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THE LARGEST CONTINENTAL



VIRTUAL FORUM • 24-25 JUNE

COMMAND YOUR
CYBER SQUAD IN
AN INSECURE WORLD



AFRICA CYBER DEFENSE FORUM

THE LARGEST CONTINENTAL



in strategic partnership with



are hosting a

Virtual Cyber Defense Forum

from

24th to 25th June 2020

About Us

Africa Cyber Defense Forum is passionate in its pursuit of better and safer technology and is seeking to shape the future of information security through:

- 1 Participation in progressive business conversations
- 2 Inspiring and connecting thought-leadership, experts and organizations to become informed about local, global and societal trends in Cyberspace
- 3 Development and connecting Cybersecurity experts in a business conscious platform and globally.

Mission

To inspire **"A more secure world, more business activity, and more jobs by enabling you to command your cyber squad in an insecure world."**

We want people from every discipline and culture to seek and share a deeper understanding of the world of information security through business conversations that matter to change attitudes, lives and, ultimately, the world.

We're building a platform to provide the opportunity of free knowledge from inspired forward-thinking individuals — and a community of people with similar goals to engage with ideas and each other, both online and at our events.

Research

In view of the need to have evidence-based and research-driven conversations, we are conducting industry research for all ACDF series, with the reports presented at each Summit and thereafter widely circulated within the industry.

Audience

We bring together open-minded, creative and forward-thinking ICT experts, Business executives, entrepreneurs, and individuals that are fascinating and accomplished.

The platform is designed for Governments, policymakers, industry leaders, economic think tanks, academia, corporates, ICT experts and business delegates to deliberate and collaborate on mitigating potential cyber-threats and identify opportunities, new trends, and processes to mitigate challenges we face in Cyberspace.

Forum Overview

**Transform
Enhance
Share Insights**

- 1 Africa Cyber Defense Forum – ACDF, is an annual cybersecurity event targeting different cities across Africa to bring together the world's leading security experts, frontline heroes, government leaders, and executives from various industries to address the challenges of today's threat landscape.
- 2 Our mission is to inspire and connect thought leadership to individuals, professionals, entrepreneurs, and organizations to become informed about local, global and societal trends in the Cyberspace by developing and connecting Cybersecurity experts in a business conscious platform and globally.
- 3 Our aim is to deliver a program of content that unites the Cyber and Data protection professions across the globe, cutting through a whole spectrum of industries and sectors.
- 4 We want to provide leadership development in cybersecurity by inviting peers to learn from each other, encourage expert capacity building, and an expert alliance of Cybersecurity executives towards establishing a vibrant Cybersecurity Centre of excellence in Africa focusing on best practice and technology.

We want to develop Three (3) Capabilities at ACDF;

- (a) Transform how our Nations and Businesses solve Cybersecurity problems and threats.
 - (b) Enhance how our workforce is trained to fill open cybersecurity gaps and positions.
 - (c) Share insights on the technology available that our nations and Businesses need to use to address vulnerabilities, and therefore;
- 5 This forum gives the stage to those at the forefront of the National Cybersecurity strategy to share their vision on the future of Cybersecurity.

Conference Chairperson

A More Secure World, More Business Activity and More Jobs

Cybercrime is a major challenge to our economy costing us about \$300,000,000 per year are there cybersecurity innovations out there that can help us solve different aspects of cyber threats?

We are excited to present our plans for Africa Cyber Defense Forum, and we are aiming to create a more secure world, more business activity, and more jobs through roundtable deliberations on key developments in the cyber domain in the area of Freedom, Security, and Growth.

This forum will focus on global cyber capacity building, and the technical expertise available to strengthen cybersecurity, help fight cybercrime, better protection of data, and support for good governance.

We are seeing a lot of innovations in the global cybersecurity industry. The unfortunate truth is that fewer innovations are coming out of the African continent. Africa Cyber Defense Forum has put in place a robust plan and framework to promote more homegrown solutions and innovations through promoting research and development in cybersecurity. We have equally allowed local cybersecurity innovative companies to come and showcase their latest solutions in Nairobi Kenya during the upcoming ACDF Forum 2020.

The forum will feature executive presentations and panel discussions from top-level Government and Corporate officials across Africa and other parts of the world, technical exhibitions and industry thematic plenary sessions with cybersecurity experts and open discussions as well as continental cyber defense competition and awards Gala for different cybersecurity innovations and hackathon competition.

This conference provides us with the opportunity to hear from many of the different kinds of specialists who must work together to foster a united towards securing and preserving our cyberspace.

As our workshop continues, we hope to identify ways in which all these special realms of expertise can be brought together and to be effective, we must work together.

As we listen to what our colleagues will have to say at this conference, let us then think about ways that we can continue our work together. The publication that will be made from the conference presentation will be helpful in this regard, a record of what was said, and this might inspire more ideas about how we can collaborate in the future. I would welcome you all to this important and exciting conference.

I would also like to encourage you to think of it as a beginning, and to help us chart a course toward United Cybersecure continent which combines governments, enterprise, cyber industry experts and professionals at the Conference.

William Baraza

Advisory Board Chairperson, Africa Cyber Defense Forum (ACDF2020)



Correspondence

Dear Partner,

Thank you for allowing us the opportunity to present a real and unique opportunity to be part of creating a more secure world, more business activity, and more jobs through Cyberspace security in a progressive Business conversation.

We are excited to present our plans for Africa Cyber Defense Forum, and with the help of your valued partnership, we are aiming to create a more secure world, more business activity, and more jobs through roundtable deliberations on key developments in the cyber domain in the area of Freedom, Security, and Growth.

This forum will focus on global cyber capacity building, and the technical expertise available to strengthen cybersecurity, help fight cybercrime, better protection of data, and support for good governance. The success of this forum is dependent entirely upon the financial and trade support of corporations, private sponsors governments.

We would like to ask that you consider becoming one of our 2020 partners.

As a partner, you receive the right attention from your association with ACDF in addition to creating positive publicity and heightening visibility within a targeted audience of interest through a creative showcase in a tactical networking environment.

We have included a **sponsorship facts sheet** and a detailed **sponsorship proposal** for your review.

Sincerely,

William Baraza

Director and CEO

The African Advanced Level Telecommunications Institute (AFRALTI)
Advisory Board Chairperson, Africa Cyber Defense Forum (ACDF2020)



The African Cybersecurity Threat Landscape

With the proliferation of the internet, the increase of cyber-attacks, the mutating face of cyberspace insecurity and the scale, the importance of a United African front against cyber threats has grown.

The Digital transformation has played an instrumental role in enabling innovation and prosperity globally in the Fourth Industrial Revolution. A major obstacle to society's continued path to development is the ever-increasing cyberattacks carried out by malicious actors taking advantage of a borderless playing field, and the challenges to digital trust that this represents. Enhancing collaboration between public- and private-sector partners, civil society and academia are of paramount importance to counterbalance the trend.

Africa Cyber Defence Forum will picture the African cybersecurity and digital threat landscape, develop cybersecurity and resilience as a key element of executive decision-making, and provide expert input to the Cyber Defence platform for Shaping the Future of Cyberspace and Digital Trust.

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Facts:

- ▶ Cyber insurance market grew from **\$1 billion to \$2.5 billion** over a period of two (2) years according to the *Cybersecurity Market Report, Q3 2015* published by the Cybersecurity ventures in their cybercrime Magazine.
- ▶ Markets and Markets analysis report on the African Cybersecurity published in its June 2015 publication said that the Africa cybersecurity market size is expected to grow from **\$0.92 Billion in 2015 to \$2.32 Billion by 2020**, at a Compound Annual Growth Rate (CAGR) of **20.41% from 2015 to 2020**.
- ▶ According to an ICT security survey conducted by Kenya National Bureau of Statistics & Communications Authority of Kenya (CA), **Kenya lost about Sh18 billion (\$175 million) to cybercrime in 2016**. The survey also showed that up to **48.4 percent of all government agencies reported data loss** due to a **virus attack** and **5.1% of businesses** and **7.1% of State institutions** are **hacked annually**, and that while most businesses were eager to download antivirus software, only 15 percent had systems to detect intruders.
- ▶ The *2018 Africa Cyber Threat Intelligence Report (ACTIR)* states that more than **90% of African businesses** were operating below the **cybersecurity "poverty line"**—meaning they couldn't adequately protect themselves against losses.
- ▶ At least 96% of online related security incidents went unreported and more than 70% of organizations didn't keep up to date with cybersecurity trends and program updates. The report further cautioned that dealing with cybercrime will continue to be problematic because even though the cybersecurity market will be worth \$2 billion by 2020, Africa has yet to produce a single commercially viable cybersecurity product or solution.

The 2020 Forum will to see the participation of eminent speakers from the domain of cybersecurity, digital business, emerging cyber technologies and digital sustainability with a grand opening keynote, thematic sessions, Cyberlympics and Awards, and a research presentation offering excellent opportunity for industry and other stakeholders to be part of a global cause and offer an unprecedented opportunity to align with and present to key decision-makers in the private and public sectors.



Event Format

An unmatched networking to participants in a structured and pre-determined format, giving you a business conversation head-start. Our platform allows you to take control of your time at the ACDF2020 by proactively contacting fellow participants and arranging meetings in advance and in real-time from your own comfort zone.

The ACDF platform allows you visibility and access to the following ACDF2020 Programs

- 1 Post Conference Training workshops
- 2 Access to AACSE Fellowship Program
- 3 Cyberlympics – Africa Cyber Defense Forum
- 4 ACDF Social Cocktail events that you can host
- 5 B2b Structured and discrete networking

To maximize learning outcomes, ACDF2020 will deploy with a variety of innovative formats. These include:

- 1 **Experts on call:** Participants are encouraged to ask pertinent technical questions in one-on-one 15-minute Q & A sessions after each thematic track.
- 2 **Fireside:** fast-paced, personal and highly interactive interviews. Well-known and respected thought leaders can be interviewed in a BBC-style hard talk format and a fireside chat.
- 3 **Expert Tracks:** highly interactive sessions across 4 major tracks allowing experts to communicate experiential knowledge and know-how effectively.
- 4 **Up Close and Personal:** a series of informative, inspiring, energetic, 15-minute TED/IGNITE-style keynote and thought leadership talks on “burning topics,” innovations, and personal challenges faced in cybersecurity
- 5 **Knowledge Café:** an open panel discussion on a topic of mutual interest aimed to surface collective knowledge, and facilitate sharing of experiences, ideas and insights.
- 6 **Thematic format:** We have put our agenda in 9 thematic session formats to enhance ease of participation across the major tracks of the forum.

The Africa Cyber Defense Forum 2020

Africa Cyber Defense Forum platform is designed to enable organizations to position their technology in a specific market. The platform allows organizations to showcase its end-to-end technology solutions to a continental audience to better understand and experience latest products, technology and solutions.

This year's forum is themed **"A More Secure World, More Business and More Jobs"** to be held at the **Radisson Blu Hotel, Upper Hill Nairobi Kenya** on the **24th-25th June 2020**.

We are inviting peers to learn from each other, from central governments, security talent retention in retail, and GDPR compliance from healthcare to security, banking to Crime busting, providing leadership focused cybersecurity development.

This Summit gives the stage to those at the forefront of the National Cybersecurity strategy to defend and deter would-be attackers, inviting the National Cyber Security Centres across the world as well as the National Crime Agencies, Cybersecurity, and business experts to share their vision on the future of Cybersecurity.

Surrounding this curated festival of cyber defense content, 2020's event is complemented by Executive Keynotes from global leaders and experts in plenary, issues specific sessions, thematic fireside chats, cyberlympics show, and Awards while featuring the latest in products and services helping to keep our information security and data protection practitioners on guard for the next generation of threats.

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Agenda ACDF 2020

We are committed to developing lasting relationship built upon integrity, leadership and mutual respect. Our conference streams are predictive and are meant to provoke the forward-thinking businesses and leaders in cybersecurity. In this regard, we have 9 distinct thematic sessions over the 2 days of back to back hands-on discussions

Opening and Keynotes

- 1 A more Secure World, More Business Activity, and More Jobs
- 2 The Business Cyber security trends to look out for beyond 2020

Fireside Chats

- 1 Cybersecurity as an emerging Challenge to National Security
- 2 Citizen Centric Cybersecurity, Policy, and Advocacy - The next steps for Africa
- 3 The Economic impact of Cyber Crime in the digital Economy
- 4 Innovative cybersecurity Solutions
- 5 A Global Approach on Cybersecurity and Cybercrime in Africa
- 6 The future of Digital Payment Innovations
- 7 How are businesses prepared to deal with the 5G innovations

Citizen-Centric Cybersecurity, Innovation, Policy, and Advocacy

- 1 Democracy in the Digital Age: the new attack arena for hackers?
- 2 Internet Freedom, Privacy and Data Protection
- 3 Child Online Protection and Information & Communication Technologies
- 4 Cybercrime and Law: How Developed are the Legal Jurisprudence in the Era of Cyber Threats?

/// National Security, Cyberthreats and Governance: Cybersecurity as emerging Challenge to National Security

- 1 The evolving threat landscape and the vectors of attack
- 2 Protecting critical infrastructures in the era of cyber-warfare
- 3 The global impact of cyber-crime on the global economy
- 4 Cybersecurity, terrorism, and crime: How prepared is the African continent?
- 5 Preparing for and securing 5G networks: the next digital revolution in Africa; challenges and recommendations.
- 6 Cyber espionage: The new attack arsenal used by rogue states
- 7 The challenges of operational cooperation and threat intelligence sharing in Africa
- 8 A global approach to cybersecurity and crime in Africa; from cyber threat intelligence to intelligence.
- 9 Robotic, IoT, and Auto Cybersecurity for organizations and governments

/// Cybersecurity, Fraud and Operational Risk: The Time for Convergence Is Now

- 1 Fraud: detection and prevention in the financial industry
- 2 Insider threat: the CISO's nightmare; how prepared is your organization?
- 3 Business email compromise. How secure is your organization?
- 4 How prepared are businesses to deal with the 5G innovation

/// The Future of Digital Payments & Innovation

- 1 The future of digital payments and innovation
- 2 The evolving role of the board in cybersecurity oversight
- 3 Bridging the cybersecurity gap: why do organizations need to develop competence?
- 4 Cyber insurance: should organizations consider ensuring their critical assets against cyber threats?
- 5 Impact of emerging technologies in the era of cyberthreats: (blockchain, artificial intelligence)
- 6 Cybersecurity innovations
- 7 Cybersecurity for small and medium businesses (SMEs)
- 8 The era of open banking and fintech: how ready is the African continent for the cyberattacks



ACDC Cyberlympics

Africa Cyber Defense Competition, ACDC2020

THE LARGEST CONTINENTAL CYBERSECURITY COMPETITION

To expand a visible, working knowledge, and a strategic platform for innovative products that contribute to a safer and secure world and as a means of testing the capability of Infosec personnel, both upcoming enthusiasts and those already established in the field, Africa Cyber Defense Forum will host a continental Cybersecurity competition (CTF) - hackathons enabling industry competitiveness assessment.

ACDF 2020 combines a world-class Cyber Symposium show with specially curated industry fields.

FIELDS COVERED

1. Ethical hacking and penetration testing
2. Incident response and computer forensics
3. Programming
4. Cryptography

SCOPE

1. Web security
2. Active directory
3. Mobile Forensics
4. Malware analysis
5. Programming
6. Reverse Engineering
7. Cryptography
8. Computer Forensics
9. Steganography
10. Data Recovery

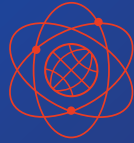
TARGET PARTICIPANTS

1. Students
2. Street smart freelancers
3. Active information security professionals
4. Law enforcement personnel
5. CTF hobbyists

The ACDC2020 Cyber symposium provides the perfect platform for you to network to build career relationships with potential employers, solution providers, innovators, and enthusiasts to discover the latest information security trends and technologies towards driving a competitive innovation strategy through partnerships.



ACDF2020 Networking



ACDF2020 offers an unmatched networking opportunity to participants in a structured and pre-determined format, giving you a business conversation head-start.

The platform allows you to take control of your time at the ACDF2020 by proactively contacting fellow participants and arranging meetings and in advance in real-time from your own comfort zone.

Our networking platform allows you visibility and access to the following ACDF2020 Programs

- 1 Post Conference Training workshops
- 2 AACE Fellowship Program
- 3 Cyberlympics – Africa Cyber Defense Forum
- 4 ACDF Social Cocktails
- 5 Structured and discrete networking

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CONFERENCE
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Audience Profile

Thoughtfully chosen, targeted, relevant and premium for any stakeholders in the Cyberthreat landscape. This summit and exposition s the following key decision-makers.

Expertise

- ▶ CISO
- ▶ Data Protection Officer
- ▶ Chief Information Officer
- ▶ Chief Technology Officer
- ▶ Chief Data Officer
- ▶ Group Head of Privacy
- ▶ Head of Data Privacy
- ▶ IT Security Engineer
- ▶ Information Assurance Analyst
- ▶ Security Systems Administrator
- ▶ Senior IT Consultant
- ▶ Security Architect
- ▶ Security Specialist
- ▶ Threat Intelligence Analyst
- ▶ Cryptographer
- ▶ Security Engineer
- ▶ Data Protection Manage
- ▶ Information Governance Manager
- ▶ Cabinet Secretaries
- ▶ Governors
- ▶ Director Generals
- ▶ CEOs
- ▶ CISOs
- ▶ IT Security Managers

Industry

- ▶ Local Governments
- ▶ Banking and Finance and insurance
- ▶ Energy and Utilities
- ▶ Transport
- ▶ Telecoms
- ▶ IT and Managed Services
- ▶ Retail
- ▶ Health
- ▶ Higher Education
- ▶ Manufacturing
- ▶ Automotive/Aerospace
- ▶ Defense and Security
- ▶ Media Technology and ICT
- ▶ Large enterprises and conglomerates

Future Disrupters

- ▶ Academicians
- ▶ Researchers
- ▶ Students & Young entrepreneurs



The ACDF Community

The AACE Fellowship Program

We have built an exclusive platform for leadership thinking in a business environment.

African Alliance of Cybersecurity Executives (AACE) is a premium Business membership Club, a fellowship program aimed at Developing and Connecting Cybersecurity experts in a business conscious platform and globally.

By creating the AACE community, ACDF is working to curate best practices and offer thought leadership in an effort to “Secure our insecure World”.

The goal of the Fellowship program of the AACE's is to produce and develop three capabilities that will transform the way;

- 1 Our nations and businesses solve cybersecurity problems
- 2 Our workforce trains to fill open cybersecurity positions, and
- 3 The technology available that our nations need to use to address our vulnerabilities.



Partnerships

Africa Cybersecurity Defense Forum is a platform that is constantly growing; rich in the audience, rich in ideas and rich in progressive business conversations. Our platform gives equal opportunity to industry stakeholders to shape technology and business while giving back to society. Our Forum is an exclusive and free knowledge-sharing platform – a place where forward-thinking individuals and curious minds share knowledge freely. Our partnership opportunity brings together corporations, speakers, a rich community of security experts, and professionals from the worlds of technology, business, education, Governments, and non-governmental institutions and most importantly, key decision-makers to collaborate in a human-centered way.

We have put in place various channels for partnering in ACDF which include;

- 1 Sponsorships
- 2 Exhibition
- 3 Delegate access

Reasons to Partner

What are the benefits of participating in the Africa Cyber Defense Forums?

- 1 **Question the experts** - Meet with the leaders at the forefront of transformation in the industry and have your questions answered regarding reform and practice.
- 2 **Meet solutions providers** – Meet with solution providers to your challenges and form long-lasting partnerships
- 3 **Thought-provoking content** – Get inspired by those sharing practical cybersecurity methods and techniques that you can implement.
- 4 **Have your say** – Offer your insights and have your questions answered by the expert speakers and panels
- 5 **Discuss the future** – Understand and question how emerging technologies, future investment, and more will impact you and the cyber landscape
- 6 **Network with the entire sector** – This event is a unique opportunity to meet with peers facing similar challenges and experts with potential solutions in one location.
- 6 **Demonstrate your leadership.** As we focus on the essential role that philanthropy plays in society, share with the industry the topics and work you

Media

We are about “A more secure world, more business activity, and more jobs. But most importantly, we want people from every discipline and culture to seek and share a deeper understanding of the world.

We have positioned our media as agenda-setting with the task to influence the importance placed on the topics of cyberthreat security landscape globally and that is of public and professional interest.

We purpose to benefit from a community-driven media to highlight and champion the cyber threat landscape agenda, a platform a united African front against Cybercrime for corporates, professionals, and businesses to leverage to connect with their audience in a unique and cost-effective way.



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Sponsor ACDF2020

Positioning Technology Players Within a Specific Market

The premium ACDF2020 sponsorship packages are for innovative companies serious about the Cyber threats, cyber threat solutions, being ahead of industry trends and most importantly, the place to make the impression deals in the major technology market.

Our audience and programs are a culmination of research in a specific market, giving you a wide-angle view of the relative positions of the market's competitors while putting you in front of your customers in an experiential environment. Partnering with Africa Cyber Defense Forum helps you quickly ascertain the visions and trends of your market and how well and how well you can use the opportunity to champion the organization's agenda.

As a sponsor, you build an unmatched business prospect prior to the ACDF conference and ACDF sponsorship will be the most proven way to close business on-site.

Your participation at the ACDF2020 as a sponsor is supported by a multi-faceted marketing campaign to our rich portfolio of global cybersecurity experts and partners.

Focused advertising placement to the right audience throughout our annual industry publications

- 1 Positive PR creatively placed in the mainstream media; Radio, TV, Op-eds, and Outdoor Media.
- 2 Premium advertising on our full color quarterly ACDF Journal Publication - The Executive's Journal, which is a free circulation to registered attendees. The Executives Magazine is circulated globally.
- 3 E-mail: Targeted e-mail newsletters are sent to our rich portfolio of global cybersecurity experts, who follow us for the latest news and ACDF Updates
- 4 Advance mail of beautifully designed brochures and your pre-show guides to attendees complete with your exhibition information.
- 5 Extension of your reach to engage with our audience through our social media presence: Facebook, Twitter, LinkedIn and YouTube
- 6 All branding of the ACDF2020 will carry sponsors and partner brands and names placed on any external communication and branding material.

Why Sponsor

Engage with Cybersecurity Community

ACDF Conference Sponsors are exposed to a highly engaged international audience of technical, operational and policy-making cybersecurity expert community giving you;

- 1 Access to influential cybersecurity professionals.
- 2 Internal and External networking opportunities
- 3 Unique Marketing and Brand Exposure
- 4 Opportunity to make valuable contacts and increase sales.

Help Encourage a United African Front against Cybercrime

Sponsorship revenue significantly reduces the overall cost of participation and the AACE initiatives enabling more attendees to participate at the conference. Your sponsorship support helps bring the widest possible range of regional participation to the ACDF conference.

Powerful Agenda & Thought Leadership

Our sessions are more interactive, collaborative and needs-focused enabling you to better remember and use the knowledge. Our conference format allows you to host a conference agenda formulated by our advisory board giving you strategic thought leadership opportunities by either leading keynotes, panel discussions, fireside chats, ted-talk like and presentations.

Prospects, New & Old Clients

Our 300 Plus pre-qualified C-level executives and business leader in attendance provides you with an opportunity to meet and connect with like minded businesses and leaders from multiple sectors in one place;- Solution Providers, C-Level Executives, and Multi-Sector Industry

Passionate Cybersecurity Users

Be part of a highly specialized forum in the global technical community.

As an ACDF Conference sponsor, your organization is supporting a respected community within the Cybersecurity industry.

2020



Benefits

Pre-event

- 1 Brand Positioning:** Your company logo will be branded under 'SPONSOR PARTNER' for the event.
- 2 Branding in Event Materials:** Your company logo, profile and a hyperlink to your corporate website will appear on the event website and all the event materials, wherever applicable.
- 3 Dedicated Account Manager:** ACDF will appoint you a dedicated Account Manager who will liaise with you to tailor the event to your requirements.
- 4 Your Wish-List of Attendees:** Opportunity to submit wish-list of delegates whom you would like to meet at the event. ACDF will invite these delegates on your behalf.
- 5 List of Confirmed Attendees:** A prior notification of all confirmed delegates with their name, job title and contact details sent to you before the event.
- 6 Public Relations:** Positive PR creatively placed in the mainstream Media interviews on Radio, TV, Op-eds and Outdoor creatively placed within the upmarket business parks
- 7 e-shot:** Advance (Pre-event) mail/brochures on your customized pre-event guide complete with your exhibition and participation information

During the Event

THOUGHT LEADERSHIP

- 1** Keynote Speaker Slot
- 2** Conference Speaker Slot
- 3** Host one round table press conference
- 4** Host a 40 Minute Session of choice
- 5** Fireside Chats

LEAD GENERATION

- 1** 3 Minute big idea/s video screening
- 2** Full article contribution to the ACDF Journal
- 3** Full Membership to AACE Fellowship

BRANDING

- 1** Logo on event preview video
- 2** Logo mention on all event Ads by priority
- 3** Feature on all event intro and outro idents
- 4** Feature on screen covers
- 5** Speaker intro video
- 6** Feature on all onsite signage

NETWORKING BENEFITS

- 1** VIP Reception, Meet & Greet, Press reception
- 2** Branded VIP Holding Area
- 3** Passes for executives of choice (Pax)
- 4** Pre-arranged meeting slots with preferred audience
- 5** Role at the AACE fellowship program by priority
- 6** Premium Exhibition space
- 7** Welcome address mention as sponsor by priority
- 8** Panel discussion slots

Benefits

Post Event

MEDIA RELATIONS

- 1 Focused advertising placement to the right audience throughout annual industry publications
- 2 Premium advertising on full color quarterly publication circulated to registered attendees
- 3 E-mail: Targeted e-mail newsletter sent to a rich portfolio of global cybersecurity experts after the event
- 4 Extension of reach to engage with your audience through our social Media platforms - Facebook, Twitter, LinkedIn, and YouTube

ATTENDEE LIST

A list of final attendees with contact information including name, job title, email and phone numbers will be sent to you.

SESSION VIDEO

Thematic short video clip of your keynote presentation and/ or panel discussion will be produced, published on the event Promotional Platforms Including Social Media and sent to you for your own initiatives

INTERVIEW VIDEO

Your video interview shot pre-, during and post the event, will be produced, published on the event Promotional Platforms Including Social Media and sent to you for your own initiatives

POST-EVENT REPORT

A detailed event report will be sent to you, that consists of a brief of important sessions, statistics and highlights from the event.

POST-EVENT BRANDING

Event website to contain and maintain the same level of branding for up to six months.

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Why Us

The AACE Community

The African Alliance of Cybersecurity Executives is a membership-driven community Cyber Defense expert community, an elite gathering of a prequalified C-Level Executives aimed at Developing and Connecting Cybersecurity Experts in a business Conscious platform globally.

By sponsoring ACDF2020, you get membership access to the Cyber Defense industry and expert community with the following benefits

- 1 Best Practice and Industry Resources
- 2 Strategic and negotiated partner capacity training Development
- 3 Free Thought Leadership Support, Forums and Fireside Chats
- 4 Industry introductions to partner Community
- 5 Leadership role at the AACE Fellowship Community.
- 6 Opportunity to contribute to the Community Magazine on Cybersecurity.

Exclusivity

Our sponsorship options are designed to give each participating organization an exclusive priority no matter the option you chose.

Audience Wishlist

Opportunity to submit a wish list of delegates you would like to meet at the conference and as a KPI, ACDF will invite these delegates on your behalf.

List of Confirmed attendees

Access to prior notification of all confirmed delegates with names, job title and contact details before the event.

Packages

Pre-event

ITEM	DESCRIPTION	HEADLINE	LEAD	PLATINUM	GOLD	SILVER	BRONZE
Brand Positioning	Your company logo will be branded under 'SPONSOR PARTNER' for the event.	Yes	0	0	X	X	X
Branding in Event Materials	Your company logo, profile and a hyperlink to your corporate website will appear on the event website and all the event materials, wherever applicable.	Yes	Yes	Yes	Yes	Yes	X
Dedicated Account Manager	ACDF will appoint you a dedicated Account Manager who will liaise with you to tailor the event to your requirements.	Yes	Yes	Yes	Yes	Yes	Yes
Your Wish-List of Attendees	Opportunity to submit wish-list of delegates whom you would like to meet at the event. ACDF will invite these delegates on your behalf.	Yes	Yes	Yes	Yes	X	X
List of Confirmed Attendees	A prior notification of all confirmed delegates with their name, job title and contact details sent to you before the event.	Yes	Yes	Yes	Yes	X	X
Public Relations	Positive PR creatively placed in the mainstream Media interviews on Radio, TV, Op-eds and Outdoor creatively placed within the upmarket business parks	Yes	Yes	Yes	X	X	X
e-shot	Advance (Pre-event) mail/brochures on your customized pre-event guide complete with your exhibition and participation information	Yes	Yes	Yes	X	X	X



During the Event

ITEM	DESCRIPTION	HEADLINE	LEAD	PLATINUM	GOLD	SILVER	BRONZE
Thought Leadership	Executive Keynote Speaker Slot and sponsorship	Yes	Yes	X	X	X	X
	Thought Leadership presentation	X	Yes	Yes	X	X	X
	Conference Speaker Slot	Yes	3	2	1	1	1
	Host one roundtable press conference	Yes	X	X	X	X	X
	Host a 40 Minute Session of Choice	Yes	Yes	Yes	X	X	X
	Fireside Chats	Yes	Yes	Yes	Yes	X	X
Lead Generation	3 Minute big idea video screening	Yes	Yes	Yes	X	X	X
	Full article contribution to the ACDF journal	Yes	Yes	Yes	Yes	X	X
	Membership to AACE Fellowship	Yes	Yes	Yes	Yes	Yes	Yes
Branding	Logo on event preview video	Yes	Yes	Yes	X	X	X
	Logo mention on all event Ads by priority	Yes	Yes	Yes	X	X	X
	Feature on all event intro and outro idents	Yes	Yes	Yes	Yes	Yes	Yes
	Feature on screen covers	Yes	Yes	Yes	Yes	Yes	X
	Speaker intro video	Yes	Yes	Yes	X	X	X
Networking Benefits	VIP Reception, Meet & Greet Press Reception	Yes	X	X	X	X	X
	Branded VIP Holding Area	Yes	X	X	X	X	X
	Passes for executives of choice (Pax)	8	6	4	3	2	1
	Pre- arranged meeting slots with preferred audience	3	2	1	X	X	X
	Role at the AACE fellowship program by priority	3	2	1	X	X	X
	Exhibition space	Yes	Yes	Yes	Yes	Yes	Yes
	Welcome address mention as sponsor by priority	Yes	Yes	Yes	Yes	X	X
	Panel discussion slots	5	4	3	2	1	X



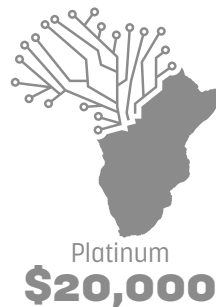
Post Event

ITEM	DESCRIPTION	HEADLINE	LEAD	PLATINUM	GOLD	SILVER	BRONZE
Media Relations	Focused advertising placement to the right audience throughout annual industry publications	Yes	Yes	Yes	Yes	X	X
	Premium advertising on full color quarterly publication circulated to registered attendees	Double Page	One Page	½ page	¼ page	X	X
	Targeted e-mail newsletter sent to a rich portfolio of global cybersecurity experts after the event	Yes	Yes	Yes	X	X	X
	Feature extension of reach to engage with your audience through our social Media platforms - Facebook, Twitter, LinkedIn, and YouTube	Yes	Yes	Yes	Yes	X	X
Attendee List	A list of final attendees with contact information including name, job title, email and phone numbers will be sent to you.	Yes	Yes	Yes	Yes	X	X
Session Video	Thematic short video clip of your keynote presentation and/or panel discussion will be published on the event Promotional Platforms Including Social Media.	Yes	Yes	Yes	Yes	Yes	Yes
Interview Video	Your video interview shot during the event, will be published on the event promotional platforms including social media.	Yes	X	X	X	X	X
Post-Event Report	A detailed event report will be sent to you, that consists of a brief of important sessions, statistics and highlights from the event.	Yes	Yes	Yes	Yes	Yes	Yes
Post-Event Branding	Event website to contain and maintain the same level of branding for up to six months	Yes	Yes	Yes	Yes	Yes	Yes



Rate Card

Help encourage a United African Front against cybercrime. Your sponsorship is helping us identify and bring together 300 Plus pre-qualified C-level executives and business leaders, giving you a niche opportunity to dictate attendance. The Sponsorship revenue significantly reduces the overall cost of participation and the AACE initiatives enabling more attendees to participate at the conference. Your sponsorship support helps bring the widest possible range of regional participation to the ACDF conference.



Your sponsorship towards ACDF2020 will help fund the following key & strategic areas of the forum.

- 1 Sponsor the research and publication and distribution of the findings as well as the outcome of the event forums
- 2 Securing the venue and other venue logistics
- 3 Supporting the various media relations initiatives that your organization will leverage on including
 - (a) Focused advertising placement to the right audience throughout annual industry publications
 - (b) Premium advertising on full color quarterly publication circulated to registered attendees
 - (c) E-mail: Targeted e-mail newsletter sent to a rich portfolio of global cybersecurity experts after the event
 - (d) Extension of reach to engage with your audience through our social Media platforms - Facebook, Twitter, LinkedIn, and YouTube



Exclusivities

Headline/Principal Sponsor Option

Naming rights after ACDF2020 (1 Slot) – Comes with a thought leadership presentation from one of your executives on the topic of; A More Secure World, More Business Activity, More Jobs. The lead sponsor will also be recognized as the exclusive sponsor for the opening and keynote session.

Lead Sponsor Option

Will take a leading role on the two high level sessions of the open forum either as;

- 1 **Lead sponsor:** Governance on National Security, Cyber threats and Governance (1 slot)
- 2 **Lead sponsor:** Policy and Advocacy on Citizen centric cybersecurity, policy and advocacy (1 slot)

Platinum Sponsor Option

- 1 **ACDC hackathon and awards** (2 Slots)
- 2 **Sessional Thematic Track Sponsor:** 40 Minutes each (6 Slots) across the following thematic sessions with key presentations that your organization can leverage on benefit from exclusive decision making on speakers, panelists or desired attendees.
 - (a) **Executive Track session:** Cybercrime, Privacy and Digital economy
 - (b) **Keynote and thought leadership:** The business cybersecurity trends to look out for beyond 2020
 - (c) **Research Option:** Sponsor an industry research on cybersecurity to be released at the event, published by ACDF and circulated to our audience.
 - (d) **Technical Track session:** Innovative cybersecurity solution & Cybersecurity,
 - (e) **Technical Track Session:** Fraud and operational risk. The time for cognitive convergence is now.
 - (f) **Solutions Track Session:** Cybersecurity innovations for fintech and SMEs
 - (g) **Solutions Track Session:** Preparing for 5G – How are businesses prepared to deal with 5G innovations.



Exclusivities

Gold Sponsor Option

There will be 6 exclusive Gold sponsorship packages available exclusively sponsoring a unique aspect of the Conference. There are general benefits common to each Gold Package with exclusivity elements identified after each.

The exclusive options are:

- ▶ ACDC Hackathon Awards (2 Slots)
- ▶ ACDF2020 event guide (1 Slot)
- ▶ ACDF quarterly journal Sponsor (1 Slot)
- ▶ Conference bags & Swag Sponsor (1 Slot)
- ▶ Registration & Badge Sponsor (1 Slot)
- ▶ Name badge & Lanyard Sponsor (1 Slot)

Silver Sponsor Option

We have designed 2 straight Silver sponsorship packages giving you 6 exclusive options that will be available for the ACDF 2020 Conference. All registered delegates are part of a 2 exclusive networking luncheon over the 2 days of the event giving your brand an elevated branding opportunity at the luncheon in a new way.

The exclusive options are:

- ▶ Tea break options (4 Slots)
- ▶ Lunch breaks (2 Slots)

Bronze Sponsor Option

This is a standard entry-level sponsorship, not linked to an exclusive element of the Conference. A Bronze sponsor has 2 options to choose from.

- Either: A basic minimum of 3 sponsored delegates with an option of 6 and above delegates to upgrade your organization to Silver or Gold depending on the value of your sponsorship
- Or: Exhibit in a standard exhibition to showcase your innovative solutions to a pre-qualified innovative, targeted C-Level executives in a controlled and highly thematic environment.

COMMAND YOUR
CYBER SQUAD IN
AN INSECURE WORLD



AFRICA
CYBER
DEFENSE
FORUM

Africa Cyber Defense Forum, ACDF

📍 Woodlands Office Park, Woodlands Road

📬 P. O. Box 66178 - 00800 Nairobi, Kenya

☎ +254 707 486 002

✉ info@afriacyberdefenseforum.com

🌐 afriacyberdefenseforum.com

📺 /AfriCyberDef

Secretariat: ☎ +254 707 486 002

Sponsorships: ☎ +254 707 486 002
720 729 592

Partnerships: ☎ +254 715 457 313

Delegates: ☎ +254 722 301 138