KEYS CONFERENCE

SPONSOR PACKAGES

What is the KEYS Conference?

KEYS is an annual Tandem User Group and Information Security Conference. The KEYS Conference provides the opportunity to network with technology decision makers from organizations nationwide. The conference offers speaking opportunities, high visibility for your brand, attendee interest in new solutions, interactive events, and prize drawings.

The 2024 KEYS Conference will be held on April 2-4, 2024 at the Marriott Dallas Allen Hotel and Watters Creek Convention Center which is located minutes away from both DFW Airport and the Dallas Lovefield Airport.

Watters Creek Convention Center
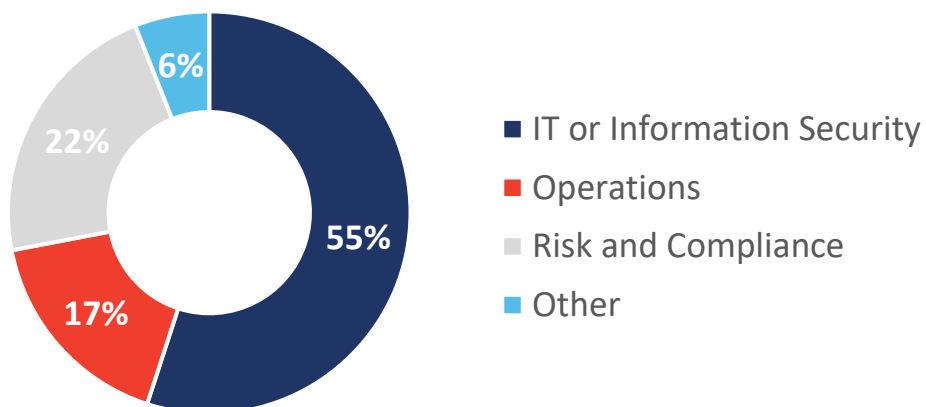777 Watters Creek Blvd.
Allen, TX 75013
Link to Hotel Website

Who attends the KEYS Conference?

The Tandem KEYS Conference is attended by information security and cybersecurity compliance professionals from across the US with the majority of the attendees working in the financial institution industry (banks, credit unions, etc.). Almost all attendees are users of the Tandem product and are attending to gain more knowledge in information security and Tandem.

Download this Excel file containing a list of the previous year's attendee organizations and job titles.

2023 KEYS Attendees by Job Function

- IT or Information Security 55%
- Operations 17%
- Risk and Compliance 22%
- Other 6%

What sponsor opportunities are available?

Sponsorship Opportunities	Bronze	Silver	Gold	Platinum
Complimentary registration	1	2	3	4
Display or booth with table(s)	6ft Table	10x10 w/ 6ft Table	10x10 w/ 6ft Table	20x20 w/ 6ft Table
Logo and listing on website with hyperlink	●	●	●	●
Logo and listing on agenda website with hyperlink	●	●	●	●
Logo and listing in conference brochure	●	●	●	●
Logo shown on pre-session slideshow	●	●	●	●
Conference internet access	●	●	●	●
Included in sponsor game		●	●	●
Included in mingle bingo game		●	●	●
Post-Conference attendee list (opt-in contacts only)		●	●	●
Enhanced exposure on conference signage and pre-session slideshow			●	●
Logo shown on conference signage			●	●
Company logo on back of conference brochure			●	●
1-2 pieces of product literature in conference bag				●
5-minute product pitch during vendor speed round				●
Pre-Conference attendee list (Opt-in contacts)				●
Cost	$2000	$3000	$4000	$5500

Add-Ons	Cost
Additional attendee registrations	See attendee pricing
5-minute company pitch during vendor speed round (8 spots available)	$1000
Welcome reception sponsorship	$500
Pinstack sponsorship	$500
Beverage sponsorship (Signage stays up all day)	$500
Logo added in 3 KEYS email promos (6 available – Sent to 3,000+ contacts)	$500
Wireless Internet Sponsorship	$300
Snack break sponsorship (3 available – Signage up during breaks)	$300
Pre-Conference session sponsorship (2 available)	$150

How to become a sponsor?

Request a sponsorship form by emailing us at keys@tandem.app. **Sponsor registration is due 2.29.2024.**

If you'd like to increase your exposure by giving a presentation during the conference, **submit to speak**. **Accepting submissions until all spots are filled.**

Deadlines and KEY Dates

2.29.2024	Sponsor Registration Due
3.29.2024	Full Payment Due
TBD	Last Day of Hotel Group Rate
4.02.2024 11:00 am - 1:30 pm	Exhibit Setup
4.04.2024 1:00pm – 2:00 pm	Exhibit Tear Down