

## Sponsorship List

CYDEF sponsorships are designed to strengthen your company's brand recognition and help you become a thought leader in your industry. Choose from the packages below or contact the organizer for more tailored options to enhance your company's promotional efforts. We will offer you leads and engagement upon permission by lecturers and participants. Please note that these information might not be done due to the online platform of this event.

\* Details of the sponsor package are under consideration.  
\* Prices do not include tax.

Category	Platinum	Gold	Silver	Bronze	Partner
Number of Applications	1	4	8	16	32
Company logo on the official website	●	●	●	●	●
Virtual exhibition Booth in the online platform *depending on the event format	●	●	●	●	—
Physical exhibition booth *depending on the event format	●	●	●	—	—
CM	●*	●*	●*	—	—
Invited Speaker	●*	●*	—	—	—
Complimentary registrations for onsite venue	●*	●*	—	—	—
Complimentary registrations for virtual venue	∞	200	100	50	10
<b>Total Price (without TAX)</b>	<b>3,000,000 JPY</b>	<b>2,000,000 JPY</b>	<b>1,000,000 JPY</b>	<b>500,000 JPY</b>	<b>100,000 JPY</b>

\*The number is under consideration

## Overview

**Conference Name: International Cyber Defense Conference "CYDEF2023"**

**Theme: International Order Forming & Active Defense**

**Period: Wednesday, November 29 to Friday, December 1**

**On-demand Streaming: Monday, December 4 to Friday, December 31**

**Venue: Tokyo (Hybrid/Onsite+Archive broadcasting/Online format planned)**

**Organizer: Cyber Defense Study Group**

《2022 Outline》

- Theme: Defending the continuity of light in the gray zone
- Period: Wednesday, November 30 to Saturday, December 3
- Venue: Virtual format basically including some live events.
- Number of participants:
  1. Lecturers 18 countries 59 people
  2. Audience 21 countries 605 people
- Sponsors/Supporters

Sponsors:  
**Platinum Sponsor** NTT Security Holdings Corporation; **Gold Sponsor** Hitachi, Ltd.; **Silver Sponsor** Amazon Web Services Japan G.K., Deloitte Tohmatu Cyber LLC, Fujitsu Limited, Microsoft Japan Co. Ltd., CompTIA Japan; **Bronze Sponsor** FFRI Security, Inc., (ISC)<sup>2</sup>; NRI Secure Technologies, Ltd.; **Banner Sponsor** SOHGO SECURITY SERVICES CO., LTD. (ALSOK), Dai Nippon Printing Co., Ltd., Tokio Marine dR Co., Ltd., Sola.com Co., Ltd., Reception Sponsor Yokosuka Telecom Research Park, Incorporated

Supporters:  
 Ministry of Defense; National center of Incident readiness and Strategy for Cybersecurity; National Police Agency; Digital Agency; Ministry of Internal Affairs and Communications; Ministry of Foreign Affairs of Japan; Ministry of Education, Culture, Sports, Science and Technology; Ministry of Economy, Trade and Industry; Embassy of the United States of America; Embassy of the Czech Republic in Tokyo; Embassy of the Federal Republic of Germany in Japan; Council for Public Policy; Yokosuka City; EGMONT-Royal Institute for International Relations; NATO CCDCOE; NATO Science & Technology Organization; Army Cyber Institute (US); Hybrid CoE; Digital Society Institute; ESMT Berlin; Meiji University Cyber Security Institute; Cyber Risk Intelligence Center; Yokosuka Maritime Information Technology Education Foundation; Japan Society for the Promotion of Machine Industry; KEIDANREN (Japan Business Federation); National Graduate Institute for Policy Studies



## International Order Formation & Active Defense



# CYDEF2023

**Sponsor Package (Draft)**

## Bulletin 1

**Nov.29 (Wed) - Dec.2 (Fri) . 2023**

**(Hybrid/Onsite+Archive broadcasting/Online format planned)**

**Organizer: Cyber Defense Study Group**

## What is CYDEF?

Together with NATO and QUAD countries, this conference brings experts in the field of cyber security from around the world to exchange views on cyber defense issues and contribute to deepening the discussion and spreading awareness of these issues.

Over the past five years since the first meeting was held in 2018, approximately 250 speakers and 4,000 audience members have gathered, and the size of the group is growing each year.

The Cyber Defense Study Group, the host of the event, is an organization that brings together those interested in cyber security from industry, government, and academia to hold regular research meetings. Its vision is to create a cyber innovation hub centered on the creation of a research and education institution that works across boundaries in a coalition for those willing to open CYDEF on a permanent basis in the future.

As in previous years, CYDEF2023, now in its sixth year, will invite experts from abroad and Japan to present high-level discussions in this field. We will also record the conference contents for its usage as teaching materials for our higher education partner institutions (upon their permission).

## Conference Features



### English-Japanese simultaneous interpretation of content including technical terms in an appropriate format

You will be able to listen to discussions on cyber defense by overseas experts, with appropriate interpretation, including technical terms. Simultaneous interpreters who are well versed in this field will provide translation so that those who are not necessarily familiar with this field can join in the discussion.

### Invitation of experts from all over the world

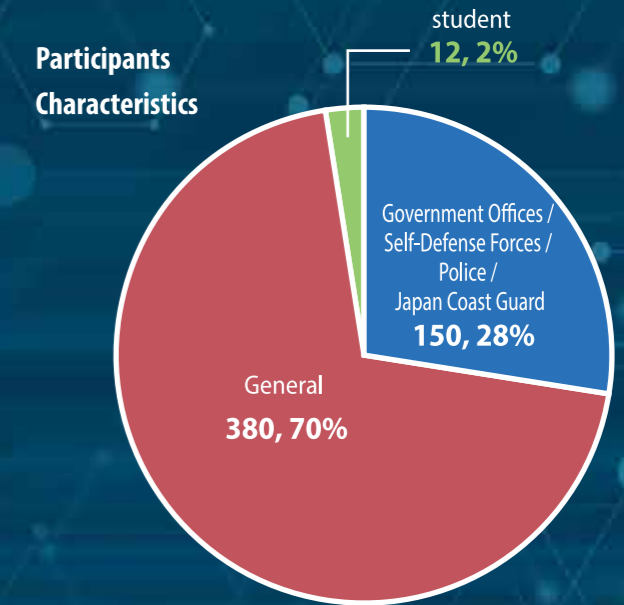
Over the past five conferences, we have invited experts in the field of cyber defense from industry, government, and academia, including Ministers, cyber commanders, and cyber ambassadors, professors of research institutes, military academies and famous universities as well as executives from cyber-related companies.



## Results of CYDEF2022

### Visitors Characteristics (CYDEF2022)

Thirty percent of the participants were from the government, and the rest were members of the general public, mainly from the business community. Due to the pandemic situation, the seminar has been conducted in a webinar format from 2020 until last year. By doing so, we were able to reach audiences not only in Japan but also in the United States, Germany, France, India, Australia, and other countries around the world. This year, we are planning to go hybrid format basically to encourage even wider participation with our overseas partner institutions.



## Benefits for Sponsors



Each year, we invite opinion leaders in cyber security from around the world as speakers. The audience is expected to include many people interested in cyber security, both domestic and international, from industry, government, and academia. If your company's name and products are remembered by these people, you will be able to talk about your products and services, which may lead to business opportunities. CYDEF events, the creation of research and education institutions, and the Cyber Defense Institute's vision of building a cyber innovation hub are of a very public nature, and have been sponsored supported by government agencies in abroad and Japan.

