NMFTA CYBERSECURITY CONFERENCE

SPONSORSHIP PROSPECTUS

October 27-29, 2024
Cleveland, OH

NMFTA
™
National Motor Freight
Traffic Association, Inc.

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 or a specialist in information technology, cybersecurity, or research, you will find them here. With the surge in connected vehicles and increasingly complex software, the trucking industry is expected to focus heavily on information technology and cybersecurity over the next 5-6 years, with an expected market compound annual growth rate of 22% through 2027.

The overall goals and objectives of the NMFTA Cybersecurity Conference are to provide a forum for collaboration among private industry, academia, and government organizations regarding modern in-vehicle cybersecurity threats, vulnerabilities, and risk mitigation and countermeasures. In addition to cybersecurity, NMFTA also addresses other trucking security issues such as new digital business models, information technology (IT), and operation technology (OT). High impact speakers will give recent cybersecurity 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.

The trucking industry was the

8th

most attacked industry in 2023.

ABOUT

Name: NMFTA Cybersecurity Conference

Date: October 27-29, 2024

Location: The Hilton Cleveland Downtown - Cleveland, OH

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?

The NMFTA Cybersecurity Conference offers a unique opportunity to reach a highly targeted audience of industry decision-makers deeply concerned about cybersecurity. As a sponsor, you'll gain access to executives from trucking companies controlling a vast network of vehicles and generating billions in revenue. This conference is the premier event for the trucking industry on cybersecurity, making it an ideal platform to showcase your solutions and expertise in protecting this critical infrastructure. 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.

4.3%

Of cyber attacks were on the transportation industry in 2023.

CONFERENCE CONTRIBUTIONS

Contribution Levels	Titanium	Platinum	Gold	Silver	Bronze
Limit	1	2	4	4	4
Contribution Amount	$20,000	$10,000	$7,500	$5,000	$2,500
Maximum Number of Included Conference Registrations	5	4	3	2	1
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	✓	✓			
Ability To Present Cyber Webinar	✓	✓			
NMFTA Will Show 5-Minute Educational Video Provided By Sponsor Company (Content Approved By NMFTA)	✓				
NMFTA Will Show 3-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	✓				

43% of cyberattack incidents in 2023 were malware,

20% were ransomware.

WHO ATTENDS?

- **Chief Executive Officer**
- **Chief Information Security Officer**
- **Chief Technology Officer**
- **Cybersecurity Specialist**
- **Cyber Threat Analyst**
- **Director or Deputy Director**
- **Director of Cybersecurity**
- **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**

2023 top, initial access vectors

30%
valid accounts

30%
phishing

29%
exploiting public facing applications.

WWW.NMFTACYBER.COM