



2026 FIDO Alliance Member Opportunities

CO-MARKETING & SPONSORSHIP PROSPECTUS

Meet the FIDO Adoption Team

- **Megan Shamas**
Chief Marketing Officer
- **Alex Rupprecht**
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- **Adrian Loth**
Marketing Manager
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Marketing Manager,
External Communications
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Digital Marketing Manager
- **Tasha Silva**
Senior Events & Marketing Manager
- **Breyanna Tulipane**
Events Manager
- **Joon Hyuk Lee**
APAC Market Development, Sr. Director
- **Atsuhiko Tsuchiya**
APAC Market Development, Sr. Manager
- **Avery Bredice**
Program Manager

Reach out to us!
marketing@fidoalliance.org



Co-marketing Programs Overview

Authenticate / FIDO Events

PRIORITY FOR MEMBERS

INCLUDES

- Authenticate Conference
- Seminars

Campaign Sponsorships

MEMBERS ONLY

INCLUDES

- Webinars
- Research
- Newsletter Advertorials

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

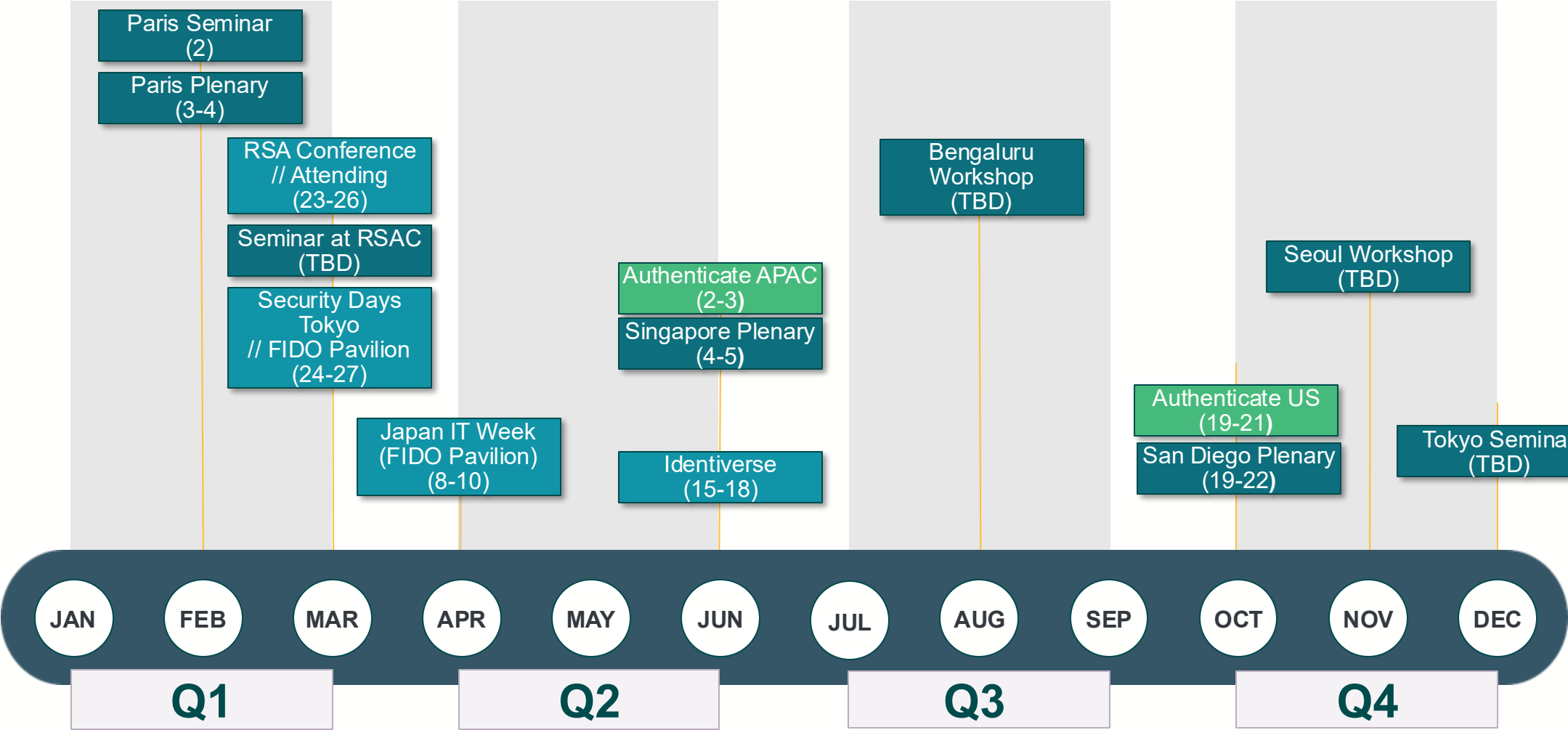
FIDO Events

EVENT OPPORTUNITIES

2026 Calendar: Events Overview

Taipei Seminar
(TBD)

Other Global
Seminars
(TBD)



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. See more details in the appendix.





February 2, 2026 | Hyatt Regency Paris Étoile

Elevate Your Brand: Sponsor the FIDO Alliance Paris Seminar

This seminar will gather over 200 influential leaders and decision-makers to explore Europe’s evolving authentication, identity, and payments landscape. Attendees will gain insights into the latest developments with FIDO, passkeys, payments, identity verification and digital credentials. The agenda will feature regulatory updates, practical implementation strategies, and case studies from industry leaders. As a sponsor, you’ll benefit from a branded exhibition space, speaking opportunities, 1:1 networking, lead generation, and complimentary passes.

Act now to connect with key stakeholders and solidify your brand's position in Europe's rapidly expanding market for authentication, payments, and identity solutions.

How to Apply for Sponsorship

To request sponsorship, please complete this [form](#). Sponsorship will initially be allocated based on the FIDO Alliance Sponsorship Policy on a priority basis based on **1)** membership level; and then, **2)** by the date and time that we received your request. After December 9, 2025, all remaining sponsorships will be allocated on a first-come, first-serve basis. More details are available in the appendix.

Sponsorship Packages

	Signature	Platinum	Gold	Branding
Quantity	3	4	8	Unlimited
Sponsorship Cost (USD)	\$8,500	\$6,000	\$4,000	\$1,000
Kiosk in exhibiting area, including: 1 brandable backwall 1 brandable counter 2 barstools	✓	✓	✓	
Speaking Session	15 min	5 min		
Complimentary Passes	5	3	2	1
Name and email of opt-in registrants	✓	✓	✓	
Company name, logo, web link on event website	✓	✓	✓	✓
Company logo on digital signage throughout event	✓	✓	✓	✓
Recognition in pre, during, and post event promotions	✓	✓	✓	✓

Authenticate Conference

EVENT OPPORTUNITIES

authenticate 2026

THE FIDO CONFERENCE

October 19 – 21

Omni La Costa Resort & Spa
Carlsbad, CA

authenticatecon.com

[GET THE PROSPECTUS](#)

[REQUEST SPONSORSHIP](#)



Authenticate Premier Sponsorship Packages

	Signature	Platinum	Gold	Silver	Startup
FIDO member 2026 pricing	\$42,000	\$25,000	\$15,000	\$8,000	\$4,000
Non-member 2026 pricing	Member exclusive	\$30,000	\$18,000	\$10,000	\$5,000
Booth space (location choice determined by sponsorship level and date of contract execution)	Booth	Booth	Booth	Kiosk	Counter
Complimentary in-person Authenticate Conference passes (excludes Member Plenary)	5	4	3	2	1
Authenticate Conference & Plenary passes at flat rate of \$750 (members only)	4	3	2	1	0
Complimentary in-person Expo Only passes for staff	1	1	1	1	1
Unlimited 20% discount (in-person, full conference only)	✓	✓	✓	✓	✓
Session Slot (topic to be mutually agreed upon; includes one comp speaker pass)	1	1			
Keynote (topic to be mutually agreed upon; includes one comp speaker pass)	1				
Masterclass (topic to be mutually agreed upon; includes one comp speaker pass)	1				
Solutions Theater slot (no speaker pass included)	1	1	1		
Pre- and post-event 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 Authenticate website, event mobile app, and Attendee Hub (streaming platform)	✓	✓	✓	✓	✓
Logo placement on Authenticate website, Attendee Hub (streaming platform), and marketing collateral (placement and size by sponsor level)	✓	✓	✓	✓	✓
Sponsor promo kit	✓	✓	✓	✓	✓
Logo in conference presentation template	✓				
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	✓	✓	✓	✓	✓

Additional Sponsorship Opportunities

A la Carte Sponsorships: add these sponsorships to extend your exposure at Authenticate 2026!

WIFI SPONSOR: \$8,500 (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.

MOBILE APP SPONSOR: \$7,500 (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: \$7,500 (EXCLUSIVE - LIMIT 1)

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: (EXCLUSIVE - LIMIT 1) \$5,000

Give speakers a quiet place to prep for their sessions and recharge with drinks and snacks throughout the event. This sponsorship includes on-site signage, branding inside the speaker room, and recognition on the event website.

BRANDED KEY CARD SPONSOR: \$7,500 (EXCLUSIVE - LIMIT 1)

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 and 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.

MEETING ROOMS (LIMITED AVAILABILITY - CONTACT US FOR PRICING)

Host a team or customer meeting during Authenticate with a meeting room on-site. Contact us for pricing on these limited spaces.

SPONSORED LUNCHEON: \$10,000 (LIMIT 1 PER DAY)

Present to a captive audience and facilitate networking while hosting lunch! This opportunity includes a 40-minute session on an agreed-upon topic, catered lunch, complimentary conference passes for up to 2 speakers, a push notification from the event app, and brand awareness and marketing leading up to and during the event.



Questions?

Contact us at authenticate@fidoalliance.org

More details on sponsorship for our networking receptions coming soon!

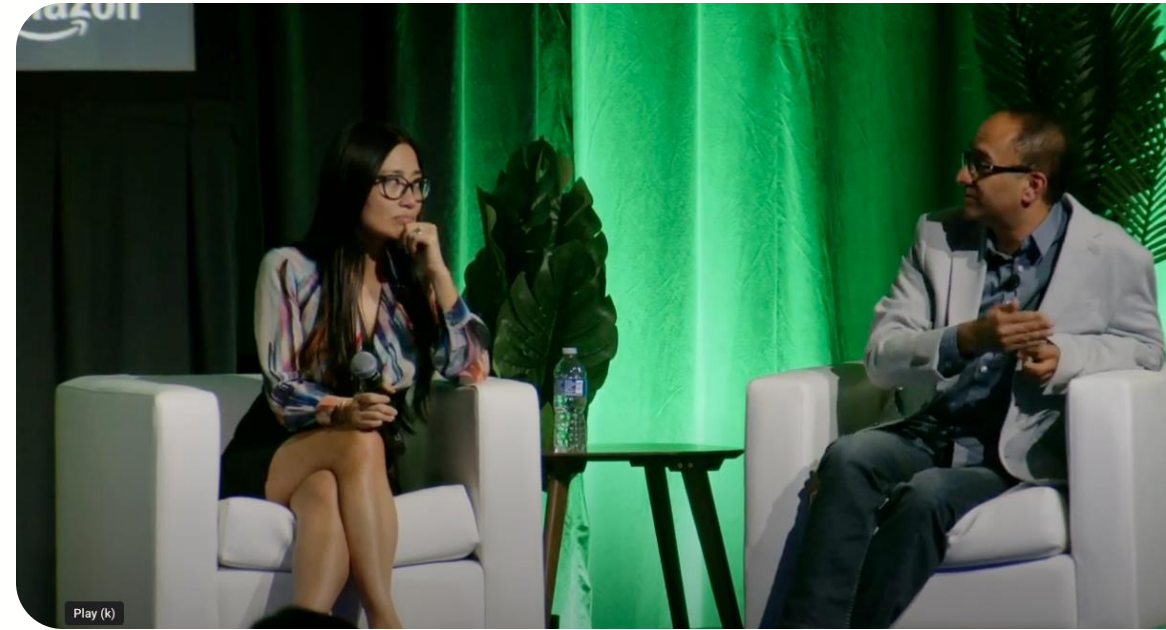
authenticate APAC 2026

THE FIDO CONFERENCE

June 2 – 3
Grand Hyatt Singapore

authenticatecon.com

**PROSPECTUS COMING
SOON!**



Authenticate APAC 2026 Premiere Sponsorship Packages



	Signature	Platinum	Gold	Silver	Branding
Sponsorship Cost (FIDO member)	\$35,000	\$15,000	\$7,500	\$3,750	\$1,000
Sponsorship Cost (non-FIDO member)	Member exclusive	\$17,500	\$9,000	\$5,500	\$2,000
Booth space (location choice within sponsor class determined by date of contract execution)	Booth	Booth	Kiosk	Kiosk	n/a
Speaking session	20 mins	10 mins	n/a	n/a	n/a
Attendee registration data (opt-in)	✓	✓	✓	n/a	n/a
Designated table at gala dinner	✓	✓	n/a	n/a	n/a
Full conference passes (FIDO members can add plenary for \$500 USD)	6	4	3	2	1 at 50% off
20% discount passes	Unlimited	Unlimited	Unlimited	10	5
Push notification via event app	2	1	n/a	n/a	n/a
Logo placement on web and on-site marketing materials	✓	✓	✓	✓	✓
Recognition in all press releases associated with the event	✓				
Acknowledgment via Authenticate and FIDO Alliance social channels	✓	✓	✓	✓	✓
Sponsor promo kit	✓	✓	✓	✓	✓

Additional Sponsorship Opportunities

Add these sponsorships to extend your exposure!

WIFI SPONSOR: \$5,500 (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.

MOBILE APP SPONSOR: \$5,000 (EXCLUSIVE - LIMIT 1)

The mobile app will be the source of all event information on-site at Authenticate. On average, over 85% of Authenticate attendees use 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: \$5,500 (EXCLUSIVE - LIMIT 1)

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

BREAK/MEAL SPONSOR: \$5,000

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.

More sponsorship opportunities coming soon!



Questions?

Contact us at authenticate@fidoalliance.org



Campaign Sponsorships

WEBINARS, RESEARCH, NEWSLETTER ADVERTORIALS

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

180,000+

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

Social media push on FIDO Alliance's X and LinkedIn to 30k 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

Multiple Underwriters

- Sponsors share the cost and are listed as underwriters for a FIDO Alliance report
- All underwriters receive equal benefits of sponsorship
- 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
180,000+

Social media push on FIDO Alliance's X and LinkedIn to 30k 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.

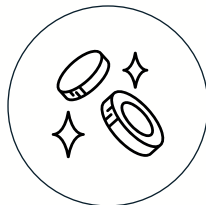
Content must be reviewed and approved by FIDO marketing.

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
180,000+



Cost: \$3,000 USD per newsletter

The screenshot shows a newsletter layout for the FIDO Standard. The header features the FIDO Alliance logo and the title 'The FIDO Standard' with a graphic of a hand holding a key. Below the header, a welcome message for the April 2024 edition is displayed. The main section is titled 'AUTHENTICATE NEWS' and features a large announcement for 'SUPER EARLY BIRDS CATCH THE SAVINGS' with a green bird illustration. The text promotes the 'Authenticate 2024' event, highlighting savings of up to \$575 for early registrants. A 'Register Now' button is provided. Below this, a section titled 'Sponsorship Opportunities Available' describes the benefits of sponsoring the event, including access to a high-traffic expo hall and networking opportunities. A 'View the Prospectus' link is included. The footer section is titled 'FIDO NEWS' and features a 'Dark Reading' article titled 'Selecting the Right Authentication Protocol for Your Business'.

fido ALLIANCE
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 2024
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

Sponsorship Opportunities Available
Put your expertise and solutions front and center by sponsoring Authenticate 2024. This year's event has ample options for sponsors to showcase their solutions and meet companies looking for partners on their path to passwordless – including a highly trafficked expo hall, networking receptions, branding, speaking engagements, and more.

View the [Prospectus](#) and fill out the [form](#).

FIDO NEWS

Dark Reading: Selecting the Right Authentication Protocol for Your Business
Authentication protocols like passkeys serve as the backbone of online security, enabling users to confirm their identities securely and access protected information and services. Passkeys

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

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.



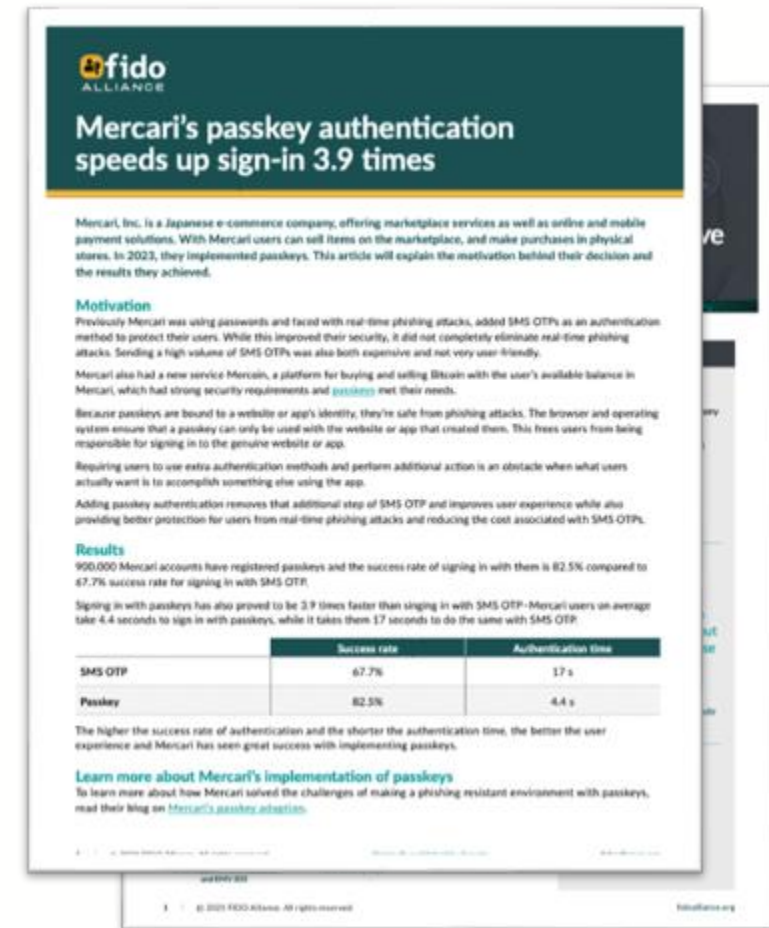
Adoption & Ecosystem Development

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
- Meet as needed or on a regular cadence



Available upon request

marketing@fidoalliance.org

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

Appendix

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