



# 2025

## WOMEN IN CYBERSECURITY CONFERENCE

IN-PERSON / DALLAS, TX  
**APRIL 2-5, 2025**

VIRTUAL / LIVE FROM  
EVERYWHERE  
**APRIL 9-10, 2025**

WICYS ANNUAL CONFERENCE  
SPONSORSHIP GUIDE

# ENGAGE

## as a WiCyS Annual Conference Sponsor

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**In-Person** • April 2-5, 2025 • **Dallas, TX.**  
**Virtual** • April 9-10, 2025 • **Live from Everywhere!**

The WiCyS annual in-person conference and virtual conference are the premier events for women and their allies to recruit, retain and advance women in cybersecurity. Each year, professionals and students unite to grow their skills, connect with others and engage in career advancement opportunities. Of the expected conference participants, approximately half will be attendees who successfully qualified for a scholarship to attend (including lodging, subsidized registration and meals).

Elevate your organization's profile and champion building a strong gender-balanced workforce by becoming a **WiCyS conference sponsor**. Engage with and recruit top-tier cybersecurity talent, provide unparalleled professional development opportunities for your cybersecurity teams and build meaningful relationships with industry leaders, rising professionals, academia and government representatives. The WiCyS conference fosters a close-knit, empowering environment where significant connections are made and impactful outcomes are achieved. Join us in shaping the future of the cybersecurity community.

Initiated in 2013 by Dr. Ambareen Siraj through a National Science Foundation grant awarded to Tennessee Tech University, WiCyS has become a nonprofit organization offering many benefits for its members.



Recruiting, Retaining and Advancing  
Women in Cybersecurity

# WICYS 2024 BY THE NUMBERS



**1943**  
TOTAL IN-PERSON  
ATTENDEES

**833**  
TOTAL VIRTUAL  
ATTENDEES

**525**  
VOLUNTEERS

**161**  
PRESENTERS AND  
SPEAKERS

**192**  
RECRUITERS

**4.9+ MILLION**  
SOCIAL MEDIA REACH  
#WICYS2024 #SEEHERASEQUAL

**NON-STUDENT ATTENDEES**

**28%** ENTRY LEVEL    **24%** MID-LEVEL    **48%** SENIOR/EXEC

**65%**  
FIRST TIME TO  
ATTEND WICYS

**91%**  
IDENTIFY AS  
A WOMAN

**18**  
COUNTRIES  
REPRESENTED

**49%**  
AMERICAN INDIAN, ASIAN, BLACK,  
NATIVE AMERICAN, NATIVE HAWAIIAN  
AND PACIFIC ISLANDER ATTENDEES

**115**  
SPONSORS

**ATTENDEE BREAKDOWN**

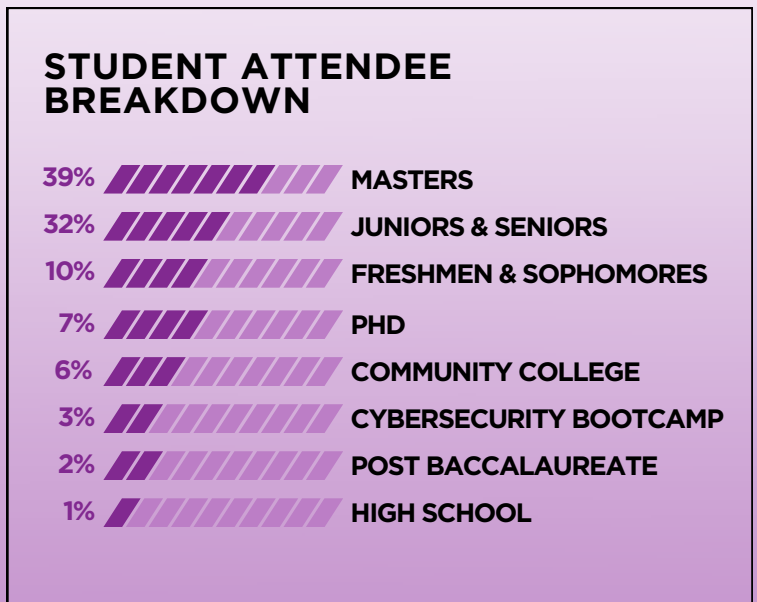
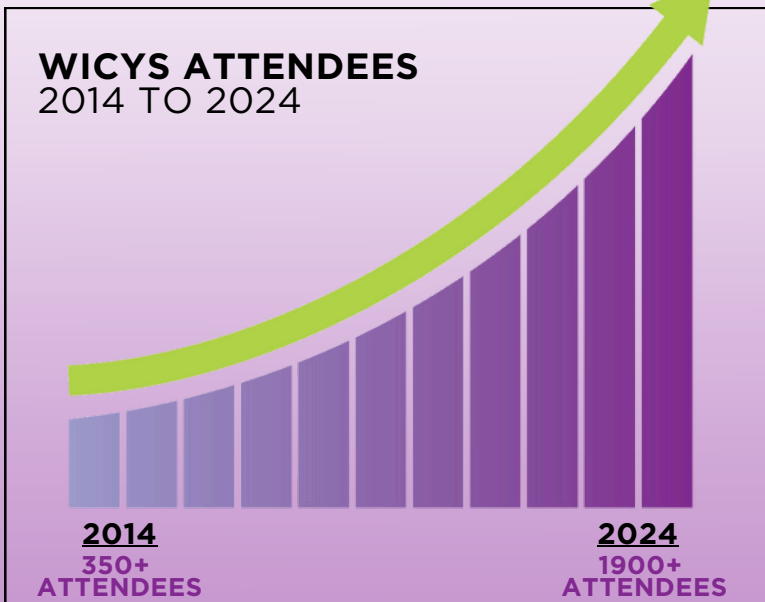
**42%** STUDENT    **34%** INDUSTRY

**11%** US GOVT/  
NONPROFIT    **8%** FACULTY/  
ACADEMIA    **5%** OTHER

**TOTAL SCHOLARSHIPS: 1,074**

**76%** STUDENT    **3%** EQUITY & ADVANCEMENT

**6%** FACULTY    **15%** MILITARY



# WICYS 2025 PROGRAM & RECRUITING BENEFITS



\*Academic, Govt & Nonprofit Only

	VIP	Premium	Diamond	Platinum	Gold	Silver
	\$60,000	\$35,000	\$16,500	\$10,000	\$7,000	\$5,000
<b>WiCyS Conference Keynote Speaking Opportunity</b>	SOLD OUT (see ** below)					
<b>Livestreaming of Keynote on Social Media</b>						
<b>Keynote Speaker Media Announcement</b>						
<b>30 Second Pre-Recorded Spot During Pre-Keynote</b>						
<b>WiCyS Conference Featured Speaker Opportunity</b>						
<b>Scholarship Awards</b> (Student, Military, Faculty, Mentor, Ally and Equity & Advancement)	15 Awards	8 Awards				
<b>Pre-Select Career Fair Space</b>	1st Priority	2nd Priority	3rd Priority			
<b>Access to Interview Space</b>						
<b>Access Annual Conference Attendee Resumes</b> Until 5/5/25	Early Access 3/3/25	Early Access 3/10/25	Early Access 3/17/25	Early Access 3/24/25	Early Access 3/24/25	
<b>Career Fair Booth at Conference on 4/3/25 &amp; 4/4/25</b> (carpet/first lead retrieval device included)	10x20 Booth	10x20 Booth	10x10 Booth	10x10 Booth	10x10 Booth	
<b>Career Fair Pod at Conference</b> (carpet included)						
<b>Option to Change Attendee Names On Sponsorship Passes</b>	Until 3/28/25	Until 3/21/25	Until 3/21/25	Until 3/14/25	Until 3/14/25	
<b>Virtual Career Fair on 4/10/25</b>						

\* **In-Person Career Fair Hours:** 4/3/25 from 9:45am - 11:45am CT, 1:55pm - 5:30pm CT & 4/4/25 from 9:45am - 11:45am CT.

\* **Virtual Career Fair Hours:** 4/10/25 from 12:30pm - 5:30pm CT.

\*\* **VIP 20 Minute Keynote Speaker spots are sold out. Other sponsor benefits will replace this VIP benefit.**

# WICYS 2025 MARKETING & BRANDING BENEFITS

\*Academic, Govt & Nonprofit Only

	VIP	Premium	Diamond	Platinum	Gold	Silver
	\$60,000	\$35,000	\$16,500	\$10,000	\$7,000	\$5,000
<b>Logo on Program Cover</b>						
<b>Option to Host Wednesday Night Social</b> (limited availability)						
<b>Program Ad</b> (must be submitted by 3/10/25)	Full Page	1/2 Page	1/4 Page			
<b>Social Media/Newsletter Recognition</b>						
<b>Approved Item in Conference Bag</b> (quantity for WiCyS 2025: 2,300)	Unlimited Items	Unlimited Items	2 Items	1 Item	1 Item	
<b>Logo on WiCyS Website</b>						

# WICYS 2025 CONFERENCE & CAREER PASSES



\*Academic, Govt & Nonprofit Only

Industry Conference & Career Fair Passes	VIP	Premium	Diamond	Platinum	Gold	Silver
	\$60,000	\$35,000	\$16,500	\$10,000	\$7,000	\$5,000
<b>Full Conference Passes</b> (registration ends 1/31/25)	10 Passes	8 Passes	6 Passes	3 Passes	1 Pass	
<b>Virtual Conference Passes</b> (online only; registration ends 4/7/25)	10 Passes	8 Passes	6 Passes	3 Passes	1 Pass	
<b>Invitations to In-person Leadership Symposium</b> (held on 4/2/25)	10 Invitations	8 Invitations	6 Invitations	3 Invitations	1 Invitation	
<b>Option to Pre-Purchase Additional Passes</b>	Limit 5 Passes	Limit 4 Passes				
<b>Career Fair-Only Passes</b> (no meals or sessions; no additional Career Fair-Only passes will be sold)	6 Passes	5 Passes	4 Passes	3 Passes	2 Passes	
<b>Early Access to Lodging Reservations until 1/31/25</b>	Early Access 12/16/24	Early Access 12/30/24	Early Access 1/6/25	Early Access 1/13/25	Early Access 1/13/25	
<b>NEW Wristbands for Early Access to Career Fair</b>	6 Wristbands	5 Wristbands	4 Wristbands	3 Wristbands	2 Wristbands	

\*Academic, Govt & Nonprofit Only

Government/Non-Profit Conference & Career Fair Passes	VIP	Premium	Diamond	Platinum	Gold	Silver
	\$42,000	\$24,500	\$11,550	\$7,000	\$4,900	\$3,500
<b>Full Conference Passes</b> (registration ends 1/31/25)	6 Passes	5 Passes	4 Passes	2 Passes	1 Pass	
<b>Virtual Conference Passes</b> (online only; registration ends 4/7/25)	6 Passes	5 Passes	4 Passes	2 Passes	1 Pass	1 Pass
<b>Invitations to In-person Leadership Symposium</b> (held on 4/2/25)	6 Invitations	5 Invitations	4 Invitations	2 Invitations	1 Invitation	
<b>Option to Pre-Purchase Additional Passes</b>	Limit 3 Passes	Limit 2 Passes				
<b>Career Fair-Only Passes</b> (no meals or sessions; no additional Career Fair-Only passes will be sold)	6 Passes	5 Passes	4 Passes	3 Passes	2 Passes	1 Pass
<b>Early Access to Lodging Reservations until 1/31/25</b>	Early Access 12/16/24	Early Access 12/30/24	Early Access 1/6/25	Early Access 1/13/25	Early Access 1/13/25	Early Access 1/13/25
<b>NEW Wristbands for Early Access to Career Fair</b>	6 Passes	5 Passes	4 Passes	3 Passes	2 Passes	1 Pass

\*Stated price already reflects 30% discount. Government benefits do not include scholarships or socials. Nonprofit benefits do not include speaking opportunities, scholarships, or socials.

\*Academic, Govt & Nonprofit Only

Academic Conference & Student Passes	VIP	Premium	Diamond	Platinum	Gold	Silver
	\$42,000	\$24,500	\$11,550	\$7,000	\$4,900	\$3,500
<b>Full Conference Passes</b> (registration ends 1/31/25)	6 Passes	5 Passes	4 Passes	3 Passes	2 Passes	1 Pass
<b>Virtual Conference Passes</b> (online only; registration ends 4/7/25)	6 Passes	5 Passes	4 Passes	3 Passes	2 Passes	1 Pass
<b>Invitations to In-person Leadership Symposium</b> (held on 4/2/25)	6 Invitations	5 Invitations	4 Invitations	3 Invitations	2 Invitations	
<b>Guaranteed In-person Student Scholarships</b> (registration, shared lodging - no travel)	15 Scholarships	10 Scholarships	8 Scholarships	4 Scholarships	3 Scholarships	2 Scholarships
<b>Guaranteed Virtual Student Passes</b> (online only; registration for virtual passes ends 3/31/25)	15 Passes	10 Passes	8 Passes	4 Passes	3 Passes	2 Passes
<b>Early Access to Lodging Reservations until 1/31/25</b>	Early Access 12/16/24	Early Access 12/30/24	Early Access 1/6/25	Early Access 1/13/25	Early Access 1/13/25	Early Access 1/13/25
<b>NEW Wristbands for Early Access to Career Fair</b>	6 Passes	5 Passes	4 Passes	3 Passes	2 Passes	1 Pass

\*Stated price already reflects 30% discount. Benefits do not include speaking opportunities, scholarships or socials.

# WICYS 2025 A LA CARTE ITEMS



## PROMOTE YOUR BRAND AND BOOST CAREER GROWTH

### ► CONFERENCE SHIRT

Mobilize a community to wear WiCyS with pride by sponsoring the conference shirts. Leverage your logo branding throughout the WiCyS conference experience and beyond.

**COST / \$30,000 AVAILABLE / 1 of 1**

### ► CONFERENCE BAG (SOLD OUT)

Wear the conference branding with style by sponsoring bags for this year's event. Only available to one conference sponsor, these bags will be trendy, versatile and long lasting.

**COST / \$30,000 AVAILABLE / 0 of 1**

### ► MOBILE APP

The WiCyS mobile app is essential for agendas, networking, and meet-ups. Keep attendees engaged and focused by being the exclusive mobile app sponsor.

**COST / \$25,000 AVAILABLE / 1 of 1**

### ► LANYARD (SOLD OUT)

Prominently display your logo on every attendee and in most pictures throughout the conference by being the only lanyard sponsor.

**COST / \$25,000 AVAILABLE / 0 of 1**

### ► COFFEE CUP SLEEVES

Keep attendees' coffee hot while their networking and learning stay cybersecurity cool. These branded coffee cup sleeves will feature one sponsor and be prominent throughout the event.

**COST / \$25,000 AVAILABLE / 1 of 1**

### ► CONFERENCE NOTEBOOK

Be a notebook sponsor and let attendees take notes in style. Conference notebooks will be included in each bag, helping attendees jot down key takeaways throughout #WiCyS2025.

**COST / \$20,000 AVAILABLE / 1 of 1**

### ► HOTEL KEYCARD

This sole sponsor opportunity ensures your logo is the last thing seen after a long and exciting WiCyS day...sweet dreams, WiCyS community!

**COST / \$15,000 AVAILABLE / 1 of 1**

### ► SELFIE STATION

Hashtag extends far and wide throughout the cybersecurity community, and selfie stations hit the mark! Each station is limited to only one sponsor.

**COST / \$15,000 AVAILABLE / 3 of 3**

### ► CAREER GROWTH HUB

Used for resume reviews, interview prep, etc. Aids aspiring professionals and career changers while allowing seasoned pros to pay it forward. Includes a 45-minute career advice talk.

**COST / \$10,000 AVAILABLE / 5 of 6**

### ► HEADSHOTS

The Career Growth Hub has a plethora of opportunities for aspiring cybersecurity professionals, including fresh new headshots.

**COST / \$10,000 AVAILABLE / 2 of 2**

### ► CHARGING STATIONS

Networking and communication are central to WiCyS. Charging stations are available for attendees to power up. A looping video will highlight the sponsors.

**COST / \$5,000 AVAILABLE / 2 of 2**

**YOUR  
LOGO**



**AMPLIFY YOUR  
PRESENCE AND  
DISPLAY  
YOUR LOGO**

**NOTE:** All A La Carte items are for platinum or higher sponsors except scholarships/travel stipends. Scholarship/travel stipends can be purchased by all sponsor levels.

# WICYS 2025 A LA CARTE ITEMS



## SPONSOR A MEAL OR BREAK

### ► THURS LUNCH, FRI LUNCH OR FRI AWARDS CEREMONY

This opportunity is for your company rep to do a 5-minute speaking engagement in front of the Full WiCyS conference audience. A dessert with your logo will be the icing on the cake!

**COST / \$25,000 per meal**

Thursday Lunch - **AVAILABLE / 1 of 1**

Friday Lunch - **AVAILABLE / 1 of 1**

Friday Awards - **AVAILABLE / 1 of 1**

### ► HOST A THURSDAY STUDENT DINNER **NEW**

This opportunity is for your company rep to do a 5-minute speaking engagement in front of the WiCyS conference student audience. A dessert with your logo will be the icing on the cake!

**COST / \$25,000 AVAILABLE / 3 of 3**

### ► SENIOR LEADER LUNCHEON

Get in front of your key audience! Each opportunity allows for 3 sponsors and includes 4 rep invites, an item on every table, and logo on signage/advertising.

**COST / \$10,000 per meal AVAILABLE / 3 of 3**

### ► 2025 LEADERSHIP SYMPOSIUM

Join us for this special invite-only breakfast for leaders to learn about our latest WiCyS research on inclusion in cybersecurity and discuss tangible actions we can take to deepen inclusion and belonging across our organizations and industry. During this interactive session, we'll explore our new research on the State of Inclusion for Women in Cybersecurity and Cyber Talent Study. Then, we'll examine specific solutions that support mid-career and management track women in cybersecurity.

#### Speakers:

- Lynn Dohm, Executive Director at WiCyS
- Melinda Briana Epler, Founder & CEO at Empovia
- Paolo Gaudiano, Founder & Chief Scientist at Aleria
- Simone Petrella, President at N2K Networks

**COST / \$10,000 AVAILABLE / 3 of 3**

### ► EARLY CAREER, MID-CAREER OR MILITARY BREAKFAST

Get in front of your key audience! Each opportunity allows for 3 sponsors and includes 4 rep invites, an item on every table, logo on signage/advertising, and a 5-minute speaking slot.

**COST / \$10,000 per meal**

Early Career Breakfast - **AVAILABLE / 2 of 3**

Mid-Career Breakfast - **AVAILABLE / 3 of 3**

Military Breakfast - **AVAILABLE / 1 of 3**

### ► CTF AFTER DARK SNACKS

WiCyS is again partnering with the National Cyber League to host the Capture-the-Flag. This late-night event gets plenty of recognition. Join the fun and sponsor the goodies for CTF.

**COST / \$6,500 AVAILABLE / 4 of 4**

### ► 2025 MALE ALLYSHIP SUMMIT: BECOMING AN ADVOCATE & CHAMPION FOR WOMEN IN CYBERSECURITY

In this special session for male allies, author and TED speaker Melinda Briana Epler will lead a discussion on how to advocate for women in cybersecurity through mentoring, sponsoring, championing and leading the change to create more inclusive team environments. You'll learn the difference between mentorship and sponsorship and how to use microaffirmations —small actions that can make a big difference in building confidence, showing trust, developing psychological safety, and increasing belonging.

**COST / \$5,000 AVAILABLE / 3 of 3**

### ► BREAKS

Career advancement is tiring. Be the one to fuel the attendees up by sponsoring breaks. Your logo will be displayed as the ones making it all possible.

**COST / \$5,000 AVAILABLE / 9 of 9**

### ► WATER COOLERS

Make the water cooler conversations about your company with your logo on display. Receive prime real estate and quench attendees' thirst to learn more.

**COST / \$5,000 AVAILABLE / 6 of 6**

### ► SCHOLARSHIPS/TRAVEL STIPENDS

Support the future of cybersecurity by sponsoring scholarships. With a \$2,500 donation, you can provide a conference and travel stipend, or with \$650, you can cover a travel stipend. WiCyS selects the recipients.

**COST / \$2,500 / \$650 AVAILABLE / Unlimited**



**NOTE:** All A La Carte items are for platinum or higher sponsors except scholarships/travel stipends. Scholarships/travel stipends can be purchased by all sponsor levels.

# WICYS 2025 CANCELLATION POLICY



- ▶ All benefits cease upon cancellation.
- ▶ **Before November 30, 2024:** 70% refund  
*(benefits delivered: branding & social media)*
- ▶ **From December 1 - December 31, 2024:** 40% refund  
*(benefits delivered: branding, social media, registration, lodging reservations, job postings, career fair space assignment, etc.)*
- ▶ **From January 1 - February 15, 2025:** 20% refund  
*(benefits delivered: branding, social media, registration, lodging reservations, job postings, career fair space assignment, access to resume database, recognition in program, etc.)*
- ▶ **After February 15, 2025:** No refund

**Sponsor refund amount if event is changed by WiCyS to 100% virtual:**  
Benefits continue including virtual event attendance. \*See table below

	VIP	Premium	Diamond	Platinum	Gold	Silver
	\$60,000	\$35,000	\$16,500	\$10,000	\$7,000	\$5,000
Virtual Industry	\$6,100	\$4,900	\$3,150	\$1,950	\$750	
Virtual Academic	\$2,100	\$1,750	\$1,400	\$1,050	\$700	\$350
Virtual Govt./Nonprofit	\$2,700	\$2,250	\$1,800	\$1,000	\$550	\$100
*Virtual with Travel Stipend Refunded	\$13,600	\$8,900				
A La Carte Items (depends on item)						

**Cancellation of event by WiCyS with no virtual replacement:** 100% refund

# WICYS 2025 IMPORTANT DEADLINES

- ▶ Sponsorship is open until capacity is reached.
- ▶ 10% discount for sponsorships received before **November 1, 2024**.  
*All benefits based on availability and deadlines.*
- ▶ Program Ad must be submitted by **March 10, 2025** to be guaranteed a spot in the printed program.



Contact [conference@wicys.org](mailto:conference@wicys.org) for more information.