



2026 FIDO Alliance Member Opportunities

CO-MARKETING & SPONSORSHIP PROSPECTUS

Meet the FIDO Adoption Team

- **Andrew Shikiar**
Executive Director & CEO
- **Adrian Loth**
Senior Marketing Manager
- **Dave Turnbull**
Marketing Manager,
External Communications
- **Lori Glavin**
Senior Digital Marketing
Manager
- **Tasha Silva**
Events Director
- **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 Conferences
- 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

Authenticate Conferences

EVENT OPPORTUNITIES

authenticate **2026**

THE FIDO CONFERENCE



October 19 - 21, 2026



Omni La Costa Resort & Spa, Carlsbad, CA



authenticatecon.com



Get Prospectus



Request Sponsorship

Authenticate 2026 Premier Sponsorship Packages

	SOLD OUT Signature	SOLD OUT Platinum	SOLD OUT 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

Event Platform Sponsor (Exclusive - limit 1) \$10,000

Authenticate's online event platform, Attendee Hub, is the one-stop shop for all attendees to watch live-streamed and on-demand content, manage their event calendars, network and view exhibitor content.

Become the exclusive event platform sponsor and get your brand front and center to Authenticate attendees. In 2025, 85% of attendees visited and viewed content on Attendee Hub.

This exclusive sponsorship includes:

- Logo on the Attendee Hub homepage for the duration of the event
- Logo on event stream frame for all sessions
- Webpage within event platform with full exhibitor profile marketed to all attendees
- Option for a sponsored ~25 minute on-demand session with ability to re-use video file after conference materials are published (content subject to review/approval by Authenticate program committee)
- Opt-in registration data for all attendees



Additional Sponsorship Opportunities

Extend your exposure at Authenticate 2026 with these a la carte sponsorships!

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)

SOLD OUT

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)

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: (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)

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 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.

CUSTOM-BRANDED COFFEE CART: \$8,000 (LIMIT 3)

Host the ever-popular coffee cart from 12:00 - 4:00 PM! Package includes an espresso station with two baristas, custom-branded decals, latte art (unlimited prints and images) and a full cafe menu.

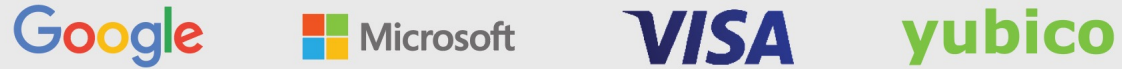


Questions?

Contact us at authenticate@fidoalliance.org

2025 Event Sponsors

Signature



Platinum



Gold



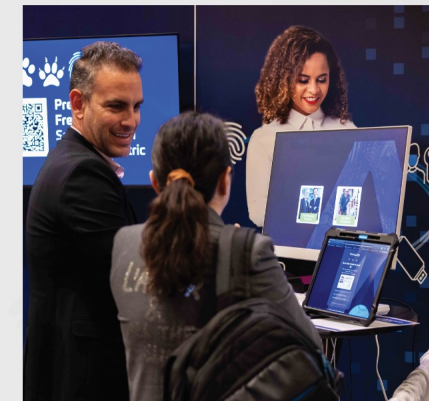
Silver



Startup



Supporting



FIDO Seminars

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.



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 vertical newsletter layout. At the top is a dark teal header with the FIDO Alliance logo, the text 'The FIDO Standard', and a graphic of a hand holding a shield with a keyhole. Below the header is a white section with the text 'Welcome to the April 2024 Edition of the FIDO Standard' and 'where we recap the latest FIDO Authentication news and more!'. This is followed by a teal section with a circular icon and the text 'AUTHENTICATE NEWS'. The main body of the newsletter is dark blue with white and green text. It features a large headline 'SUPER EARLY BIRDS CATCH THE SAVINGS' and a sub-headline 'Register Now and Save up to \$575!'. To the right of the text is a green cartoon bird holding a golf club. Below this is the 'authenticate 2024' logo. The text continues with 'Super Early Birds Catch the Savings: Save up to \$575', the event details 'Authenticate 2024 | October 14-16, 2024 | Carlsbad, CA', and several paragraphs of promotional text. A green 'Register Now' button is prominently displayed. Below the button is a section titled 'Sponsorship Opportunities Available' with more text. At the bottom is a teal section with a circular icon and the text 'FIDO NEWS', followed by a section titled 'Dark Reading: Selecting the Right Authentication Protocol for Your Business'.

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.



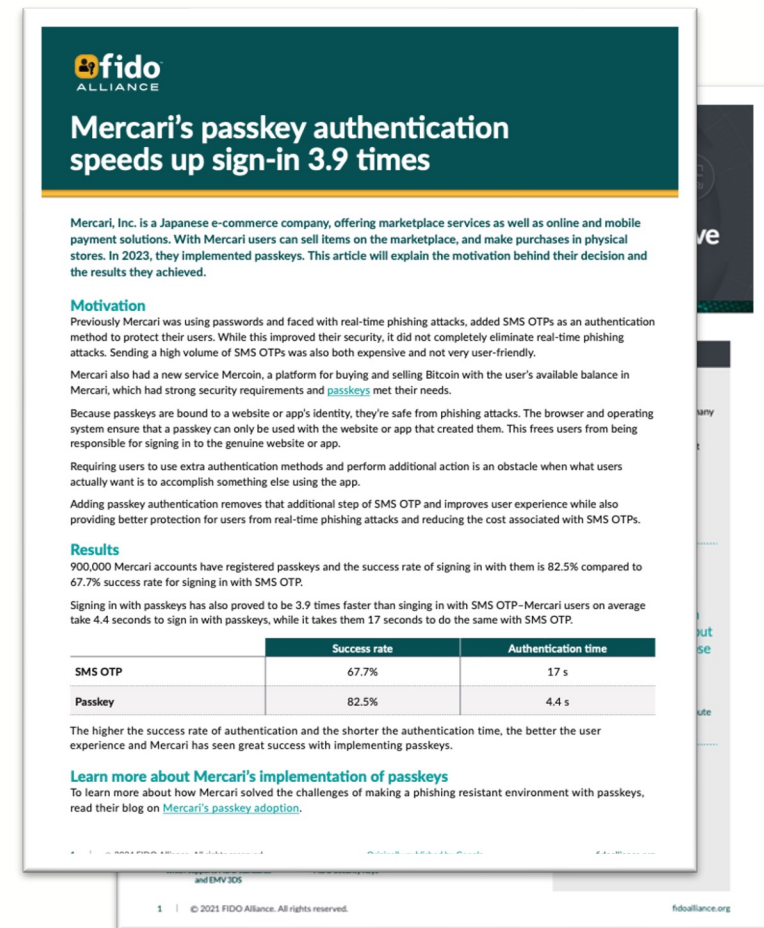
Adoption & Ecosystem Development

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