



# CYBER THREAT INTELLIGENCE [2021]

HYBRID EDITION

OCTOBER 20, 2021 | MARQUEE HALL,  
MARRIOTT HOTEL | ISLAMABAD, PAKISTAN

I am pleased to share with you that TOTAL Communications is presenting 4th Cyber Threat Intelligence (CTI) Conference on October 20, 2021 at Marriott Hotel, Islamabad.

In 21st century, any country's growth is dependent on the security, food, water, energy, financial sector, and data/information. The cyber security has become even more important because the operations of other sectors are also heavily dependent on technology which requires protection from constantly evolving cyber threats. Likewise, cyber space, has become fourth dimension just like air, sea and land which requires protection from belligerent states. A country cannot be considered independent and protected unless its military's cyber security capabilities are effective and robust.

Knowing your enemies and the methods of their attacks in advance so that the negative outcome of adversary events / actions can be prevented is important. Such evidence based advance knowledge of threat actors is threat intelligence, which is essential for the protection of cyber space of any country.

Sensing the need of an industry platform, Total Communications initiated "Cyber Threat Intelligence Day" in year 2018. The aim of this planned conference was to raise awareness and to provide an independent and neutral platform to discuss the prerequisites and benefits of a mature cyber-threat intelligence program. Cohesive and coordinated flow of verified cyber threat intelligence among the stakeholders and private/public sector entities is the cornerstone of any cyber threat intelligence program. Therefore, effort will be made to institutionalize the flow of information so that the critical infrastructure of the country does not fall prey in the hands of the hackers with a diversified motivation and background.

Every year around 200 people attend this premier event from Armed Forces, private enterprises, universities, financial sector, public sector organizations, national and international companies specializing in cyber security.

We feel this is an excellent opportunity for your organization to be a part of this one of its kind event before a very meaningful audience. Attached is the participation package for your consideration.

An earliest confirmation will ensure better placement in the event.

I look forward to hear from you.

Kind Regards,

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## PARTICIPATION PACKAGE

### EXCLUSIVE SPONSORSHIP USD. 15,000/- (Exclusive of Tax)

#### PRIVILEGES

- Exclusivity
- TVC to run 3 times during conference on main screen
- Invitations will carry the logo of the Platinum Sponsor
- One speaker is entitled for a presentation/panel discussion
- Stage Backdrop and Live Streaming Portal to carry the logo at a prominent position
- Event campaigns will carry the logo on all digital media platforms
- Platinum Sponsor can also invite potential customers
- Space to display 4 Vertical Standees at the venue
- Shields will carry the logo

### LUNCH SPONSORSHIP USD. 6,400/- (Exclusive of Tax)

#### PRIVILEGES:

- Invitations will carry the logo of the Lunch Sponsor
- Stage Backdrop and Live Streaming Portal to carry the logo at a prominent position
- Event campaigns will carry the logo on all digital media platforms
- Lunch Sponsor can also invite potential customers
- Space to display 2 Vertical Standees at the venue
- MOC will announce the Lunch Sponsor name just before the lunch

### GOLD SPONSORSHIP USD. 10,000/- (Exclusive of Tax)

#### PRIVILEGES:

- Invitations will carry the logo of the Gold Sponsor
- One speaker is entitled for a presentation/panel discussion
- Stage Backdrop and Live Streaming Portal to carry the logo at a prominent position
- Event campaigns will carry the logo on all digital media platforms
- Gold Sponsor can also invite potential customers
- Space to display 3 Vertical Standees at the venue
- Shields will carry the logo
- TVC to run 2 times during conference on main screen

### SILVER SPONSORSHIP USD. 3,700/- (Exclusive of Tax)

#### PRIVILEGES:

- Invitations will carry the logo of the Silver Sponsor
- Stage Backdrop and Live Streaming Portal to carry the logo at a prominent position
- Event campaigns will carry the logo on all digital media platforms
- Silver Sponsor can also invite potential customers
- Space to display 1 Vertical Standee at the venue

### TEA SPONSORSHIP USD. 2,800/- (Exclusive of Tax)

#### PRIVILEGES:

- Stage Backdrop and Live Streaming Portal to carry the logo at a prominent position
- Event campaigns will carry the logo on all digital media platforms
- Invitations will carry the logo of the Tea Sponsor
- Tea Sponsor can also invite potential customers
- MOC will announce the Tea Sponsor name just before the tea
- Space to display 1 Vertical Standee at the venue

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