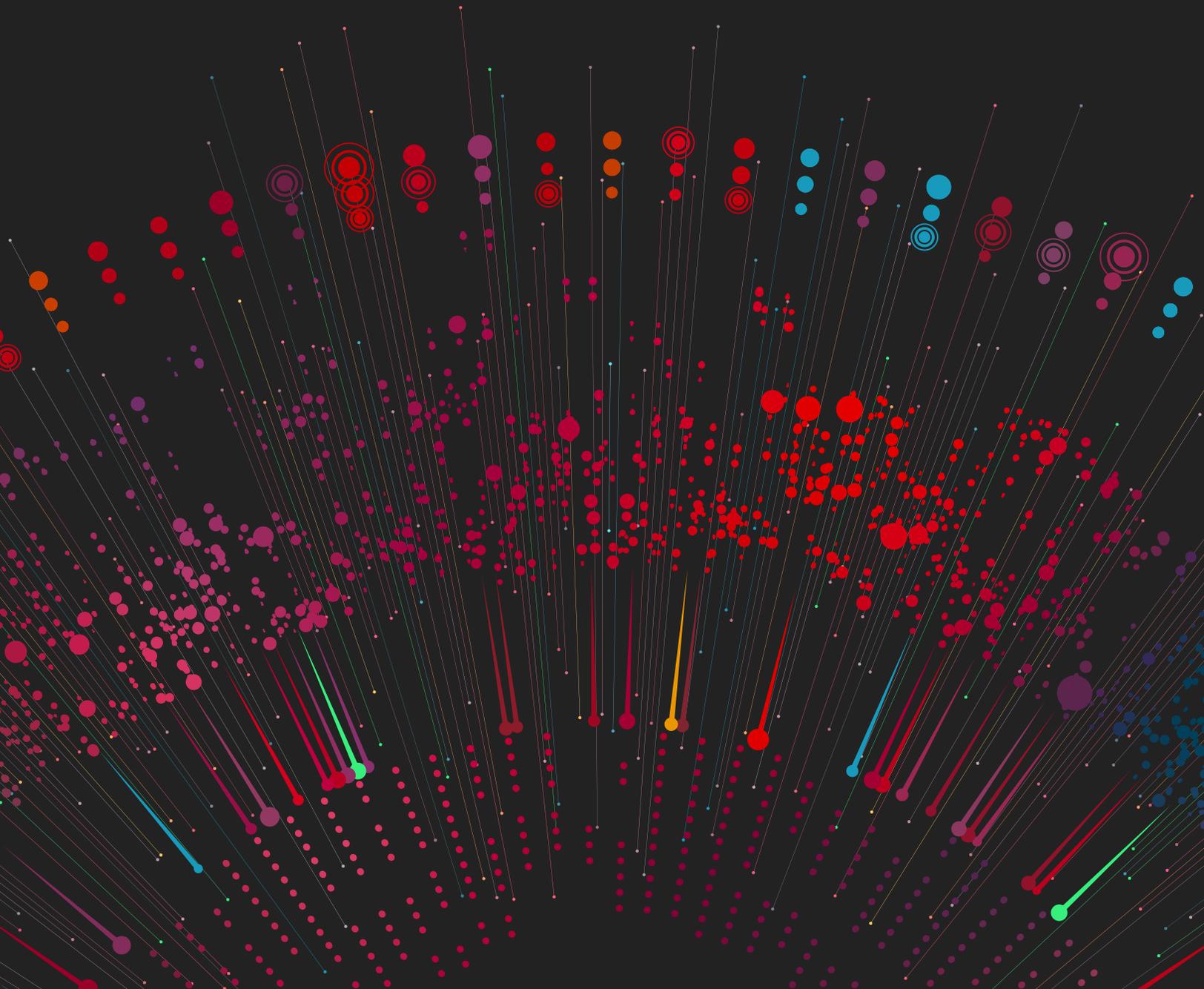


CALL FOR SPEAKERS GUIDELINES



2018 CYBER BALANCE SHEET SUMMIT

CALL FOR SPEAKERS

You are invited to submit a session abstract for consideration at the 2018 Cyber Balance Sheet Summit in New York City. Your presentation will be made to more than 100 corporate directors, business leaders, and cyber security experts. If selected, you and one guest will be guaranteed VIP tickets to the Summit, which include an invitation to the exclusive VIP dinner the night before.

The 2018 Cyber Balance Sheet Summit will be held at the Nasdaq MarketSite in Times Square on May 23, 2018, from 9 am – 2:30 pm Eastern. To learn more about the event, please visit cyberbalancesheet.com.

The 2018 Summit will feature a diverse group of speakers, tackling topics related to cyber risk, cyber liability insurance, boardroom communication, risk quantification, and more. We are accepting speakers in five distinct categories. You may submit a session abstract for one or more of the categories listed below. Alternatively, you may submit yourself for consideration on one of the two panels listed below.

2018 SESSION CATEGORIES

CYBER AS A SECOND LANGUAGE

Tips and techniques for building trust with the Board, improving communication, and demonstrating ROI

PUTTING CYBER RISK IN CONTEXT

How cyber risk fits into enterprise risk management

THE METRICS MINEFIELD

Which risk metrics to measure and how to communicate them to the Board

BUILDING BREACH RESILIENCY

How to build organizational resiliency and overcome breach fatigue

CYBER RISK AND THE BOTTOM LINE

Measuring the impact of security threats on shareholder value or executive compensation

2018 OPEN PANELS

BOARD PERSPECTIVES

A panel of Board members opens up about their views on changing risks and what they're looking for from their CISOs

CISO PERSPECTIVES

A panel of CISOs and CIOs sits for a free-ranging conversation on enterprise risk and the challenges of reporting their progress to Boards and executives

CALL FOR SPEAKERS

GENERAL GUIDANCE

Board members, Chief Information Security Officers (CISOs), Chief Information Officers (CIOs), researchers, regulators, analysts, and other cyber security experts are encouraged to submit abstracts.

Preference will be given to speakers and/or abstracts that demonstrate unique perspectives, new ideas, and real-world experiences. No abstracts will be accepted that promote a specific solution or vendor.

When developing your abstract, please keep in mind that the Cyber Balance Sheet Summit is an exclusive event for corporate directors and executives. Therefore, presentation of highly technical research, threat analysis, and the like will not be appropriate.

SESSION LENGTH

All individual speakers will be allotted a 25-minute session. Panel discussions will last approximately 35 minutes.

SUBMISSION | TIMELINE

SUBMISSION PROCESS OPENS	JANUARY 16, 2018
SUBMISSION PROCESS CLOSSES	MARCH 02, 2018 deadline for submitting
NOTIFICATION OF ACCEPTANCE/ REJECTION	MARCH 09, 2018
CONFIRMATION OF SESSION DETAILS FOR WEBSITE	MARCH 16, 2018
CONFERENCE PRESENTATION DATES	MAY 23, 2018

CALL FOR SPEAKERS

SUBMISSION FORM

To submit your session abstract, please complete the following short submittal form and email to hello@cyberbalancesheet.com.

SESSION INFORMATION

INDIVIDUAL SPEAKING SESSION

Proposal Title:

Topic:

(Please choose the topic most relevant to your proposal)

Cyber as a
second language

Putting cyber
risk in context

The metrics
minefield

Building breach
resiliency

Breaches and
the bottom line

Description:

(Brief overview for marketing purposes, maximum length of 400 characters)

Abstract:

(More detailed description of your presentation to help the program committee understand what you will cover)

CALL FOR SPEAKERS

SUBMISSION FORM

What's the takeaway for the audience?

(Main ideas and/or information attendees will learn from your presentation)

Please let us know if you have any special equipment needs for your presentation.

(The Summit room will have a 16:9 screen, projector, microphone, and a wireless presentation remote)

Past speaking experience:

(Please briefly list or describe previous conference, educational, or other speaking experiences)

Additional Notes:

CALL FOR SPEAKERS

SUBMISSION FORM

SESSION INFORMATION

PANEL SESSION

Panel:

(Please choose the panel you wish to join)

Board
Perspectives

CISO
Perspectives

What would you bring to the panel?

(Please briefly describe why you would be a good fit for the panel or what unique perspective you would bring to the panel)

Past speaking experience:

(Please briefly list or describe previous conference, educational, or other speaking experiences)

Additional Notes:

CALL FOR SPEAKERS

SUBMISSION FORM

SPEAKER INFORMATION

Name:

Title:

Email:

Organization/Company:

Bio:

Please attach a photo.

Suitable for use in print; a minimum of 750 pixels wide would be preferred

CALL FOR SPEAKERS

SUBMISSION FORM

CONTACT INFORMATION

(LEAVE BLANK IF SAME AS SPEAKER INFORMATION)

Name:

Title:

(assistant, marketing, PR)

Email:

Notes:

NOMINATE A SPEAKER OR ATTENDEE

Let us know who you would like to see at the 2018 Summit and why:

CALL FOR SPEAKERS

TERMS & CONDITIONS

APPLICABILITY

All entities seeking to participate in the 2018 Cyber Balance Sheet Summit ("the Event") by speaking at any of the sessions or panels ("Speaker"), agree to the following terms and conditions ("Agreement"). Once this Agreement is accepted by the Speaker, it is considered binding. Focal Point Data Risk, LLC ("Focal Point") reserves the right to decline speaker applications at its own discretion.

EVENT LOCATION AND DATE

Pursuant to this Agreement, Speaker acknowledges and agrees that Focal Point may reschedule the Event or change the location as necessary for the efficient operation of the Event. Prior to the occurrence of any such changes, Focal Point will attempt to notify Speakers as far in advance as possible. No such scheduling changes will be considered a cancellation of the Event, and Speakers will still be expected to participate.

PARTICIPATION CANCELLATIONS

1. Cancellations by Speakers. To request a cancellation or change of participation in the Event, Speakers must notify Focal Point in writing at hello@cyberbalancesheet.com.

2. Cancellation by Focal Point. At any time prior to the Event, Focal Point reserves the right to rescind speaker opportunities at its own discretion. Focal Point will notify Speakers in writing of any participation cancellations.

USE OF FOCAL POINT TRADEMARKS

Speaker shall not use any printed or electronic logos, trademarks, slogans, company materials, or any other intellectual property owned by Focal Point, without prior written consent.

PERMISSION TO USE MATERIALS

Pursuant to this Agreement, Speaker will grant Focal Point permission to use his or her name, title, likeness, biographic, and any other information provided for the Speaker's participation in the Event. Speaker will grant Focal Point permission to record both audio and video of his or her presentation. Speaker will grant Focal Point permission to publish and cite the Speaker's presentation and related materials, without limitations, on websites and in both printed and electronic media outlets, such as brochures, newsletters, advertisements, and magazines.

NO PARTNERSHIP OR AGENCY

This Agreement does not establish any partnerships or collaborative undertaking between Focal Point, Speaker, or any other entities.

FORCE MAJEURE

In the occurrence of a manmade or natural disaster, such as a riot, strike, civil disorder, act of war, failure/loss of facilities, or an earthquake, major storm, fire, flood, or other acts of God, or for any reason whatsoever beyond Focal Point's reasonable control, Focal Point will not be responsible for the loss or damage incurred from a failure to perform to the standards of this Agreement, or to conduct the Event as currently scheduled or in whole. If afflicted by such an occurrence, Focal Point will make a reasonable effort to reschedule the Event.

CONDUCT OF SPONSOR

Speaker shall abide by and observe all laws, ordinances, rules and regulations while participating in the Event. Speaker also agrees to observe and abide by Focal Point's terms and conditions, and by any additional terms, conditions, and rules established by Focal Point to ensure the efficiency and safe operations of the Event. Speaker and all attending representatives shall conduct themselves in a professional manner throughout their participation in the Event.

LIMITATION OF LIABILITY

Focal Point shall not be considered liable for any direct or indirect, incidental, special or consequential damages or financial losses incurred by Speaker from the Event.