



BIG sasig

Partnership opportunities

155 Bishopsgate, London
Thursday 18 May 2023

Big SASIG is our unique way for the cybersecurity community to do conferences. Our inaugural online Big SASIG in March 2021 proved the format's viability. Our in-person all-day event followed in May 2022, and we are thrilled by the feedback from both Partners and Guests, confirming the concept as an unadulterated success!



205 Guests attended



88% turnout rate



87% app downloads



189 pre-booked meetings



1,200 workshop attendees

100% of Partners and **98%** of Guests would recommend Big SASIG to their industry peers, **100%** of Partners and **93%** of Guests said they would return - amazing! Guests loved the content, networking and atmosphere, Partners most appreciated the organisation and communication from SASIG, the quality of Guests and their interaction with them in the one-to-one meetings set up beforehand, as well as the extent to which they could network with them generally. More reaction is in the following pages...

Our all-day event combines keynote presentations, conference streams, exhibitions, vendor workshops from our partners, one-to-one sales introductions, and networking opportunities. Big SASIG puts the Guests first and requires them to engage fully with all opportunities throughout the day. Guests are required to book a minimum number of one-on-one meetings and attend the partner workshops available. The high-quality content is developed and curated under the guidance and direction of the SASIG team.

Big SASIG plays a major part of SASIG's annual programme of events, and we're already eagerly planning the next edition of the conference, which will be on **Thursday 18 May 2023** at **155 Bishopsgate, EC2M 3YD** ([details](#)), ([floorplan](#)), just a minute's walk away from Liverpool St station. The event will continue into the evening with networking drinks, followed by an exclusive evening dinner.



600+ one-to-one meetings



200+ CISOs and equivalents



20+ hours of content



Drinks reception



Networking opportunities



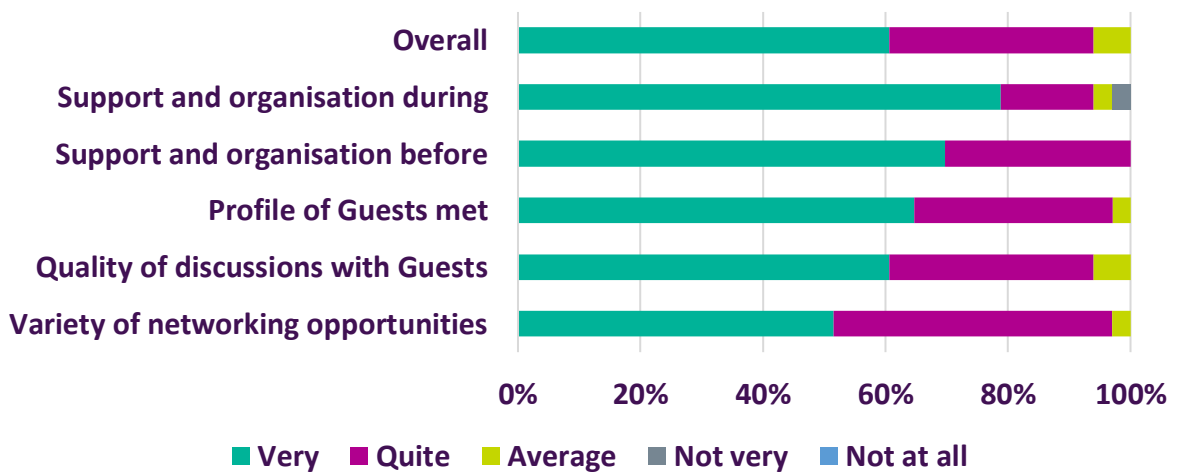
Partner's feedback on 2022

4.5
★★★★☆
Average satisfaction

100%
Would recommend Big SASIG

100%
Would return to Big SASIG

Satisfaction with...





Guest interaction (meetings)

“The one-to-one meetings are great. The delegates were all happy to talk to the vendors.”

“The one-to-one meetings worked really well with all delegates doing their part, which doesn’t often happen.”

“The one-to-one meetings really worked!”

Guest quality

“Drawing in many large FSE 500 companies.”

“Good level of interaction with security leaders.”

Guest interaction (general networking)

“Fantastic level of interest from the delegates and their willingness to have open discussions.”

“Good level of interaction with security leaders.”

Organisation and communication from SASIG

“The personalised approach on the day - with having a dedicated account manager to help. I haven’t had this experience at another event, it helped to know that my team had someone they could rely on. I also really liked the responsiveness of the SASIG when I needed help pre-event.”

“SASIG team were on hand all the way and super helpful. I wish all events were as easy to execute on!”

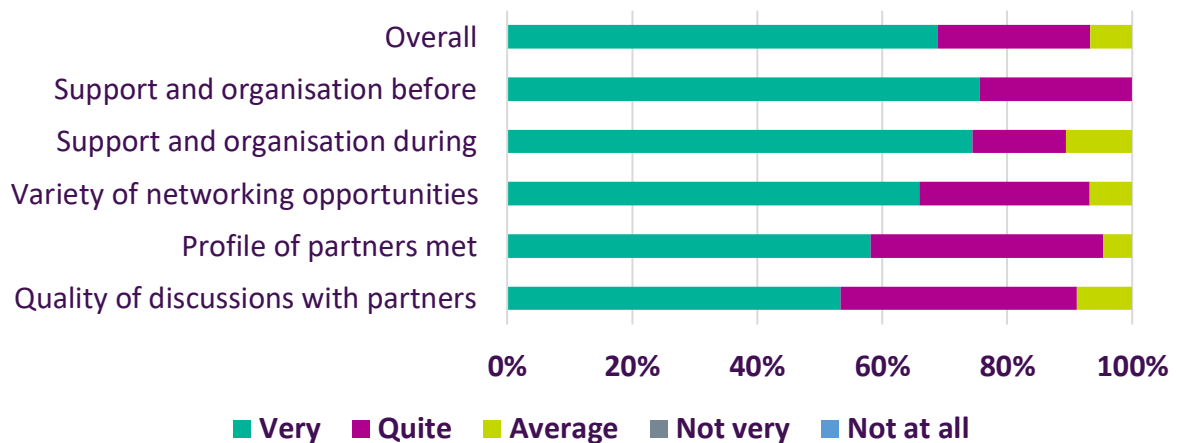
“SASIG made the run-up, set up, and event day really easy and stress-free.”

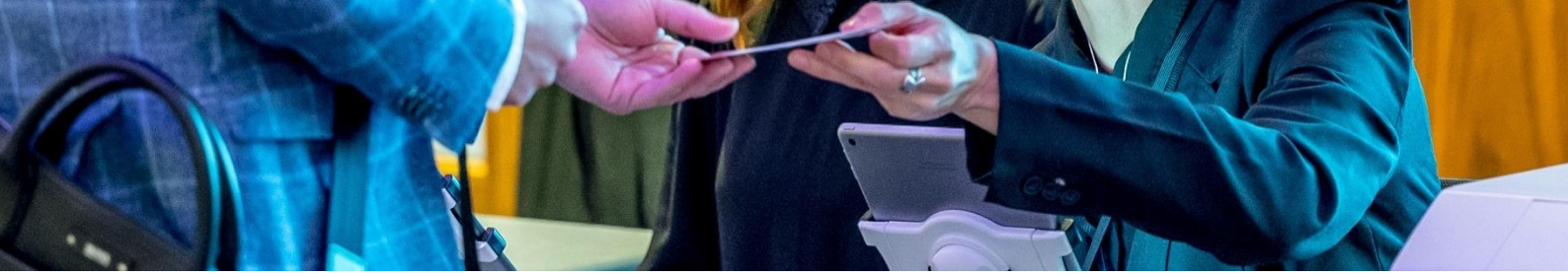


Guest's feedback on 2022



Satisfaction with...





Partner interaction

“There was no hard sell at any point, it felt genuine, and people there wanted to help and engage.”

“The engaging, but not forceful, attitude of the vendors.”

“I was not overwhelmed by predatory sales teams.”

Workshops

“The range of discussions was great, and the number of speakers packed into one day was impressive!”

“Good mix of speaker profiles. Very timely and contemporary stance on topics.”

Atmosphere

“I love the principles of everybody being a peer and feel this makes engagement so much more enjoyable and beneficial.”

“Creating a comfortable environment for networking.”

Delegate interaction

“What I liked was the people and meeting everyone in the industry, peers or sellers.”

“A relaxed, professional environment of like-minded people coming together to discuss like-minded challenges.”

Organisation and communication from SASIG

“You always do everything so well at SASIG! The thought and planning that clearly went into the event to ensure it ‘hit the right note’.”

“It was brilliantly organised and executed.”

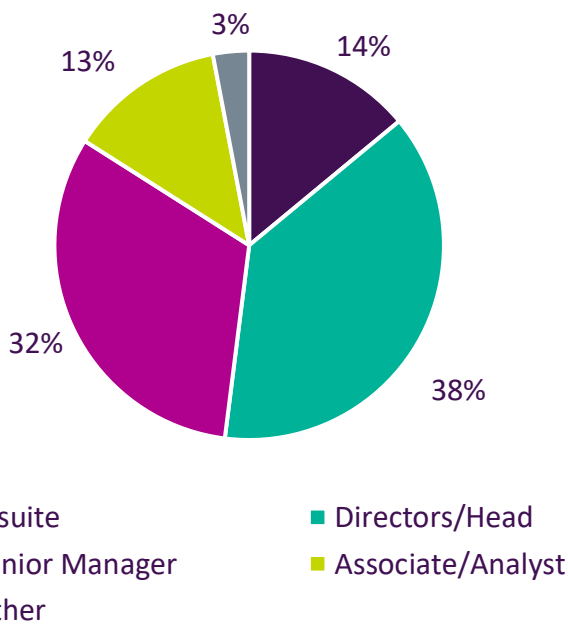
Profile of Guests in 2022

Seniority • 52% are at least director-level • 84% at least managerial level

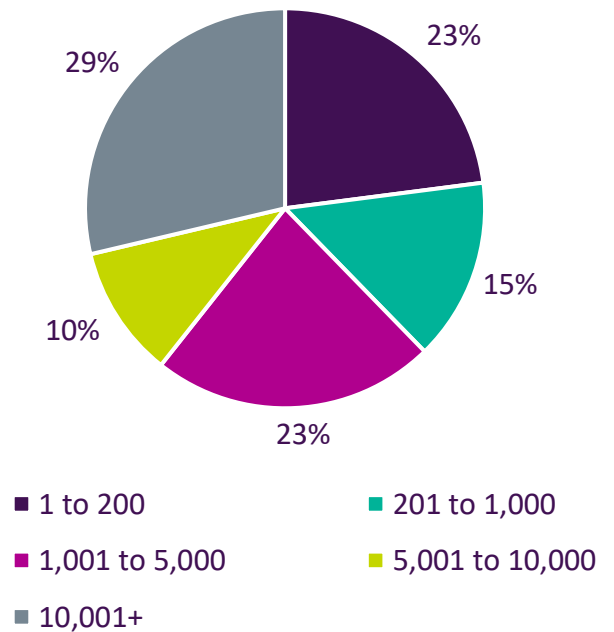
Sectors • 21% in finance and insurance • 14% from the public sector

• Strong representation also in manufacturing and engineering, services, legal, media and telecoms industries

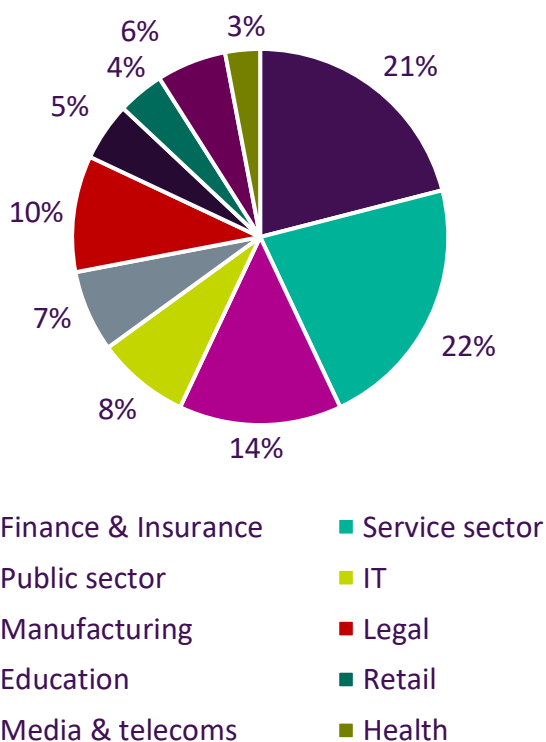
Membership by role seniority



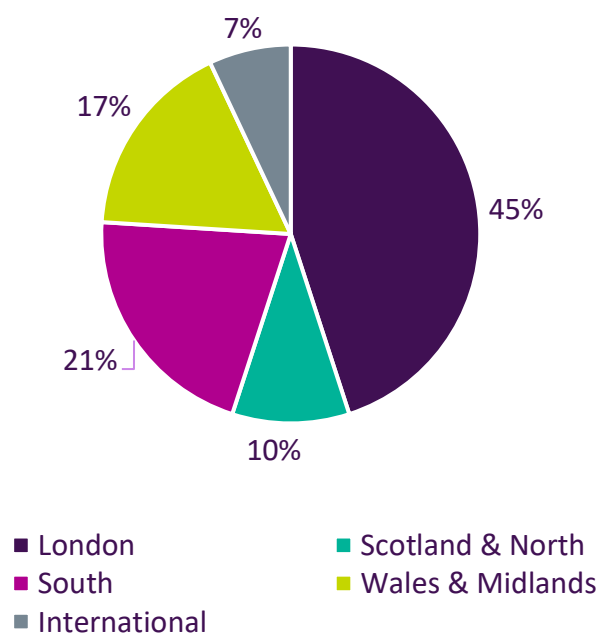
Membership by company size



Member distribution by industry



Membership by region





A big thank you to all of our Big SASIG Partners of 2022

As well as SASIG's existing panel of Supporters, Big SASIG is our opportunity to welcome a wider audience of vendor suppliers to our passionate cybersecurity community.



"I'm proud to be hosting this uniquely formatted event, which reflects SASIG's long-held belief that suppliers are not the enemy and will allow them to meet SASIG members as equals. In turn, our members will be able to broaden their approach across new areas and come away with new ideas and perspectives to improve their cybersecurity programmes. And in true SASIG fashion, you'll be able to meet like-minded peers, learn from those who share your everyday situations, measure your experience and knowledge against these others, and make a minimum of five great new friends."



Martin Smith MBE, Chairman, SASIG Events

2023 Partnership opportunities



Gold partner

- ✓ Exhibition stand for one-to-one business introductions and discussions
- ✓ One 30-minute exhibitor workshop
- ✓ Evening dinner table


£18,500



Silver partner

- ✓ Exhibition stand for one-to-one business introductions and discussions
- ✓ One 30-minute exhibitor workshop

£17,500



Bronze partner

- ✓ Exhibition stand for one-to-one business introductions and discussions

£15,000



Platinum partner

- ✓ Your **brand proudly displayed** as the **headline sponsor** at the event and in all promotions (inc. event website, agenda, marketing emails, social media, press releases, and invitations)
- ✓ **Large premium exhibition** stand for one-on-one business introductions and discussions
- ✓ **Four staff passes**
- ✓ One 30-minute **exhibitor workshop**
- ✓ **Article featuring your brand** on the Big SASIG website, promoted on social media
- ✓ Additional **lead generation** opportunities
- ✓ **Evening dinner table**
- ✓ A five-minute **speaking slot** by your organisation's senior representative at the conference dinner

£50,000

Additional packages



Networking drinks sponsor

- ✓ Drinks promoted as in association with your brand
- ✓ Your brand included in online promotion, including Big SASIG website, event agenda, marketing emails, social media, and press releases
- ✓ A five-minute speaking slot during the drinks reception by your organisation's senior representative
- ✓ Article featuring your brand on the Big SASIG website, promoted on social media
- ✓ Your brand proudly displayed during the drinks reception
- ✓ Your brand promoted to conference Guests throughout the day

£10,000



Evening dinner sponsor

- ✓ Dinner promoted as in association with your brand
- ✓ Your brand included in online promotion, including Big SASIG website, event agenda, marketing emails, social media, and press releases
- ✓ A five-minute speaking slot during the evening dinner by your organisation's senior representative
- ✓ Article featuring your brand on the Big SASIG website, promoted on social media
- ✓ Your brand included on all individual invitations, table brochures, and seating plans
- ✓ A table for ten dinner guests

£10,000

Additional branding opportunities

Badge sponsor

£3,000

Lanyard sponsor

£3,000

Branded coffee cups

£2,000

Personalised wifi

£3,000



One-to-one business discussions, inc leads



Live workshop, on demand afterwards, inc leads



Run a live poll to your audience



Networking throughout the day and evening



Drinks reception and exclusive gala dinner



Dedicated event website showcasing your services



Event app to connect with decision makers



Branding on our website, marketing and social media



Ample press and PR opportunities

Get in touch with the team

to learn how you can get involved with Big SASIG



Nadia Khan

Phone: +44 (0) 1234 707 035



Claire Gordon

Email: Info.BigSasig@TheSasig.com

About us

The Security Awareness Special Interest Group (SASIG, www.thesasig.com) is really quite special and much-loved by thousands of cybersecurity professionals and others in the UK and beyond.

SASIG is a subscription-free networking forum, with membership drawn from CIOs, CROs, CSOs, CISOs, SIROs, DSOs and those responsible for cybersecurity within their organisations. We offer a genuine networking and thought-leadership environment, where the golden rule for every delegate is to “make five new friends” at each of our events. The Chatham House Rule is strictly enforced and universally respected at all meetings; thus the level of debate is extraordinarily revealing and rewarding.

Before the pandemic, we held over 35 events annually, with over 3,200 security professionals joining us each year in London and around the UK. In March 2020, we successfully moved fully online and launched our daily showcase of presentations, panel sessions, and discussions to our membership, all of which have been very well received. To date, we have held over 500 online webinars, attended by over 30,000 visitors, representing more than 5,000 unique members. Our membership has grown at a phenomenal rate, doubling to 7,000 during this time, and this continues to rise weekly.