

# SEVEN REASONS TO ATTEND VERSUS 16

## **REAL DEBATES, VALUABLE DISCUSSIONS, A DREAM-TEAM OF PRESENTERS, INNOVATORS, AND MAVERICKS, AND YOU**

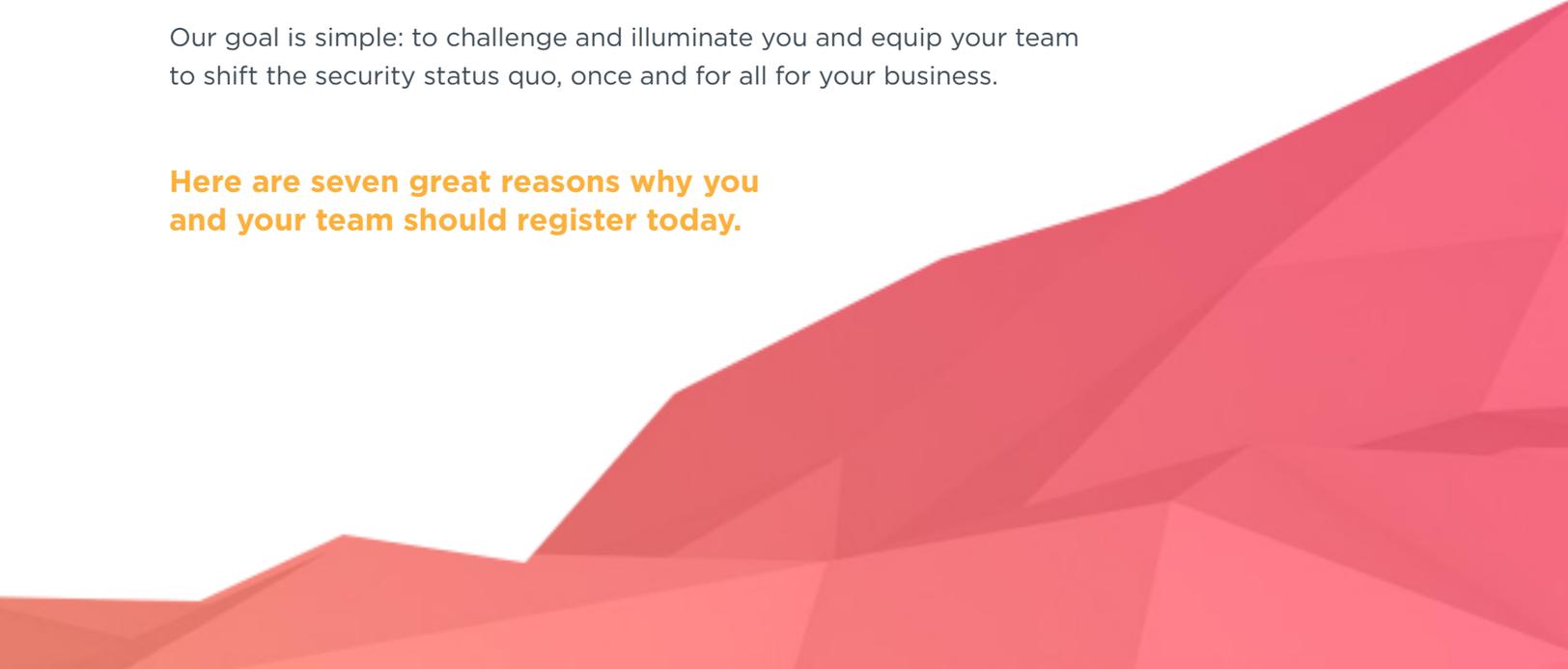
No matter what industry you're in, there are dozens of reasons you and your team should attend Versus 16. To understand why Versus is so valuable, first consider what it's not:

- It's not a cut-and-paste tech event, all PowerPoint and hour-long presentations
- It's not a series of product pitches for Vera or any of our great sponsors
- It's not a place where everyone on stage agrees with each other

Instead, we're building a new kind of forum, featuring raw discussion, real disagreement, and head-to-head debates. We're bringing together the brightest minds in cybersecurity, cryptography, and policy to tackle the toughest conversations in information security.

Our goal is simple: to challenge and illuminate you and equip your team to shift the security status quo, once and for all for your business.

**Here are seven great reasons why you and your team should register today.**



## 1. KEYNOTES TO HELP YOU CHALLENGE THE STATUS QUO

Versus will bring together security leaders and rising stars from leading tech and industry giants like GE, NBC Universal, Capital One, Pure Storage, and Cisco. They'll take the stage to share how they effected change at their organizations, how they broke down the barriers created by their own legacy systems, and how they've risen through the ranks.

## 2. FIERCE HEAD-TO-HEAD DEBATES ON ENCRYPTION AND SECURITY

Is encryption a tool of liberty, or a tool of terror? That's just one of the many topics our visionaries will debate at Versus. Join Cindy Cohn, Executive Director of the Electronic Frontier Foundation and Daniel ("DJ") Rosenthal, former Director for Counterterrorism with the National Security Council as they face off on one of 2016's hottest debates.

## 3. SMALL, EXCLUSIVE COMMUNITY OF SECURITY MAVERICKS

Anonymity can be a plus online, but at an event it creates distance. We're keeping Versus small - just a few hundred people - to foster conversation and give you the chance to add your voice to the debate. It's an exclusive event where you'll be on equal footing with speakers, security mavericks, and the people driving the cybersecurity debate.

## 4. ACTIONABLE CONTENT FROM LEADERS ACROSS INDUSTRIES

With short, dynamic talks from security leaders battling the challenges of balancing security versus collaboration, flexibility versus control, and insider versus external threats, you'll have the chance to take home new strategies for protecting your own organization's data crown jewels.

## 5. ART, MUSIC, FOOD TRUCKS, AND EVEN SOME COMIC RELIEF

Versus is taking place at the Terra Gallery in San Francisco's SOMA neighborhood. Think high ceilings, exposed brick walls and a contemporary space featuring art and installations from an eclectic mix of international rising stars. It's just the sort of place to spark meaningful, challenging conversations. an active participant.

## 6. MEET, GREET, AND SHARE YOUR THOUGHTS WITH VERA EXECS

Get insights into how to protect all your data, and to get visibility into the Vera roadmap and where the platform is going. Versus is equal parts listening and sharing, so we're excited to hear your thoughts on data security, the future of our industry, and your plans to defend your assets against attacks.

## 7. CONNECT WITH SILICON VALLEY INNOVATORS, IN ONE PLACE

The Vera team is happy to help with introductions into all the hottest companies, including Dropbox, Illumio, Skyhigh, Okta, Box, Netskope, and many more. Let us know and we'll make it happen.

SAN FRANCISCO, TERRA GALLERY  
THURSDAY, NOVEMBER 17TH, 2016  
[WWW.VERSUS16.COM](http://WWW.VERSUS16.COM)

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