



DIGITAL SOLUTIONS CONFERENCE

October 22 - 25, 2023

Houston, Texas

SPONSORSHIP PROSPECTUS

Is your company looking for a dedicated audience with the top CEOs, CIOs, and CISOs in the Trucking Industry? Whether you are looking for expertise in information technology, cyber security, or research, you can be sure you will meet someone at our conference. With the surge in connected vehicles and increasingly complex software, the trucking industry is expected to focus heavily on information technology and cyber security over the next 5-6 years, with an expected market CAGR of 22% through 2027.

The overall goals and objectives of the NMFTA cyber security conference are to provide a forum for collaboration among private industry, academia, and government organizations regarding modern in-vehicle Cyber Security threats, vulnerabilities, and risk mitigation and countermeasures. In addition to Cyber Security, NMFTA also addresses other trucking security issues such as new digital business models, Information Technology (IT), and Operation Technology (OT). High-quality speakers will give recent cyber security insights and encourage discussions. Our program includes talks about security in the trucking life cycle, security technologies for trucking components and networks, future security technologies with applications for trucking, architectures for the security of trucking systems and subsystems, and many more. Lastly, cybersecurity education opportunities will be discussed with our members to ensure we have a robust cybersecurity workforce. We look forward to your interest and sponsorship. Please contact us for opportunities to connect with the top executives in the trucking industry.



In just the past two years, attacks against mid-sized companies overall have increased by 150%, with attacks against specific sectors ranging from just about doubling to nearly tripling over that two-year period. - CORO Cybersecurity

About DSC

Name: Digital Solutions Conference on Cybersecurity

Date: October 22-25, 2023

Location: The Westin Oaks Houston at the Galleria - Houston, TX

Attendance Cost: Complimentary

NMFTA has been a leader for more than a decade in addressing cybersecurity issues, including important research work, and critical educational efforts on the topic of cybersecurity for organizations within the industry.

Why sponsor?

Sponsorship of the DSC meeting will allow NMFTA to continue to organize and operate the meetings as a free to register event without charging a fee and open to all. Additionally, it will allow NMFTA to continue to subsidize the travel expenses for the students involved in NMFTA's educational initiatives and the NMFTA technology scholarship programs. Sponsoring the meeting will provide concrete evidence of your organization's commitment to heavy vehicle cybersecurity as well as the opportunity to differentiate your company to your customers. If you are a heavy vehicle services or product provider (cyber or otherwise), it is an excellent marketing opportunity.



Internet security analysts say the number of ransomware attacks ballooned by 105% in 2022 compared to 2021 — and 2021 saw a 61% increase over 2020. Experts expect those numbers to be even higher next year. It's no longer a case of if, but when, your trucking company will be targeted.

Conference Contributions

	Titanium	Platinum	Gold	Silver	Bronze
Limit	1	2	4	4	4
Contribution Amount	\$20,000	\$10,000	\$7,500	\$5,000	\$2,500
Conference Benefits					
Recognition (on screen and verbal) In Conference Open and Close	✓	✓	✓	✓	✓
Logo Recognition on Conference Signage	✓	✓	✓	✓	✓
Logo Recognition on Conference Website	✓	✓	✓	✓	
Logo Recognition in Conference App	✓	✓	✓	✓	
Cocktail Table in Foyer Space for Company Information	✓	✓	✓		
Logo Recognition on Back of Conference Badge	✓	✓	✓		
Pre-conference Email Sent by NMFTA To Conference Registrants	✓	✓	✓		
Logo Recognition in Post Conference Survey Email	✓	✓			
Banner Ad on NMFTA Cyber Related Blog Post	✓	✓			
Name included in social media posts	✓	✓			
NMFTA will show 5-minute educational video provided by sponsor company (content approved by NMFTA)	✓				
Logo on all cocktail napkins used during conference	✓				
Name included in conference press release	✓				
NMFTA will show 3-minute educational video provided by sponsor company (content approved by NMFTA)		✓			



Bad actors inside the business were the culprit in 29% of all transport cyber attacks. Half of all incidents remediated by IBM's X-Force security team at transportation organizations in 2021 were initially caused by phishing emails, followed by use of stolen credentials at 33% and vulnerability exploitation at 17%.

Who Attends?

- Chief Executive Officer
- Chief Information Security Officer
- Chief Technology Officer
- Cybersecurity Specialist
- Cyber Threat Analyst
- Director or Deputy Director
- Director of Cyber Security
- Director of Fleet Management
- Director, Functional Safety
- Embedded Cybersecurity Engineer
- Executive Director
- General Manager
- Lead Vehicle Cybersecurity Engineer
- Manager of Fleet Telematics
- Manager, Product & Cybersecurity
- Manager, System Design & Integration
- Principal Engineer: Systems Analysis & Exploitation
- Vice President of IT
- Telematics Engineer
- Vice President of Maintainance
- IT Specialists



According to IBM's X-Force 2022 Threat Intelligence Index, ransomware was again the top attack type in 2021, although the percentage of attacks X-Force remediated that were ransomware decreased nearly 9% year-over-year. The 2022 IBM Security study showed that 4% of all cyber attacks were aimed at the transportation industry, making it the 7th most targeted industry in the past year. That's up from 9th place in 2020.