



## Insights and education for meeting the challenges of rapid data center growth

A unique event supported by four, key Endeavor brands, attracting a significant audience of key decision makers.

Three days of live presentations panel discussions, techtalks from an average of 18 brands.

### Security Topics

#### Protecting Your Data Center Includes Physical Security Strategies

Sophisticated cybersecurity measures are the hallmark of most data center risk mitigation strategies. But protecting the data and customer information doesn't mean physical hardware and software are safe from physical breaches as well. Facebook notoriously went down for hours in October 2021, costing nearly \$100 million in revenue. The cause was a data maintenance error and a physical security problem.

Like cyber and network vulnerabilities, physical security can also present some huge challenges. Bad actors with the right access anyone can use or harm servers, even when in a locked facility. Data centers need to be protected from intruders and potential physical attacks that can result in disasters such as water leaks, fires, power outages and cooling system failures.

#### Experts will discuss:

- Physical security is an important issue for data centers
- How to avoid complacency with your data center's physical access control
- Stepping up your game beyond simple access control cards and electronic locks
- Understanding how to ensure your servers stay on line
- The dangers of unvetted vendors and lax visitor controls
- Planning a strategic video surveillance systems and real-time accountability
- How to train your staff to recognize and defend against social engineering attacks.

#### Data Center Security Vulnerabilities and How They Can be Addressed

An organization's data is its life's blood. Ensuring that it is properly protected, managed, governed and adheres to required compliance policies is essential to the success and profitability of the business. Regulatory compliance and business success depends on an organization's visibility into and control over the sensitive data in their possession. A well-designed data center safeguards the confidentiality, integrity and availability of the data in its care. As organizations become increasingly data-driven, a data center can be either a significant competitive advantage or a major liability.

As the data center threat landscape increases, two primary risks to the availability and security of data centers precious information are threats to the underlying infrastructure and cyber threats to the data and applications hosted on this infrastructure. This roundtable will discuss those factors and mitigations that can be implemented.

#### Our discussion will include:

- How to identify and rectify direct infrastructure attacks
- How to protect against cyberattacks targeting hosted services
- The growth of Distributed Denial of Service (DDoS) Attacks and how they can be mitigated
- Combatting credentials breaches via data breaches, credential stuffing, phishing and other attacks
- The vulnerabilities of third-party organizations and tools
- Implementing next generation firewalls and a comprehensive cloud security

# June Stats



**693**  
Average Leads  
Per Speaker/Sponsor



**\$13.26**  
Average  
Cost Per Lead

## Key Attendee Job Functions

Corporate Management  
CSO/CISO  
Engineering, Networking  
IT  
Consulting/Integration  
Project Management

*Past performance does not guarantee future results.*

# Sponsorship Opportunities

Level	Platinum	Gold	Silver	Bronze
Exclusive Webinar	✓	✓		
Roundtable Participation	✓		✓	
TechTalk Live or Recorded (30 Min)				✓
Sponsor Profile Page	✓	✓	✓	✓
Logo Placement within Promotional Efforts	Tier 1	Tier 2	Tier 3	Tier 4
Logo Placement within Partner Block On All Site Pages	Tier 1	Tier 2	Tier 3	Tier 4
Leads From All Sponsored Events and Assets	✓	✓	✓	✓
<b>Cost</b>	<b>\$16,500</b>	<b>\$12,500</b>	<b>\$10,800</b>	<b>\$8,100</b>

**Sponsor deadline is September 1st.  
Act now and reserve your slot today!**

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