



MEI Cyber Conference – 2021

Sponsorship deck

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What is the MEI Cyber Program?

- The Middle East Institute Cyber Program was established in 2019 to study and steer policy in the cyber domain in the Middle East
- The Cyber Program covers five pillars of focus: cyber conflict, privacy & civil society, emerging technologies, information operations & influence campaigns, and countering extremism online
- Since 2020, the Cyber Program has been overseen by Distinguished Chair Chris Kubecka, CEO of Hypasec, who remediated the networks of Saudi Aramco after the 2012 Shamoon cyber attack

MEI Cyber Conference – 2020



- Over 200 live viewers for each panel
- Panels: Digital Transformation & the Future of Business in the Middle East; Privacy & Surveillance, Freedom & Censorship; Public Diplomacy & Influence Campaigns in the Internet Age; Cyber Warfare
- Attendees: The audience included numerous aerospace and defense Fortune 500 companies, venture capitalists, academics, and U.S. and foreign government officials.
- Key participants: Najla Al Midfa, Kim Zetter, Ohad Zaidenberg, Avi Asher Schapiro, Olga Belogolova
- Last year's conference available at the link below:
<https://www.mei.edu/events/cyber-domain-middle-east-implications-business-security-and-society>

MEI Cyber Conference – 2021 (planned)

Discussions

- Keynote remarks
- Arab Civil Society in Cyberspace
- Cyber War & Critical Infrastructure Security
- Fireside chat on cyber war
- Emerging Technologies
- Innovation Nations

Key Participants

- Sen. Mark Warner (D-VA)
- Keren Elazari
- RAdm. (ret.) Mark Montgomery
- Jack Rhysider
- Col. (ret) J. Carlos Vega
- Katie Moussouris

Featured Speaker

Senator Mark Warner (D-VA)

Senator Warner is the senior senator from Virginia and a former technology executive. Elected to the U.S. Senate in November 2008, he is the co-founder and co-chair of the bipartisan Senate Cybersecurity Caucus. He serves on the Senate Finance, Banking, Budget, and Rules Committees as well as the Select Committee on Intelligence, where he is the Chairman.

The first in his family to graduate from college, Mark Warner spent 20 years as a successful technology and business leader in Virginia before entering public office. An early investor in the cellular telephone business, he co-founded the company that became Nextel and invested in hundreds of start-up technology companies that created tens of thousands of jobs. From 2002 to 2006, he served as Governor of Virginia.



Featured Speaker

RAdm (ret.) Mark Montgomery

Mark Montgomery is the Senior Director for the Center on Cyber Technology and Innovation at the Foundation for Defense of Democracies, and a Senior Advisor and former Executive Director of the Cyberspace Solarium Commission. Previously, he served as Policy Director for the Senate Armed Services Committee, coordinating policy efforts on national defense strategy, capabilities and requirements, defense policy and cyber issues.

Montgomery served for 32 years in the U.S. Navy as a nuclear trained surface warfare officer, retiring as a Rear Admiral in 2017. He also served as Director for Transnational Threats at the National Security Council from 1998-2000.



MEI Cyber Leadership

Chris Kubecka



Chris Kubecka joined the Cyber Program in November 2020. A cyberwarfare and information security expert best known for her groundbreaking work in 2012 rebuilding Saudi Aramco's network after a devastating cyberattack, She is the founder and CEO of HypaSec, which provides incident management, ethical hacking training, and cyber advisory services to governments. Kubecka has published articles and books on offensive security, cyberwarfare, and open source intelligence gathering, and advises EU and NATO member cyberwarfare exercises.

Richard A. Clarke



Richard Clarke is Chairman of the MEI Board of Governors. He served for thirty years in US government national security agencies, including the Pentagon, the State Department, and the White House National Security Council. During his ten years with the NSC, Mr. Clarke served as Special Assistant to the President for Global Affairs, Senior Director for Transnational Threats, National Coordinator for Counter-terrorism, and Special Advisor to the President for Cyber Security. Since leaving government, he has managed Good Harbor, a cyber security risk management consultancy, for over a decade.

The Goal

01

Raise awareness of critical cyber policy issues in the Middle East

02

Convene key stakeholders to advance discourse on public & foreign policy

03

Give general public the opportunity to participate in policy discussions & debates

The Opportunity

Raise

Raise company profile with policymakers, academics, & private sector

Contribute

Contribute to policy discussions of general & particular interest

Reach

Reach relevant audiences in the U.S., Middle East, & around the world



Why Become a Sponsor?

Previous Cyber Program sponsors include Sentinel One, Synack, & Owl Cyber Defense

Cyber Program events involve & reach key stakeholders in governments & companies around the world

Sponsors help shape discussions, reach key audiences, & cooperate in follow-on publications

The Middle East Institute is a 501(c)(3) nonprofit tax entity

Why the Middle East Institute?

Reputation: MEI is the #1 ranked Middle East-focused think tank in North America, and among the top 1% of think tanks overall in the United States

Reach: Over 3 million web page views per year, tens of thousands of followers on leading social media platforms, citations in major global media provide global visibility for your brand.

Capacity: 25 resident and 125 non-resident experts around the world in 18 distinctive programs cover regional and cross cutting issues. These are the top Middle East experts working today.

Community: MEI's Board of Governors, International Advisory Council, and donors represent an elite group of public and private sector leaders from the US and the Middle East: Fortune 500 executives, diplomats, former policymakers and officials.

2021 Conference Sponsors



Sponsorship Levels (1/2)

- **Platinum (\$50,000):**

Platinum sponsorship includes three virtual conference rooms (over the two breaks and lunchtime). In these private rooms, sponsors will have the opportunity to engage participants, offering networking of their sponsor-driven content: mini-panels, lightning rounds of Q&A, etc. Logo featured largest in all conference materials; company recognized in email correspondence pre- & post-event; feature company or collaborative white paper in follow-on “thank you” email; 30-minute keynote speaker spot; moderate or feature panelist in up to two panels; reception access

- **Gold (\$25,000):**

Gold sponsorship includes two virtual conference rooms as described above (during the two breaks). Logo featured in all conference materials; company recognized in email correspondence pre- & post-event; 15-minute speaker spot; feature panelist in one panel; reception access

Sponsorship Levels (2/2)

- **Silver (\$10,000):** logo featured in all conference materials; company featured in email correspondence post-event; five-minute speaker spot; reception access
- **Bronze (\$5,000):** logo featured in all conference materials; company featured in email correspondence post-event
- **Panel Sponsor (\$2,500):** logo featured during the sponsored panel; company featured in email correspondence post-event

NOTE: MEI will need to review & approve company language in descriptions/remarks.

Event Layout

- Cyber Conference Reception – June 8 @ 2 PM (DC) / 6 PM (LDN) / 8 PM (TLV) / 10 PM (UAE)
 - The day before the conference, there will be a private two-hour Zoom “happy hour” reception for sponsors, speakers, panelists, and moderators.
- Cyber Conference – June 9 @ 9 AM-5 PM (DC) / 1 PM-9 PM (LDN) / 3 PM-11 PM (TLV) / 5 PM-1 AM (UAE)
 - Open to the public; four panels; keynote remarks; mid-conference fireside chat

Housekeeping



Attendees' names, companies, & contact information **will not be shared** with the sponsors, regardless of sponsorship level. MEI has a strict policy on respecting the privacy of attendees.



As a tax-exempt 501(c)(3) nonprofit, featured company remarks & descriptions **must not** legally constitute advertising. To maintain its intellectual integrity & tax status, MEI **will need to** review & approve sponsor language to clear this legal bar.



Companies should be represented by **security professionals**, not marketing or sales representatives.



The MEI Cyber Program has a policy of maintaining minority representation and at least 50% female participation on all panels



Contact Us

- To sponsor, contact: kcowl@mei.edu
- Website: <https://www.mei.edu/programs/cyber>
- Recordings: <https://www.youtube.com/c/MiddleEastInstitute/>
- Follow & interact: [@MiddleEastInst](#), [@SecEvangelism](#), [@MikeESexton](#)