

CactusCon

CactusCon 12 | February 16-17, 2024

www.cactuscon.com



CactusCon, a registered 501(c)(3) organization, is the largest annual hacker & security conference in Arizona, USA. Over the last 12 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. Starting with CactusCon 10 and continuing forward, we now host a worldwide virtual audience. This year we will have industry renowned training before the convention, as well as bring back our family favorite CactusCon Kids event and activities. We continue to activate and engage our local community with even more participation than before the pandemic!

CACTUSCON OVERVIEW

Join our CactusCon Community Discord server! cactuscon.com/discord
See CactusCon 9, 10, & 11 recordings: youtube.com/CactusCon

Dates	Friday & Saturday, February 16-17th, 2024
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 (tickets are free!)
2023 attendees	2,037 (Hybrid)
2022 attendees	1,263 (Hybrid)
2021 attendees	1,470 (Virtual)
2019 attendees	1,312 (Physical)

CACTUSCON OFFERINGS

Security domains from previous years' line-up have included:

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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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 seek to connect the CactusCon community with 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 is where you can set up base camp to interact with the attendees, pass out swag, etc., etc. We want you to get to know our attendees and vice-versa.

In addition to a physical presence, you will be provided a dedicated channel on our Discord server. This is where you can interact with our virtual attendees. The hybrid nature of our conference over the past several years has allowed us to reach a wider, global audience. We encourage our sponsors to capitalize on this increased footprint by interacting with virtual attendees just as you would those attending in-person.

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 recruit at our conference. In the past we have had sponsors host challenges such as a mini-CTF during the event.

We hope for your 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.

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CactusCon 12 (2024) Sponsor Packages	Partner \$10k USD	Gold \$5k USD
General		
8' Table – Location : Count	Premium : 2	Standard : 1
Logos [sized & organized by tier]		
Talk stream overlay (live & recordings)	✓	✓
Intro/splash screen before talks	✓	✓
Venue signage	✓	✓
Social		
Tweets/LinkedIn posts leading up to event	2	1
Company logo on the CactuCon Website	✓	✓
Discord (Virtual venue)		
Dedicated channel on server (w/ voice)	✓	X
Dedicated channel on server (w/o voice)	X	✓
Automated "giveaway" bot offered	✓	✓

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