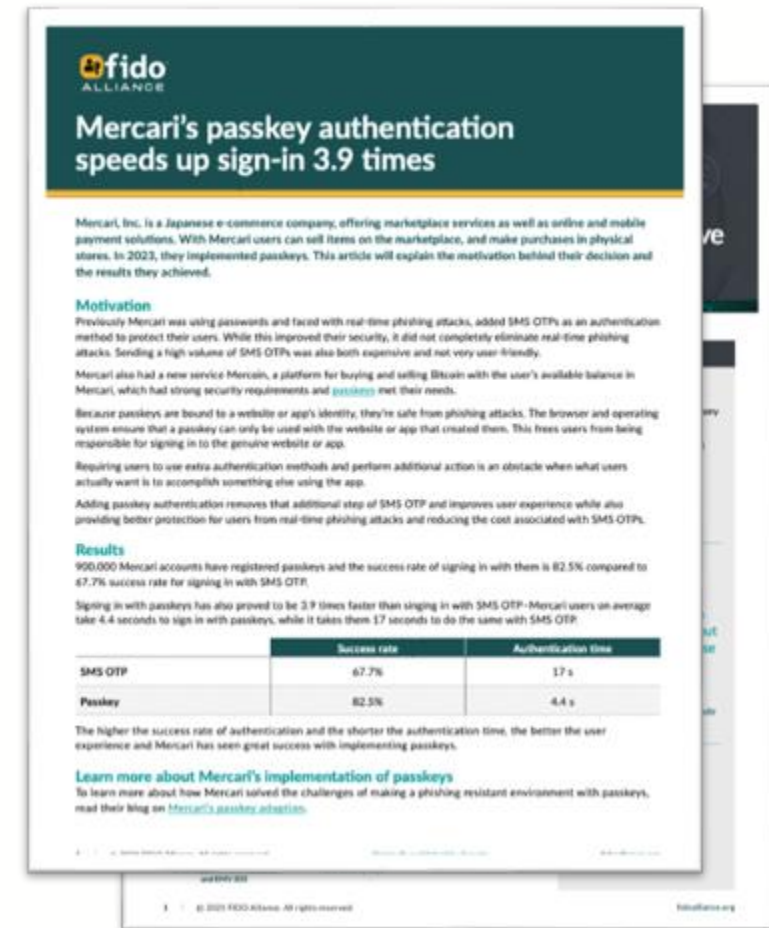
Adoption & Ecosystem Development

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!
 - Already have a case study published? Share it with us!
- 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 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

140,000+

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

Social media push on FIDO Alliance's X and LinkedIn to 28k 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

Call for sponsors twice a 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
140,000+

Social media push on FIDO Alliance's X and LinkedIn to 28k 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:
\$10,000 USD + 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.

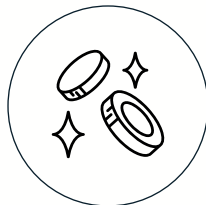
Content must be reviewed and approved by FIDO marketing.

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
140,000+



Cost: \$3,000 USD per newsletter

The screenshot shows a newsletter layout for the FIDO Standard. The header features the FIDO logo and the text "The FIDO Standard" with a key icon. Below the header, there is a welcome message for the April 2024 edition. The main section is titled "AUTHENTICATE NEWS" and features a large graphic for "SUPER EARLY BIRDS CATCH THE SAVINGS" with a green bird illustration. The text promotes the Authenticating 2024 event, highlighting savings of up to \$575. A "Register Now" button is prominently displayed. Below this, there is a section for "Sponsorship Opportunities Available" and a link to the "Prospectus". The footer includes a "FIDO NEWS" section with a link to "Dark Reading: Selecting the Right Authentication Protocol for Your Business".

FIDO Events

EVENT OPPORTUNITIES

Sponsor a FIDO Event

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

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

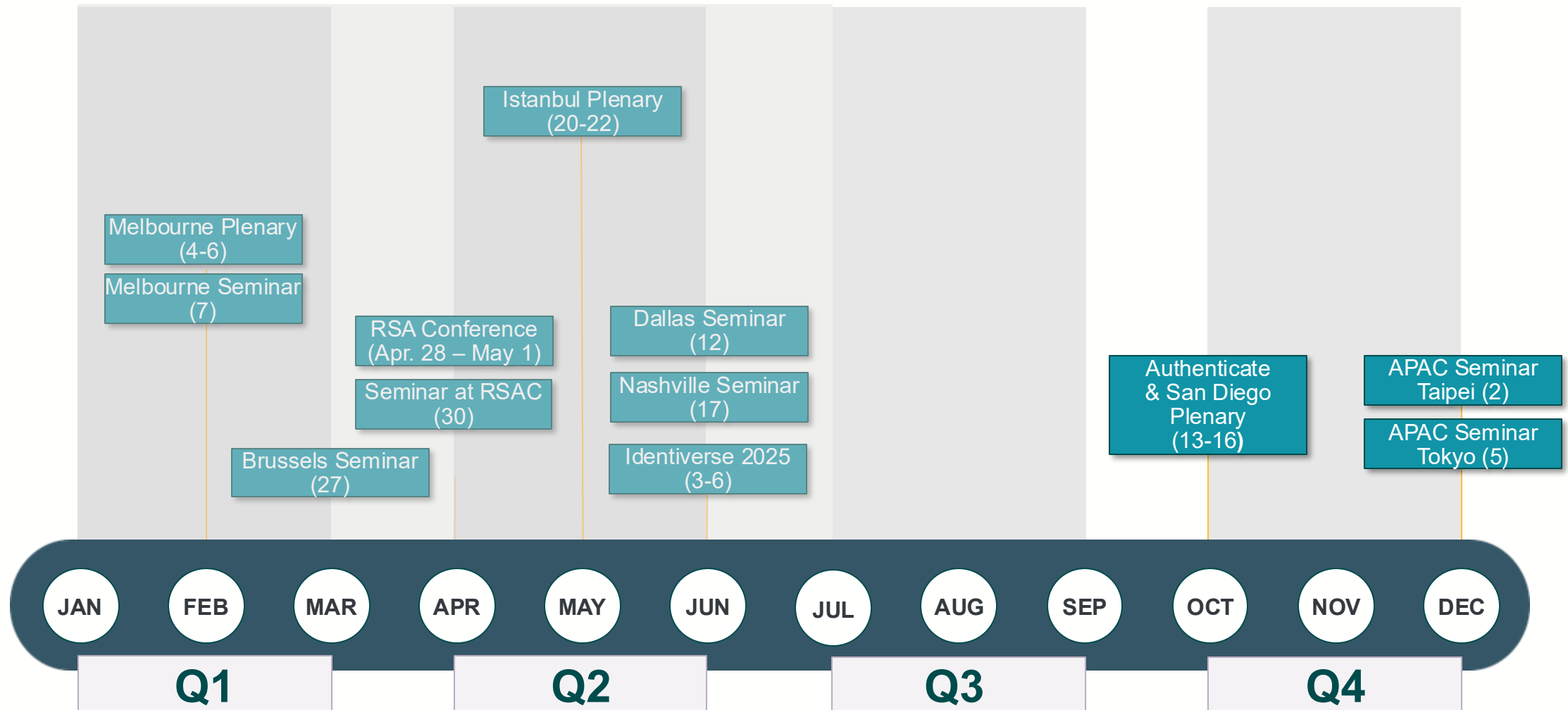
This valuable opportunity enables organizations to engage with key stakeholders within the FIDO community and enhance their industry presence.

How to Sponsor a FIDO Event

The FIDO Adoption team will send a call for sponsors before the event with details on what sponsorships are available and how to engage.



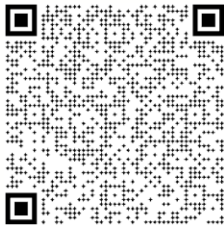
2025 Events Calendar: Sponsorship Ops



FIDO Taipei Seminar

December 2, 2025 // Grand Hyatt Taipei

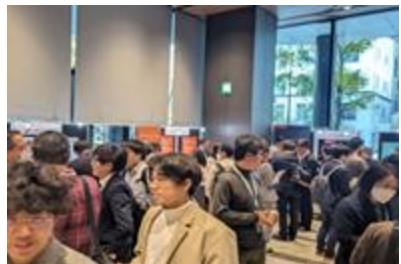
Request
Sponsorship



BENEFITS	HOST SPONSOR	PLATINUM (USD8,000)	GOLD (USD5,000)	SILVER (USD3,000)	BRONZE (USD1,000)
Available Slots	Sold Out!	2 out of 2	3 out of 3	10 out of 10	Unlimited
Available Keynote Session		Yes (15 min)	NA	NA	NA
Session Slot		NA	Yes (10 min)	NA	NA
Demo Booth & Sizes		See the specs	See the specs	See the specs	NA
Promotional Video Streaming during break		Yes(3 min)	NA	NA	NA
Logo placement on event homepage & marketing material (size/placement tiered by level)		Yes	Yes	Yes	Yes
Logo placement in hold slides		Yes	NA	NA	NA
Logo placement in the venue		Yes	Yes	Yes	Yes
Recognition in all press releases associated with the event		Yes	Yes	NA	NA
Acknowledgment via FIDO Alliance social channels		Yes	Yes	Yes	Yes
Opt-In Registration Data		Yes	Yes	Yes	Yes

FIDO Tokyo Seminar

December 5, 2025 // Tokyo Port City, Takeshiba Hall



**Sign up for updates to
hear when sponsorships
are available!**



Authenticate Conference

EVENT OPPORTUNITIES

authenticate 2025

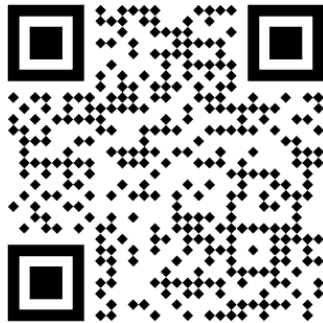
THE FIDO CONFERENCE

October 13 – 15

Omni La Costa Resort & Spa
Carlsbad, CA

*Review the prospectus
and request sponsorship*

authenticatecon.com



Authenticate Premier Sponsorship Packages



	Signature	Platinum	Gold	Silver	Startup
Sponsorship Cost (FIDO member)	\$37,500	\$21,500	\$12,750	\$7,000	\$3,500
Sponsorship Cost (non-FIDO member)	\$50,000	\$26,500	\$16,000	\$9,000	\$4,500
Booth space (location choice within sponsor class determined by date of contract execution, details on next page)	Booth	Booth	Booth	Kiosk	Counter
Full Authenticate conference passes for staff attendance	5	4	3	2	1
Authenticate & Plenary Conference passes at flat rate of \$500 (members only)	4	3	2	1	0
Unlimited 20% discount (Full In-person Conference Only)	✓	✓	✓	✓	✓
Session Slot (topic to be mutually agreed upon)	1	1			
Keynote (topic to be mutually agreed upon)	1				
Masterclass slot (topic to be mutually agreed upon)	1	1			
Solution Theater slot	1	1	1		
Attendee registration data (opt-in)	✓	✓	✓		
Banner ad on rotating on-site signage located throughout event	✓	✓			
Push notification via event app	2	1	1		
50-word profile and URL on website, event app, and streaming platform	✓	✓	✓	✓	✓
Logo placement on event homepage, event platform, & marketing material (size/placement tiered by level)	✓	✓	✓	✓	✓
Logo placement within on-site signage and on-site show guide (size/placement tiered by level)	✓	✓	✓	✓	✓
Logo placement in hold slides and acknowledgment from the podium	✓	✓			
Recognition in all press releases associated with the event	✓				
Acknowledgment via Authenticate and FIDO Alliance social channels	✓	✓	✓	✓	✓
Sponsor promo kit	✓	✓	✓	✓	

A la Carte Opportunities

WIFI SPONSOR: \$7,500

(Exclusive - Limit 1)

Keep Authenticate attendees connected during the event. As the official WiFi sponsor, you'll receive logo recognition on-site throughout the conference and on the event webpage.

+ 1 full conference pass
(not including member plenary)

MOBILE APP SPONSOR: \$6,500

(Exclusive - Limit 1)

The mobile app will be the source of all event information on-site at Authenticate. In 2023 over 85% of attendees used the mobile app, creating a great branding opportunity for the sponsor. The sole mobile app sponsor will get logo recognition in the app, on-site and on the event website. In addition, the sponsor will be able to send one push notification to attendees.

LANYARDS: \$6,500

(Exclusive - Limit 1) **SOLD OUT**

This co-branded lanyard will put your logo on every Authenticate attendee! Plus, get sponsor recognition on-site and on the event website.

SPEAKER ROOM SPONSOR: \$5,000

(Exclusive - Limit 1)

Provide speakers with a quiet place to prep for their sessions and recharge with drinks and snacks throughout the event. This sponsorship includes recognition on-site, on food stations, on the agenda, and on the event website.

BRANDED KEY CARD SPONSOR: \$6,000

(Exclusive - Limit 1) **SOLD OUT**

Put your brand in front of all of Authenticate's hotel guests and be part of their stay at the Omni La Costa Resort and Spa. This sponsorship also includes the registrant opt-in list, one (1) complimentary pass (not including member plenary), and branding on Authenticate materials and signage leading up to and during the event.

CHARGING STATIONS SPONSOR: \$10,000

(Exclusive - Limit 1)

Forgot your charger? No problem! Attendees can charge their devices using these fully equipped charging stations. This sponsorship includes four (4) brandable charging stations placed strategically throughout expo and session halls, plus the registrant opt-in list and branding on Authenticate materials and signage leading up to and during the event.

NETWORKING BREAK ENHANCEMENTS

Make networking breaks more enjoyable for attendees with a cappuccino bar, branded churro station, or kombucha & cold brew tap station! Each option provides speakers with the registration opt-in list, a complimentary conference pass (not including member plenary), and brand recognition leading up to and during the event and breaks.

- Cappuccino Bar \$7,000 **2 REMAINING!**
- Branded Churro Station \$6,000
- Kombucha & Cold Brew on Tap \$6,000

BRANDED JENGA: \$4,000

Put your brand on what will surely be a hit in the expo hall! Give attendees an opportunity to network while playing giant Jenga, placed in two locations within the expo hall. Sponsors also receive branding on Authenticate materials and signage leading up to and during the event.

BREAK/MEAL SPONSOR: \$5,500

Help attendees refuel between sessions and get brand recognition at the same time! This sponsorship includes recognition on-site, on food stations, on the agenda and on the event website.



Questions?

Contact us at authenticate@fidoalliance.org

APAC Authenticate 2026 & Member Plenary

Stay tuned! Authenticate is coming to
Singapore in Q2 2026.

Sponsorship opportunities
will be announced soon.

Sign up to receive updates!



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