CactusCon, a registered 501(c)(3) organization, is the largest annual hacker & security conference in Arizona, USA. Over the last 11 years, we have established a reputation as a can’t-miss event and have proven ourselves as a force with which to be reckoned! CactusCon has evolved to meet the changing needs and expectations of the InfoSec community year after year, and we do not plan to stop any time soon!

Due to the COVID pandemic, we adapted by making CactusCon 9 a fully virtual event. We followed up with a Hybrid model for CactusCon 10, engaging both virtual and in-person audiences. We now continue this trend of catering to both virtual and in-person attendees. CactusCon 11 will host a worldwide audience virtually while pushing to return to pre-COVID in-person attendance numbers.

**CACTUSCON OVERVIEW**

- **Dates**: Friday & Saturday, January 27-28th, 2023
- **Time**: 8am - 6pm Arizona Time (UTC-7)
- **Location**: Mesa Convention Center in Mesa, Arizona, USA
- **Audience**: Security experts, practitioners, learners, and enthusiasts
- **Industries**: Technical, healthcare, aerospace, defense, financial, education, retail, media, and more

- **Attendee Cost**: FREE (ticket are free!)
- **Est. 2023 attendees**: 1,500 (Hybrid)
- **2022 attendees**: 1,263 (Hybrid)
- **2021 attendees**: 1,470 (Virtual)
- **2019 attendees**: 1,312 (Physical)
- **2018 attendees**: 1,342 (Physical)

**CACTUSCON OFFERINGS**

- **See our CactusCon 9 & 10 recordings**: youtube.com/CactusCon
- **Join our CactusCon Community Discord server!**: cactuscon.com/discord
- **Twitter**: twitter.com/CactusCon
- **LinkedIn**:

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**HIGH-CALIBER PRESENTATIONS**

- Blue team operations
- Red team operations
- Purple team operations
- Incident response
- Malware detection & analysis
- Professional growth
- Cloud computing
- Cryptography
- Network reconnaissance
- Mobile security

**HANDS-ON WORKSHOPS & VILLAGES**

- Hands-on Purple Team
- Analysis 101 for the Incident Responder
- Malware analysis
- Pentesting with Metasploit
- Incident monitoring w/Arduino
- Hardware Hacking Village
- Lockpick Village
- Career Village
- Capture the Flag Event

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For more information, visit [www.cactuscon.com](http://www.cactuscon.com)
**Sponsorship Benefits**

Since the inception of our conference back in 2012, the core tenets of CactusCon sponsorship have always been: **Community Interaction** and **Community Development**.

**Community Interaction**

We take pride in creating an open, comfortable environment in which our attendees can interact with our sponsors. Attendees come from a broad range of experience: Some are seasoned veterans, some are new to InfoSec, and some fall somewhere between the two extremes.

We aim to bridge the gap between the CactusCon community and security-minded companies who share a passion for InfoSec. As a sponsor, you will receive one or two tables at our event (depending on tier selected). Your table location is where you will interact directly with our in-person attendees. We want you to get to know our attendees and vice-versa. *CactusCon sponsors avoid direct sales/vendor presentations, rather focusing on relationship building, and of course, opportunities to find talented people.*

In addition to a physical presence, you will also be provided a dedicated channel on our Discord server. This is where you will interact with our virtual attendees. The hybrid nature of our conference over the past couple of years has allowed us to reach a wider, global audience. We love for our sponsors to capitalize on this increased footprint by interacting with virtual attendees just as you would those attending in-person. We encourage you to utilize your Discord channel to interact with those that are awake at 2:30am just to attend CactusCon 11 virtually.

**Community Development**

Some of our success stories are those that involve sponsors finding the right candidates for their open positions. Our community is driven. They are passionate! They want to work with organizations who share these traits. Sponsors are welcome to present open positions and to recruit at our conference. To foster this, we offer sponsors access to our Career Village, providing direct access to attendees seeking new opportunities. Sponsors can also host challenges or mini-CTF’s during the con to identify and help develop talent.

We hope for sponsor participation to be more than simply passing out “swag.” Though we encourage having swag available, we want you to get involved with the local InfoSec community. After all, the best takeaway from a security conference is a full list of new leads.
### CactusCon 11 (2023) Sponsor Packages

<table>
<thead>
<tr>
<th></th>
<th>Partner $10k USD</th>
<th>Gold $5k USD</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>General</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8’ Table – Location : Count</td>
<td>Premium : 2</td>
<td>Standard : 1</td>
</tr>
<tr>
<td><strong>Logos</strong> [sized &amp; organized by tier]</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Talk stream overlay (live &amp; recordings)</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Intro/splash screen before talks</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Venue signage</td>
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<td>✓</td>
</tr>
<tr>
<td><strong>Social</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tweets/LinkedIn posts leading up to event</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Company details on the CactuCon Website</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Discord (Virtual venue)</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dedicated channel on server (w/ voice)</td>
<td>✓</td>
<td>✗</td>
</tr>
<tr>
<td>Dedicated channel on server (w/o voice)</td>
<td>✗</td>
<td>✓</td>
</tr>
<tr>
<td>Automated &quot;giveaway&quot; bot offered</td>
<td>✓</td>
<td>✓</td>
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### Additional Sponsorship Options

<table>
<thead>
<tr>
<th></th>
<th>Price</th>
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</thead>
<tbody>
<tr>
<td><strong>Happy Hour</strong> (Friday &amp; Saturday available – price is per day)*</td>
<td>$1k USD</td>
</tr>
<tr>
<td><strong>Lunch</strong> (Friday &amp; Saturday available – price is per day)*</td>
<td>$2k USD</td>
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* These options are for 1-hour time slots in concession area inc. w/round top table