



2027 FIDO Alliance Member Opportunities

CO-MARKETING & SPONSORSHIP PROSPECTUS

*Your Expertise.
Our Ecosystem.
Measurable Business Impact.*

Meet the FIDO Adoption Team

Our team is here to help you make the most of your FIDO Alliance membership and connect you with the right opportunities, resources and expertise.

Ronnie Manning
Chief Marketing Officer

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

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Senior Director - APAC

Atsuhiro Tsuchiya
APAC Market Development
Senior Manager

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Program Manager



Reach out to us!

Member Co-marketing
adrian@fidoalliance.org

General Inquiries
marketing@fidoalliance.org

Events
events@fidoalliance.org

Authenticate Conferences
authenticate@fidoalliance.org

FIDO's Member Co-Marketing Program

Your teams are building, deploying, and advancing the technologies shaping the future of authentication.

FIDO gives members access to a relevant audience, an industry platform, and measurable opportunities to engage potential customers.

**YOUR
EXPERTISE**

+

**FIDO'S PLATFORM
+ AUDIENCE**

=

**GREATER VISIBILITY
+ IMPACT**

Together we can...



GENERATE DEMAND

Get qualified contacts, book meetings, and new business opportunities

Sponsored webinars • Research • Events



BUILD THOUGHT LEADERSHIP

Build executive authority, credibility, and campaign content

Research • Speaking • Webinars



INCREASE VISIBILITY

Drive targeted traffic to amplify launches, deployments, certifications, milestones, and success stories.

Newsletter • Social • Certified Showcase • Case Studies



ECOSYSTEM POSITIONING

Gain additional reach to show how you're shaping what's next in identity, authentication, and beyond.

Quotes • Newsletter • Member channels



"Partnering with FIDO on sponsored research enabled HID to elevate important industry conversations while gaining actionable insights into market priorities and adoption trends.

The program helped us engage target audiences, generate strategic discussions, and reinforce our position as a trusted leader in identity security."

**Sean Dyon, VP Head of
Authentication Business Unit, HID**

FIDO Events

PARTICIPATE, CONNECT, CONTRIBUTE

Build Relationships that Matter at FIDO's Flagship Conferences

Showcase your expertise, engage potential customers and partners, and strengthen your organization's presence in the markets that matter to your business.

Ways to participate:

SPEAK

Share expertise, deployments, and customer stories – positions experts and executives as thought leaders

EXHIBIT

Showcase your solutions, have customer conversations, book meetings and influence pipeline

SPONSOR

Build visibility, target prospective customers, and drive engagement around the event

ATTEND

Bring your team, customers, and partners

Bring your Authenticate presence into your broader FIDO marketing strategy.

Talk to us about ways to participate and amplify your involvement.

authenticate 2026

THE FIDO CONFERENCE

October 19 - 21, 2026

Omni La Costa Resort & Spa in Carlsbad, California

authenticatecon.com

 **ACT FAST** 

Limited opportunities
remaining!

**STILL TIME TO
REGISTER!**

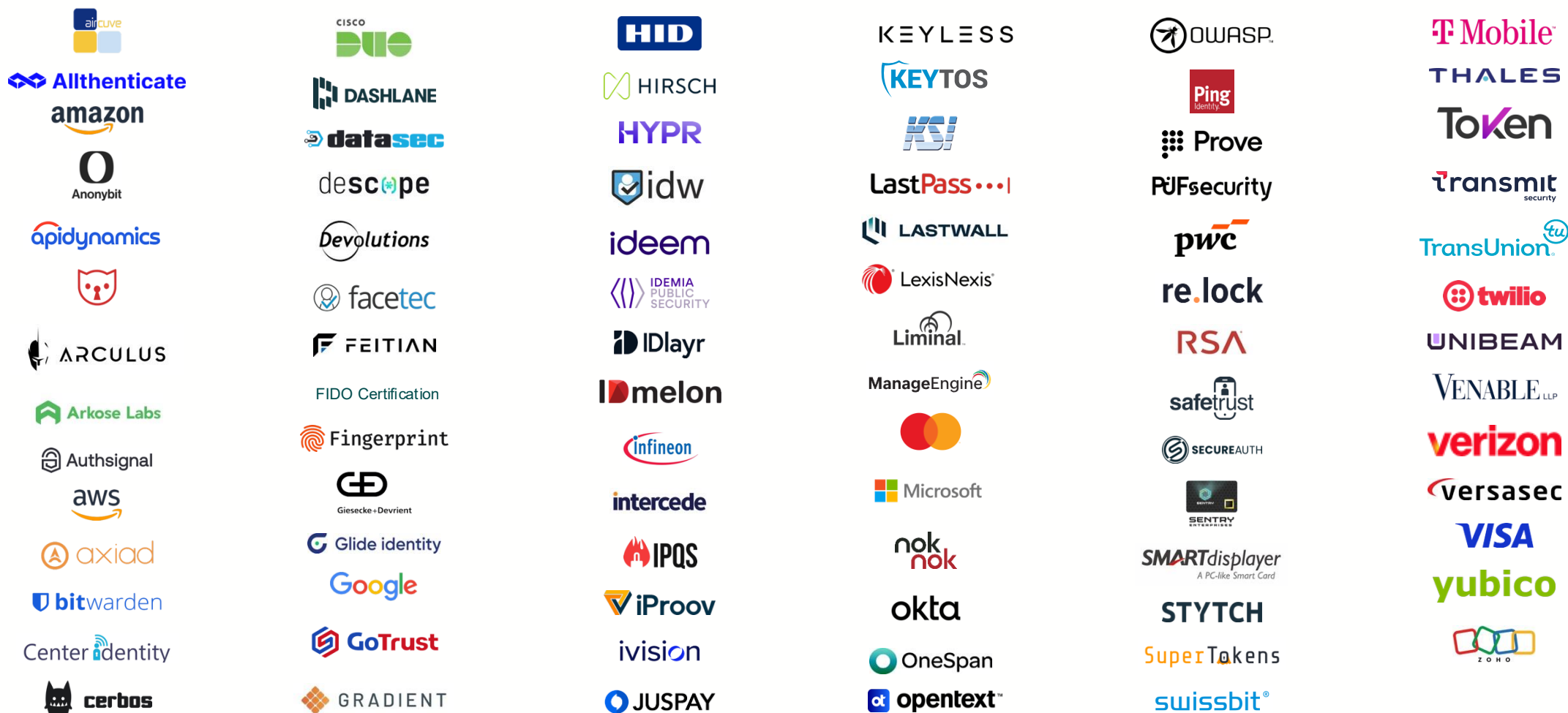


Get Prospectus

Request Sponsorship

See Who's Made their Mark at Authenticate

Sponsors have included...



... and more!



authenticate 2027

THE FIDO CONFERENCE

San Antonio, Texas
October 18 - 20, 2027

- Call for speakers opens early Q1 2027
- Sponsorship opening soon
- Sign up for updates!
<https://authenticatecon.com/sign-up/>

Public FIDO Seminars

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

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.



2027 Events Overview

Q1		Q2		Q3		Q4	
	JAN 18-22 WEF – Davos		APR 5-8 RSAC – San Francisco	 	SEP 8-10 GDC – Geneva	 	OCT 18-20 Authenticate US 2027 – San Antonio
 	JAN 25 FIDO Seminar – Barcelona	 	APR TBD FIDO Seminar – RSAC	 	SEP 20 FIDO Seminar – Mexico City	 	OCT TBD FIT // FIDO Pavillion – Tokyo
	JAN 26-28 FIDO Plenary – Barcelona	 	APR TBD FIDO Seminar – Europe		SEP 21-23 Member Plenary – Mexico City	 	NOV 26 FIDO Workshop – Seoul
	FEB TBD Policy Summit – D.C.		MAY 10-13 Safeguard – Colorado			 	DEC 3 FIDO Seminar – Bengaluru
	FEB 1-3 OIDF Summit – London		MAY 11-14 EIC – Berlin			 	DEC TBD FIDO Seminar – Tokyo
 	MAR TBD Security Days // FIDO Pavillion – Japan	 	MAY 24-27 FIDO Plenary – Yokohama			 	
		 	JUN TBD FIDO Seminar – NYC				
		 	JUN TBD Interop // FIDO Pavillion – Tokyo				
		 	JUN 28 – JUL 1 Identiverse – Las Vegas				
							
							Calendar subject to change.

Campaign Sponsorships

INVEST IN AMPLIFIED REACH AND DEDICATED VISIBILITY

Sponsored Webinars

What Webinar Sponsors Are Saying



The webinar gave us a platform to build credibility, connect with the right decision-makers and extend the reach of our expertise well beyond the live event. The combination of thought leadership, meaningful engagement and continued visibility made it a valuable part of our broader marketing strategy.



Partnering with FIDO Alliance on a sponsored webinar was a great way for us to connect with a highly relevant audience. The program was well organized from start to finish, and we were impressed by the level of engagement and quality of the attendees. It gave us a valuable opportunity to share our perspective, build awareness, and have meaningful conversations with people actively working in the space.



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.



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.

Turn Expertise into Business Impact

FIDO Alliance webinars bring together professionals actively exploring authentication and digital identity. Sponsors gain an opportunity to engage that audience, share their expertise, and create new business conversations.

Audience Snapshot

- **300 – 500+** registrations per webinar
- Global audience spanning **25+ countries**
- Attendee **roles and functions**
 - Technology & Engineering
 - Security & Identity
 - IT & Technical Operations
 - Product & Architecture
 - Business & Sales
 - Consulting
 - Executive & Management
 - Research & Academia

Promotional Reach

- **200K+** email contacts
- **30%** average email open rate
- **30K+** social followers across LinkedIn, X, BlueSky

Extend Your Impact

Content continues to deliver value through on-demand viewing, follow-up nurture and ongoing sales engagement.

Examples of sponsor-reported results

- **499** unique website visits
- **9,774** contacts influenced through nurture
- **1** significant new account won in a new market
- **6** meetings booked
- **6** sales opportunities opened or re-engaged
- **2** new active opportunities directly resulting from a webinar

How Daon Turned a Webinar into a New Customer

Their expertise. Our audience. Measurable business impact.

Objective

Build credibility and engage a relevant audience around identity and authentication.

Approach

Co-host a FIDO Alliance webinar in a fireside chat format alongside an internal nurture campaign.

Business Value

A new customer found Daon through the webinar.

Outcome: Daon's Words

“The FIDO Alliance webinar delivered significant value for Daon, **ranking among our top-performing webinars** for both registrations and attendance, with continued engagement through on-demand viewing.

The fireside chat format was particularly well received and kept audiences engaged. Most importantly, the event contributed to Daon winning a significant new account in a new sector, with the customer first discovering Daon through the webinar.”

- Daon Spokesperson



What's included

End-to-end strategy, planning and promotion in partnership with the FIDO Alliance, including:

Content strategy and development

Collaborate with FIDO experts to shape a timely, compelling session.

FIDO Alliance expert participation

Feature a FIDO Alliance spokesperson or subject-matter expert alongside your presenters.

Audience registration data

Receive access to all webinar registration contacts.

Audience engagement insights

Access reporting on Q&A, polls and other audience interactions.

FIDO Alliance promotion

Leverage FIDO's marketing channels and promotional support to drive awareness and registrations.

On-demand content ownership and visibility

Own the webinar recording for your company's promotional use, with the option for FIDO Alliance to link directly to your video from FIDO channels, or have the recording featured in the FIDO Alliance content library for continued visibility.

Sponsored Webinar Cost

Member-only opportunity

Max 2 per member per year
(must vary in market or topic)

Webinar dates first come first served
by date of contract

Request sponsorship

[Click here](#)



Single Sponsor: **\$15,000 USD**

Two Sponsors: **\$12,500 USD each**

Three Sponsors: **\$10,000 USD each**

Note: Sponsorship benefits are provided equally to all sponsors in a multi-sponsor webinar.

Sponsored Research

SecurityInfoWatch

June 17, 2025

FIDO Alliance, HID Report Finds Gap Between Enterprise Confidence and Identity Security Performance



Cybersecurity DIVE

June 17, 2025

FIDO Alliance and HID Study Finds a Gap Between Identity Security Confidence and Practice



ITPro.

June 24, 2025

New FIDO Alliance Research Shows 87% of U.S. and UK Workforces are Deploying Passkeys for Employee Sign-ins



Biometric Update

June 18, 2025

Microsoft and Google push passkeys deeper into workplace authentication



TechTarget

Oct. 14, 2024

How to get passkeys working for a billion Microsoft users and beyond



Each article references one of our **sponsored research reports.**

Turn Industry Insights Into Multi-channel Campaigns

The FIDO Alliance conducts **B2B and B2C research globally** and publishes research reports throughout the year. These reports help shape conversations around authentication and digital identity, **generating opportunities for media coverage, executive interviews and citations by industry analysts and other influential voices.**

FIDO Alliance members can co-sponsor a research project, putting their organization at the center of a timely industry conversation while benefiting from FIDO's established audience, credibility and promotional reach.

As a research sponsor, your company will work alongside FIDO Alliance and an experienced research firm to develop an impactful survey, shape the research narrative and create a professionally designed report. Sponsors can then leverage the resulting research as a long-term thought-leadership and marketing asset.

Shape the Research Around Your Priorities

- Work with FIDO Alliance and the research firm to develop timely research aligned with your business objectives and the interests of the broader identity community.

Potential Topics

- Passkeys & authentication
- Digital identity & credentials
- AI & identity
- Fraud & security
- Enterprise identity trends
- Consumer attitudes & behaviors

Potential Audiences

- IT & security leaders
- Identity & technology professionals
- Business decision-makers
- Developers & architects
- Consumers
- Specific industries or regional markets
- Research can be tailored to B2B or B2C audiences and targeted to priority global markets.

One Research Investment. Multiple Marketing Opportunities

Research creates a campaign platform that can fuel your marketing, PR, sales and executive thought leadership for months.



01

Global PR Campaign

Maximize reach with press releases and worldwide media coverage.



02

Executive Thought Leadership

Position key leaders as authority figures with expert industry insights.



03

Lead Generation

Drive high-intent prospects through gated report downloads and assets.



04

Sales Enablement

Equip sales teams with compelling data points and customer evidence.



05

Regional Campaigns

Tailor research narratives for specific geographic markets and trends.



06

Webinars & Events

Host virtual discussions and present findings at industry conferences.



07

Social Media Content

Repurpose key data points into infographics, carousels, and posts.



08

Customer Conversations

Spark engaging, benchmark-driven dialogues with clients and prospects.

What's included

Research Strategy & Development

Collaborate with FIDO Alliance and the research firm on the research plan, questionnaire and key areas of inquiry.

Professionally Designed Research Report

Receive a polished, publication-ready report for your organization to own and leverage.

Raw Research Data

Access and own the underlying research data generated through the project.

Global PR Campaign

FIDO's PR team develops and distributes media alerts/news releases, with localized outreach and translations as appropriate.

Targeted Media Outreach

FIDO PR works to secure **3+ media opportunities per priority market**, including interviews and editorial coverage.

FIDO Alliance Promotion

Promotion across FIDO's email, social and web channels, reaching **200K+ email contacts and 30K+ social followers**.

Campaign Reporting

Receive reporting on campaign performance, media coverage and promotional activity.

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

Choose Your Research Sponsorship Model

Single Underwriter

Own the research story.

- Co-branded report with underwriter designation
- Greater opportunity to shape the research
- Own the resulting report and raw data
- Full FIDO research, PR and marketing support

Multiple Underwriters

Share the investment – and the opportunity.

- Up to three companies per research campaign
- Sponsors share the cost
- All underwriters receive equal sponsorship benefits
- Can be coordinated through FIDO Alliance Working Groups

Sponsored Research Cost

2 sponsorships available per year

Member-only opportunity

Webinar dates first come first served
by date of contract

Request sponsorship

[Click here](#)



Bundle Opportunity!

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

Cost: +\$12,500

Incl. all webinar sponsorship benefits.

Single Underwriter:

\$17,500 USD + Research fee

Sponsorship fee

Multiple Underwriter:

\$12,500 USD + Research fee

per underwriter, maximum three

Note: Research fee is determined by the research firm based on markets, survey base and B2B vs B2C, typically between \$10,000 and \$15,000 USD

Newsletter Features

Put Your Campaign in Front of the FIDO Ecosystem

Your investment includes:

A dedicated content feature (second news item), campaign messaging, a spotlight graphic, and a tracked link to your campaign. Newsletter is distributed to FIDO email list of thousands of members and non-members. Content must be reviewed and approved by FIDO marketing.

Post-campaign reporting includes:

- Emails delivered
- Reported opens and open rate
- Unique clicks on your feature
- Click-through rate
- Campaign traffic attributable to FIDO

Open rate
30%

Total list recipients
200,000+



Cost:
\$3,000 USD per newsletter

The screenshot shows a newsletter from the FIDO Alliance. At the top is the FIDO Alliance logo with the tagline 'Simpler stronger authentication'. Below the logo is the title 'The FIDO Standard' accompanied by an illustration of a hand holding a shield with a keyhole and a key. The main body of the newsletter includes a welcome message, a section for 'AUTHENTICATE NEWS' featuring a 'Countdown to Authenticate U.S. 2026' event on Oct 19-21, and a 'SPOTLIGHT' section with a blog post titled 'WebAuthn Level 3 is Now a W3C Recommendation'. The newsletter concludes with a call to action to 'Get the Details' and a link to 'Read the Full Blog'.

fido ALLIANCE | simpler stronger authentication

The FIDO Standard

Welcome to the FIDO Standard, where we recap the latest FIDO Alliance events, news and more.

AUTHENTICATE NEWS

Countdown to Authenticate U.S. 2026 🚀 **Oct 19-21**

Authenticate is the industry's only conference dedicated to digital identity and authentication with a focus on pragmatic, interoperable, standards-based solutions that are simple to use and which advance trust for users and organizations around the world. The event covers the entire account lifecycle – from secure account creation, to passkey adoption, to digital credentials recognized across services, to agentic authentication and authorization that ensures verified humans stand behind every AI agent acting on their behalf.

Authenticate brings together CISOs, business leaders, product managers, security strategists, and identity architects to drive the industry forward. Whether it's a world-class keynote, a hands-on workshop, or one of the many informal, spontaneous conversations throughout the event, Authenticate has become renowned for the exchange of ideas, education, tools, and best practices.

Have you registered yet? Don't wait – register now!

[Get the Details](#)

SPOTLIGHT

Blog: WebAuthn Level 3 is Now a W3C Recommendation

On 25 August 2026, the W3C Web Authentication Working Group published [Web Authentication: An API for accessing Public Key Credentials – Level 3](#) as a full W3C Recommendation. For those that may not know, Recommendation is the last stage of the [W3C Process Recommendation Track](#), reached only after Working Draft and Candidate Recommendation phases have achieved wide review, interoperable implementations, and Advisory Committee support. This means WebAuthn L3 is now an endorsed and stable version of the WebAuthn specification. As you know, the WebAuthn specification and the [FIDO CTAP specification](#) together make up the [FIDO2 standard](#) that passkeys are built on.

[Read the Full Blog](#)

Co-marketing Opportunities

INCLUDED WITH YOUR FIDO MEMBERSHIP

Public Relations & Social Media

Amplify your news with the FIDO Alliance.

Have a milestone, deployment, certification, or industry announcement to share? We can help extend your reach through FIDO's media, analyst, and social channels.

Put your FIDO Certified solutions in the spotlight — Share certification and product news for potential amplification across FIDO's social channels.

Add FIDO perspective to your announcements — Request a quote from an Alliance representative for a relevant press release or a FIDO spokesperson for media and analyst interviews.

Share your deployment stories — Share your news, customer stories, and case studies with us for potential amplification to our media and analyst communities.

Build momentum around major milestones — Collaborate with our PR team on Alliance-wide announcements when your news has broad industry relevance.

Member-led Events

Bring the FIDO Alliance into your events and programming.

Whether you're hosting a webinar, customer event, executive briefing, or industry gathering, there are opportunities to involve FIDO and extend the reach of your event.

- **Invite a FIDO spokesperson** — Request an Alliance speaker for webinars, conferences, customer meetings, executive briefings, and other relevant programs.
- **Get your event in front of the FIDO community** — Submit your FIDO-related events to our public events calendar.
- **Extend your event's reach** — When FIDO is participating, we may be able to support promotion through our email, social, newsletter, or other channels.
- **Create opportunities for collaboration** — Work with us to identify ways your event or programming can support broader education and awareness of FIDO technologies.

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!]

Industry Events

Make the most of your presence at industry events.

Speaking or exhibiting at an industry conference where FIDO is also participating? Let's look for opportunities to amplify your presence and connect your participation to the broader FIDO community.

- **Coordinate around shared events**

Let us know where you'll be exhibiting, speaking, or participating alongside FIDO.

- **Extend your visibility**

Depending on the opportunity, we may support promotion through FIDO's PR, website, social media, email, or other channels.

- **Create a stronger connection to FIDO**

Explore opportunities to highlight your FIDO involvement, expertise, or solutions as part of the broader event presence.

Speak at our events!

Share your expertise with the FIDO community.

From major conferences to one-day seminars and webinars, FIDO offers multiple ways for members and their customers to contribute to the industry conversation.

- **Submit for conference consideration**
Respond to formal calls for speakers when they open for Authenticate conferences.
- **Bring real-world experience to the stage**
Share deployment stories, customer perspectives, technical insights, and emerging trends through panels and presentations.
- **Participate in curated programming**
FIDO regularly invites members and industry experts to speak at seminars, webinars, and other programs based on timely topics and areas of expertise.
- **Expand your organization's voice**
Introduce new experts, leaders, and customers who can bring fresh perspectives to the FIDO community.

Adoption & Ecosystem Development

CASE STUDIES, FIDO CERTIFIED SHOWCASE

Case Studies

Turn customer success into FIDO-backed thought leadership.

Have a customer with a compelling FIDO deployment? We'll help you turn their experience into a polished case study that showcases your solution and the impact of FIDO adoption.

- **We do the heavy lifting**
FIDO leads the interview, writing, editing, and design process.
- **Your customer stays in control**
They decide what they're comfortable sharing and reviews and approves the final content.
- **You get a credible customer story**
Showcase real-world results and experiences through an independent FIDO Alliance lens.
- **Put the story to work**
Opportunities may include featuring the case study through FIDO channels, events, webinars, and other thought leadership.

Have a customer in mind? Let's explore whether it's a good fit.

FIDO Certified Showcase

Put your FIDO Certified solutions in the spotlight.

The FIDO Certified Showcase gives certified companies a dedicated presence on FIDO's website to highlight their certified solutions and help customers discover your products.

- **Showcase your certified solutions** — Create a dedicated page highlighting your company, products, and FIDO Certified offerings.
- **Tell your story your way** — Showcase your solutions with content and messaging tailored to your business, including commercial information.
- **Turn certification into visibility** — Connect your FIDO certification with a dedicated destination you can share with prospects, customers, and partners.
- **Support your go-to-market efforts** — Use your Showcase presence as a resource for product discovery and lead generation.
- **Keep your presence working for you** — Work with FIDO to build and maintain a Showcase page that reflects your evolving portfolio.



web@fidoalliance.org

Marketing Insights

1-1 TOUCH BASES

1-1 Marketing Strategy Sessions

Let's align your marketing goals with opportunities at FIDO.

Connect with our marketing team to share what you're trying to accomplish and explore ways we can work together to support your priorities.

Share your goals:

Talk through your near- and long-term marketing priorities, launches, campaigns, and key initiatives.

Identify opportunities:

Explore FIDO programs, channels, content, events, and other opportunities that may align with your objectives.

Plan together:

Get our perspective on potential co-marketing and sponsorship opportunities and how they could support your goals.

Stay connected:

Meet when it's useful, whether for a specific initiative or as part of an ongoing relationship.



Available upon request

marketing@fidoalliance.org

Stay Connected

Stay informed about opportunities, programs, events, and conversations that can help your organization get more involved and make the most of your FIDO membership.

Join the conversation:

Connect with fellow FIDO members and stay plugged into the community through Slack. To request access to Slack, please use this link [here](#).

Stay informed:

Get updates on FIDO news, events, programs, and opportunities through our mailing lists.

- FIDO Alliance Updates
- Authenticate News

Joining this FIDO Marketing list ensures you get access to all of our marketing opportunities, especially ones that are member-only or where members get priority. You can share this with anyone across your marketing unit, leadership, and anyone else who may have interest in knowing about those opportunities (they don't need to be strictly marketing).

Discover opportunities:

Hear about calls for speakers, research participation, campaigns, events, and other ways to engage through our Causeway FIDO Marketing group. To access Causeway, [click here](#) to register.

Once you get access:

- Select “View Workgroups”
- Select “request access” for the group called “FIDO Marketing” (there are other marketing groups so be sure to look for that one specifically)
- Someone on FIDO staff will approve you within the next few days.

Keep your team connected:

Encourage colleagues across marketing, product, communications, and technical teams to subscribe and participate.

Get Involved!

AMPLIFY

Share your news,
launches &
customer stories

PARTICIPATE

Speak, join
events &
contribute your
expertise

PLAN

Connect with us
to build your
marketing
strategy

INVEST

Explore research,
webinars, events
& sponsorships



We want to hear from you!

marketing@fidoalliance.org

Appendix

Your FIDO Campaign Performance

Example: Sponsored Webinar

Audience & Reach

- Registrations - Total
- Live Attendees Breakdown
- No-show Breakdown
- Attendance rate - %
- On-Demand views - Total

Audience Quality

- Job function
- Company size
- Industry
- Geographic Distribution

Engagement

- Questions Asked
- Poll participation
- Content downloads

Business Impact

Sponsor-reported follow up:

- Target-account matches
- New qualified contacts
- Sales meeting
- Opportunities created or influenced
- Pipeline value
- Closed-won revenue

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 fill out the form associated with the opportunity 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 inquiries:
marketing@fidoalliance.org