

October 28 & 29, 2015

EVENT PROSPECTUS





NEWS RELEASE - February 4, 2015

The CyberMaryland Industry Advisory Board Announces The CyberMaryland Conference And National Cyber Security Hall of Fame 2015 Event Dates

Baltimore, MD (February 4, 2015): The CyberMaryland Advisory Board announced today that The Cyber Maryland Conference 2015 will be held on October 28 & 29, 2015 in Baltimore, Maryland.

Michael Gill, Secretary of Economic Development for the State of Maryland commented, "DBED is pleased to partner with Cyber Security industry leaders to bring the country and the world to our 5th annual convention and National Cyber Security Hall of Fame event in Maryland."

Tom Sadowski, CEO of the Economic Alliance of Greater Baltimore remarked "CyberMaryland has grown into a world-class event. The Cyber Challenge attracts the area's top High School, College and Professional Cyber Teams to compete; Industry, government and education leaders gather to share best practices and collaborate on new initiatives; and The National Cyber Security Hall of Fame Awards event welcomes pioneers and leaders in the field from all over the world. It is a great opportunity to celebrate innovation, success and the role Maryland has assumed as the epicenter of cyber."

Haden Land, CyberMaryland Advisory Board member and Vice President, Research and Technology at Lockheed Martin IS&GS remarked, "CyberMaryland represents a true industry led initiative that now serves as a model for the country. The industry board is pleased to partner with the State of Maryland on its 5th anniversary event."

The Cyber Maryland Conference is anchored by 5 key activities taking place over 2 days:

The National Cyber Security Hall of Fame inducts a new class of industry pioneers each year. The Cyber Security Hall of Fame is held on the final evening of the conference and provides an opportunity for the cyber community to honor those who provided a foundation for others to build on, or otherwise paved the way for future successes. The Hall of Fame motto, "Respect the past, protect the future," reminds us where we've come from and where we have yet to go. <u>http://www.cybersecurityhalloffame.com/</u>

The Cyber Maryland Conference includes thought leaders from Maryland's Cyber Security sector and also features nationally recognized speakers and panelists on cyber and technology innovations. Sessions cover the most up-to-date information from thought leaders covering all facets of the cyber ecosystem. <u>http://www.fbcinc.com/e/cybermdconference/speakers.aspx</u>

The Maryland Cyber Challenge features teams of high school, college and professional "cyber warriors" competing in a "Capture the Flag" competition for prizes, internships and cash awards. The MD Cyber Challenge hosts a progressing series of online competition with final live rounds, using the fun of the competition to teach participants the skills necessary to secure systems and defend against adversaries on an escalating basis. Many of the previous winners have moved on to win national competitions. <u>http://www.fbcinc.com/e/cybermdconference/challenge.aspx</u>



The Maryland Cyber Job Fair features 25 employers seeking qualified candidates to fill open positions. The event also includes resume reviews, security clearance briefings and a special session for military transitioning to the civilian workplace. There is no charge for job seekers to attend the job fair. <u>http://www.fbcinc.com/e/cybermdconference/hiring.aspx</u>

The Cyber Maryland Industry Showcase provides a full array of today's top Cyber Security companies, prime contractors, small businesses, financial organizations, and educational institutions showcasing their products, services, and/or organizations. <u>http://www.fbcinc.com/e/cybermdconference/sponsors.aspx</u>

About The Cyber Maryland Conference

Launched in 2011, *The Cyber Maryland Conference* is driven by a public private partnership guided by a volunteer Industry Advisory Board consisting of business leaders, top educators, and public sector representatives. Timely and informative, this issue driven event provides an annual forum to unite private sector businesses, federal, state and local government, academia and the developing workforce. *The conference is supported and funded by over 100 private companies, educational institutions and government organizations*. The Federal Business Council, Inc. (FBC www.fbcinc.com) has produced The Cyber Maryland Conference from its inception, providing capital, personnel and expertise to launch and grow the program. More than 2,500 people participated in 2014. Now in its 5th year, the Conference will continue to address the security challenges facing our nation's digital infrastructure, reinforce Maryland's position as the epicenter of cybersecurity, and help fulfill Maryland's responsibility to support America's cybersecurity mission while maximizing the benefits to and opportunities for Maryland. For more information, please visit www.thecybermarylandconference.com, call 240-841-2205 or email katie@fbcinc.com.



Cybersecurity remains the fastest growing industry in our region. The CyberMaryland Committee would like to invite you to participate in **CyberMaryland 2015**. The enclosed packet describes many of the activities from last year as well as the highlights for 2015.

Conference Overview:

CyberMaryland 2015, a public-private partnership, is a conference for the cybersecurity leaders, entrepreneurs, and influencers of today and tomorrow in all specialty areas: business, technology, policy, education, and government. The conference is designed to: highlight the many cybersecurity assets located in Maryland including federal agencies, academic institutions, a skilled workforce, and business resources, including incubators, tax credits and funding; further develop the culture of innovation and entrepreneurship within the state; and expand and enhance the resources, relationships, talent, and opportunities that make Maryland the ideal place to create, operate, and grow a cybersecurity business.

The CyberMaryland Conference keynote addresses, informational sessions, and industry showcase will focus on the latest innovations in the marketplace, business opportunities between industry and government, and an array of educational resources for all participants. An evolving agenda is on the conference website which is located at the following address: **www.thecybermarylandconference.com**.

What You Need to Know:

The CyberMaryland Conference is an annual event designed to bring a national cyber audience to our region. The Conference, as well as the National Cyber Security Hall of Fame Dinner, is produced and managed by the Federal Business Council (FBC) in conjunction with a number of entities from academia, government, and industry.

FBC is a world class event production company based in Maryland that runs over 150 conferences and events annually with a focus on fostering relationships between industry and government. The CyberMaryland Committee is fortunate for their involvement as FBC's experience is instrumental in providing the team and operational infrastructure to build this event.

CyberMaryland Marketing Package:

A variety of options are available for industry-oriented programs to provide commercial exposure during CyberMaryland 2015, the Maryland Cyber Challenge, and the National Cyber Security Hall of Fame. Gabriel Wollner with FBC can help you with your marketing deliverables (i.e. logo, booth selection, branded giveaways, etc). Contact him directly at Gabriel@fbcinc.com. Please move quickly to reserve a prime showcase exhibition space or to coordinate special activities within the conference.

Your participation is critical to ensuring this important convening of cyber industry leaders, entrepreneurs, and emerging professionals. We look forward to working with you.

Sincerely,

The CyberMaryland Committee

www.thecybermarylandconference.com



2015 Advisory Board

CyberMaryland 2015 is made possible by the generous and broad support of the volunteer Advisory Board.

Conference Co-Chairs

Larry Letow - Convergence Technology Consulting David Powell - Federal Business Council, Inc.

Economic Development & the Business of Cyber Tom Sadowski - Economic Alliance of Greater Baltimore

Capital Markets, Venture Capital & Emerging Technology Rick Kohr - Evergreen Advisors, LLC

Cyber Education & Workforce Development Rick Geritz - LifeJourney

Cyber Risk & Law / Policy TBD

Public - Private Opportunities Maryland Department of Business & Economic Development

Hall of Fame

Larry Letow - Convergence Technology Consulting

Cyber Competition Daneille Poblete - Leidos

CyberMaryland Showcase Gabriel Wollner - Federal Business Council, Inc.

Job Fair Kathleen Smith - ClearedJobs.Net

Principal Agenda Architect Michelle D. Jackson - Federal Business Council, Inc.

2015 HIGHLIGHTS

- Business opportunities and updates from the region's largest cyber customers
- Enhanced networking opportunities in the Cyber Industry Showcase
- Expanded cyber skills competition
- Cyber-Career Hiring Event with ClearedJobs.Net, featuring resume clinics, veterans hiring, career transition
- Focused agenda with four focused tracks featuring presentations from leading cyber professionals
- *New for 2015!* Best New Innovation Award, voted on by the CyberMaryland 2015 Conference Attendees and Exhibitors
- The CyberMaryland Report
- 2015 Inductees to the National Cyber Security Hall of Fame to be announced soon!

2015 FACT SHEET

Location:

Baltimore Convention Center 100 W. Pratt Street, Baltimore, MD

Highlights:

- Informative Track Sessions & Keynotes
- Maryland CyberChallenge
- Attendance: 1500+
- Participation from NSA, DHS, State of Maryland
- One-day ClearedJobs. Net hiring event
- National Cyber Security Hall of Fame Awards Banquet

Tracks:

Track A: Cyber Threat Intelligence

Track B: Cyber Workforce & Education

Track C: Cyber Products & Innovation

Track D: Cyber DNA (Digital Health)

Track E: Securing Cyber's Future

Hall of Fame:

Thursday, October 29, 2015 Four Seasons Baltimore Baltimore, Maryland



Audience:

- Women in Cyber
- C-Level Executives
- Government Officials
- Risk Managers
- Attorneys
- Students
- Media

- Entrepreneurs/ Innovators
- Bankers
- Incubators/Accelerators
- Business Developers
- Government Personnel
- Procurement Personnel
- Accountants
- State Government
- Venture Capitalists
- Veterans
- Job Seekers
- And More

2015 AGENDA TRACKS

This year's agenda will feature five specialized tracks, cover the most up-to-date information from thought leaders in all facets of the cyber ecosystem.

Track A: Cyber Risk

Cybersecurity risks and threats – both internal and external - continue to occur and change at a rapid pace. New threats emerge daily. Analyzing the potential for loss and establishing methodologies for mitigating risk is one of the fastest evolving areas within the cybersecurity domain. New rules and regulations add to the burden of managing compliance and cyber threats simultaneously. This track brings together speakers in areas specializing in Cyber Insurance, Cyber Law, Threat Mapping, and related areas. Speakers and sessions will focus on what you need to know to minimize risk in your business or enterprise, best practices and emerging methods for analysing and addressing risk.

Track B: Cyber Workforce & Education

Developing a strong, viable and resilient cyber workforce is vital to the sustainability of public and private entities. With the growing number of cyber attacks springing up throughout the U.S. and abroad, major players are taken a serious interest in grooming the next generation of cyber warriors. This track will take a honest look at cyber education and workforce growth on the local, regional and national level.

Track C: Cyber Innovation

Effective cyber products and services are hot commodities on the IT spectrum. Innovators with data protection solutions that enable both small and large enterprises to secure and protect networks with limited interference are often sought after. Maryland is a hub of cyber innovation that equips both public and private industry with world-class technologies built for next generation cyber protection and awareness. This track will showcase innovative cyber technologies.

Track D: Cyber Investments & Emerging Opportunities

According to Gartner, Inc., worldwide spending on information security was projected to reach \$71.1 billion in 2014. In 2015, the IT research firm sees that rate accelerating to 8.1%, for a total of \$76.9 billion. This data alone highlights the importance of staying on the forefront of cyber investments, M&A and emerging areas including digital health and innovation. This track will focus on cybersecurity investments, the evolving needs of investors and new and emerging technological discoveries.

Track E - Day 1: Securing Cyber's Future: Human Cyber Forensics

In the ever-changing world of high-tech cybersecurity, protecting the future of infosec is a critical aspect of our global economy, national infrastructure sustainability and foreign relations efforts. Our IT universe is expanding, and the role each of us play in creating a safe environment for connectivity is essential for future growth. During these sessions learn from cyber experts about the emerging human cyber/cloud forensic methods, attitudes, applications, and technologies.

Track E - Day 2: Securing Cyber's Future

In the ever-changing world of high-tech cybersecurity, protecting the future of infosec is a critical aspect of our global economy, national infrastructure sustainability and foreign relations efforts. Our IT universe is expanding, and the role each of us play in creating a safe environment for connectivity is essential for future growth. During these sessions hear from a host of cyber experts on new and innovative approaches to cyber education, risk mitigation and policy.

The 2015 theme, "Leading the Cyber Generation," captures the event's intent to provide unparalleled information sharing and networking opportunities for development of cyber assets on both the human and technological side. Featuring thought leaders from Maryland's Cyber Security sector as well as nationally recognized speakers and panelists on cyber and technology innovations, attendees will be able to hear from top cyber professionals in areas including Cyber education and workforce development, innovation, policy and threat intelligence. With over 60 confirmed session topics and speakers, **CyberMaryland** 2015 will offer the most intensive and comprehensive glimpse into today's cyber environment.

CYBER MARYLAND 2015

2015 CONFIRMED SPEAKERS as of August 21, 2015

CyberMaryland 2015 showcases the most dynamic group of speakers to date!

Confirmed thought leaders and innovators include:

- Ian Amit, ZeroFox
- Robert Bigman, 2BSecure
- Evan Blair, ZeroFox
- Larisa Breton, Full Circle Communication
- Charles D. Brooks, Sutherland Global Services
- Dr. Alenka Brown, McClure, Brown & Associatesr LLC
- Professor Michael Burt, National CyberWatch Center (NFS Grant)
- Professor William (Bill) Butler, Capital Technology University
- Jim Calabrese, Constellation
- Steven Chen, PFP Cybersecurity
- Jason Christman, CISSP, PMP
- Lynne Clark, National Information Assurance Education and Training Program, NSA
- Chris Coleman, Lookingglass Cyber Solutions
- Tom Conkle, G2, Inc.
- James Parren Courtney, University of Maryland Medical System
- Dmitry Cousin, National Institute of Standards and Technology (NIST)
- John Dickson, Denim Group
- Greg Dracon, .406 Ventures
- Guy Filippelli, Red Owl Analytics
- Dan Ford, Blackphone & Silent Circle
- James Foster, ZeroFox
- Harry D. Fox, CareFirst BlueCross BlueShield
- Anup Ghosh, Invincea
- Dennis Gilbert, Exelon
- Zuly Gonzalez, Light Point Security
- Tim Gooch, iWebGate
- Rick Gordon, Mach37
- Mike Gormley, Ayasdi
- Ron Gula, Tenable Network Security
- Karl Gumtow, CyberPoint International, LLC
- Madrice Guy, Harford Community College
- Dr. Mansur Hasib, UMBC
- Ellen Hemmerly, UMBC Research Park Corporation and Special Assistant to the Vice President for Institutional Advancement at UMBC
- Vic Hess, bwtech@UMBC Cyber Incubator
- Andrew Hoog, NowSecure
- Dr. Freeman A. Hrabowski, University of Maryland Baltimore County
- Bill Ide, Dentons US LLP
- Sunil James, Bessemer Venture Partners
- Peder Jungck, BAE Systems
- Maria Lewis Kussmaul, AGC Partners
- Darren Lacey, Johns Hopkins University
- Larry Letow, Convergence Technology Consulting
- Robert Lord, Protenus
- Pascal Luck, Core Capital Partners
- Todd Marks, Mindgrub

- Joanne Martin, IBM
- Andre McGregor, Tanium
- Kathy Memenza, Marriott International
- Adam Meyer, SurfWatch Lab
- Nathan Mingus, Patrick Henry College, Government with a Strategic Intelligence Initiative
- Jacob Van Ness, PHC-SI Student
- Stephen Newman, Damballa
- Emilian Papadopoulos, Good Harbor Security Risk Management
- Mike Papay, Northrop Grumman
- John Pescatore, SANS Institute
- David Powell, Federal Business Council & Co-Founder, The CyberMaryland Conference
- John J. Prisco, Triumfant
- Susan Ramonat, SEI
- Dr. Daniel J. Rogers, Terbium Labs
- George Romas, Hewlett Packard
- Tony Sager, The Center for Internet Security
- Wayne Schepens, LaunchTech Communications
- Jacquelyn Schneider, George Washington University
- Albert Schultz, Krypteia, LLC
- Benjamin Scribner, U.S. Department of Homeland Security
- John Serafini, Allied Minds
- Evan Sills, Good Harbor Security Risk Management
- Gregg Smith, Optio Labs
- Chad Spitters, Legg Mason Global Asset Management
- Latoya Staten, Maryland Department of Business and Economic Development
- Nick Superina, QuestMark Partners
- Kasia Taylor, Anne Arundel Community College
- Dr. Blair Taylor, Towson University
- Sandra Toner, ICF International
- Troy Townsend, MITRE Corporation
- Philip Tracy, Symantec Corporation
- Christopher Valentino, Northrop Grumman Information Systems
- Adam Vincent, ThreatConnect
- Greg Virgin, RedJack
- Julian Waits, CyberPoint Risk Analytics
- Dr. Merrick Watchorn, SAIC
- Jim Wiggins, Federal IT Security Institute
- Andy William, British Embassy
- Greg Witte, G2, Inc.
- Wade Woolwine, Rapid7





CYBER JOB FAIR

Wednesday October 28 11:00 AM - 3:00 PM

The Cyber Job Fair is a hiring event for both cleared and non-cleared cybersecurity professionals and college-level students held the first day of the CyberMaryland 2015 conference. Last year's Cyber Job Fair sold out well in advance and exhibit space is limited.

Employer Benefits

- Meet face-to-face with pre-screened cybersecurity candidates
- Catered breakfast, lunch, plus afternoon dessert and coffee for your entire recruiting team
- Excellent brand building and advertising opportunity to attract top talent
- Electronic file of participating candidate resumes delivered within 24 hours
- Actively promoted in social and digital media and on-line marketing campaigns reaching top quality cyber talent

More Information

Employers interested in recruiting, please contact John Nixon jnixon@clearedjobs.net 703-871-0037 x 202.

2014 Attending Employers

Blackbird Technologies, Camber, Capital One, Constellation West, CSG Invotas, Engility, Exceptional Software Strategies, Exelon Corporation, General Dynamics – IT, Honeywell Technology Solutions, HP, ICF International, Leidos, Millennium, MITRE, National Security Agency, Northrop Grumman, Parsons, Raytheon, Red Alpha, TASC, Veris Group

ClearedJobs.Net is a veteran-owned career site and job fair company.



NATIONAL CYBER SECURITY HALL OF FAME

The Cyber Security Hall of Fame will accept nominations from companies and organizations around the country that are engaged and committed to the growth of the cyber security industry.

Each year the Cyber Security Hall of Fame will enshrine leaders in one or more areas: Technology, Policy, Public Awareness, Education, and Business.

On Thursday, October 30, 2015 at the Four Seasons Baltimore, the National Cyber Security Community will induct new honorees from industry, academia, and government to be named the third Class of the National Cyber Security Hall of Fame. The Cyber Security Hall of Fame's vision is: "Respect the Past-Protect the Future" and each year will honor the innovative people and organizations that had the vision and leadership to create the foundation of the cyber security industry.

KEYNOTE SPEAKER JUST ANNOUNCED!

We are pleased to announce that the 2015 Keynote Speaker will be Alex Stamos, Chief Security Officer, Facebook.

As the CSO at Facebook, Mr. Stamos leads a team around the world who are focused on ensuring the safety of billions of Facebook users and its family of services. He is also committed to bringing more openness and collaboration to the security community.



National Cyber Security Hall of Fame Founders





Dorothy Denning, Leonard Adleman, Ronald L. Rivest, Roger Schell, Adi Shamir,

Peter Neumann, Carl Landwehr



Left to right: David E. Bell, Jim Bidzos, Eugene H. Spafford, James Anderson, Willis H. Ware



Left to right: Paul Kocher, Vinton G. Cerf, Philip R. Zimmermann, Steven M. Bellovin, Richard Alan Clarke





CYBER SHARK TANK

Thursday, October 29 1:30 AM - 3:30 PM

New for 2015!

Witness CyberMaryland's first Cyber Shark Tank event live! Hear investor "sharks" critique the concepts, products and business models of select early-stage cyber start-up companies. Participants will have 15 minutes to impress investors. Top companies will walk away with cash prizes and invaluable insight on how to scale their venture, secure funding and maintain a viable growth model.

Notable Judges Include:

Robert Ackerman, Founder & Managing Director, Allegis Capital Steven Chen, CEO, PFP Cybersecurity Greg Dracon, Partner, .406 Ventures Rick Kohr, Founder/CEO, Evergreen Advisors, LLC Mark Hatfield, Founder and General Partner, Ten Eleven Ventures ... and more!

For more information or to register to participate in the Cyber Shark Tank, visit https://www.fbcinc.com/cybermdsharktank/submissions.aspx.







A high end C-level cocktail party, and official event of the CyberMaryland Conference, which includes announcements and comments by the "movers and shakers" in the cybersecurity world.

The event will begin at the conclusion of Day One of the CyberMaryland Conference on October 28, 2015 and will run until approximately 7pm.

The Columbus Center 701 E Pratt St Piers 5 And 6, Baltimore, MD 21202

One of the premier CyberHive networking events celebrating the cybersecurity industry is the "CyberTini". The CyberTini is a high end C-level cocktail party, which includes announcements and comments by the "movers and shakers" in the cybersecurity world. The bwtech@UMBC Cyber Incubator will be hosting a CyberTini as an official event of the CyberMaryland Conference on the evening of October 28, 2015 at the Columbus Center in Baltimore's Inner Harbor (see pictures below). The Columbus Center is just a few blocks from the Convention Center where the CyberMaryland Conference is taking place, and attendance at the CyberTini is estimated to be 250 or more. The event will begin at the conclusion of Day One of the CyberMaryland Conference and will run until approximately 7pm.



MARYLAND CYBER CHALLENGE & COMPETITION

The Maryland Cyber Challenge, held in conjunction with the CyberMaryland Conference, is the premier statewide cyber competition showcasing today's students and tomorrow's innovators with three levels of competition: High School, College and Professional. Teams will have the opportunity to develop and improve their cybersecurity skills in a real-world environment in competition for internships, grants, and scholarships.



The Maryland Cyber Challenge aims to build excitement around pursuing a career in the cybersecurity field and strengthen Maryland's position as a cybersecurity leader by bringing together the state's best and brightest cyber warriors.





Cyber Industry Showcase

Once again, the CyberMaryland Conference will feature the Cyber Industry Showcase, the region's premier exhibit hall where companies are invited to demo their cybersecurity products and services. Exhibitors will have the opportunity to network with cyber leaders and professionals across the country, including: federal, state and local government agencies, academic institutions, cybersecurity entrepre-neurs, and industry leaders of research and development.

TOP REASONS TO EXHIBIT

Exhibitors will recieve prime visibility at the CyberMaryland 2015, and each marketing services package will include:

- Reach thousands of attendees with your Cyber Security message (see page 15 for 2014 demographics);
- Be visible during tens of thousands of visits to the conference website, social media outlets and national pre-event email messaging and press releases;
- Connect with hundreds of potential customers, employees, cyber executives, government personnel, industry insiders and thought leaders;
- Share your ideas with leading policy makers and business innovators;
- Support cyber education and the development of the next generation of cyber warriors;
- Be a part of the CyberMaryland initiative.

All exhibitors and sponsors receive conference passes for at least 2 company representatives for all activities.

Show your support for CyberMaryland - to exhibit or sponsor, please contact **Gabriel Wollner** Director of Business Development Federal Business Council, Inc. 240-841-2211 or gabriel@fbcinc.com

CyberMaryland 2014 featured over 80 exhibitors and sponsors from industry, government, and academia.



CYBERMARYLAND 2014 RECAP



Attendee Demographics - CyberMaryland 2014



Attendee Description Percent



Summary STATES REPRESENTED 33 Attendee Summary Military / Government Conference Intro to Cyber Careers Academia -National Cyber Hall of Fame Conference Industry - Conference Cyber Job Fair Cyber Challenge Cyber Challenge Industry - Conference Academia - Conference Cyber Job Fair ary / Government - Conference National Cyber Hall of SECTOR Fame Intro to Cyber Careers 0 50 100 150 200 250 300 350 400 450 TOTAL ATTENDEES . 2,085

Geographical Representation		
ITEM	AMOUNT	
States	33	

8

Countries

Attendee Description			
SECTOR	Percent		
Military / Government -	18%		

Military / Government - Conference	18%	381
Academia - Conference	9%	186
Industry - Conference	18%	368
Cyber Challenge	15%	320
Cyber Job Fair	17%	345
National Cyber Hall of Fame	15%	310
Intro to Cyber Careers	8%	175

TOTAL



CYBERMARYLAND 2014 SPONSORS AND EXHIBITORS



For more information about sponsorship opportunities, please contact: Gabriel Wollner Director of Business Development Phone: 240.841.2211 • Email: gabriel@fbcinc.com • www.fbcinc.com/cybermdconference

> This event is made possible by the combined support of all of the companies involved. The CyberMaryland Conference is professionally produced by FBC at no cost to the taxpayer

www.thecybermarylandconference.com