

EMA<sup>TM</sup> RSA Promotion

## Stand Out at RSA 2025—Boost Your Impact with EMA!

With over 40,000 conference attendees, \*RSA presents an unparalleled opportunity to engage with your clients, prospects, and industry peers. Amplify your organization's impact at RSA by harnessing the proven expertise and credibility of Enterprise Management Associates (EMA). With our extensive industry knowledge and established reputation, we can elevate your event presence to new heights.

### Strategic Guidance for Maximum Impact

Partner with EMA to develop a customized strategy that aligns with your goals and maximizes your ROI at RSA. Leverage our deep industry insights and proven methodologies to ensure a successful and impactful presence.

### Amplify Your Brand Presence

Harness EMA's industry-leading thought leadership to elevate your brand before, during, and after RSA. Through targeted social media campaigns and curated content, we keep your brand in the spotlight and maximize your event impact.

***Discover how EMA's tailored solutions can enhance your visibility and impact at RSA.***

## EMA Vendor Vision – 2025 RSA Conference Report | FREE

Are you planning to exhibit at RSA? If so, the EMA Vendor Vision is a can't-miss opportunity to spotlight your solution. EMA will feature a select number of security visionaries in its annual Vendor Vision – RSA report. This report serves as a guide to the leading security vendors not to be missed at RSA, providing invaluable visibility and recognition to those featured. Secure your spot in the EMA Vendor Vision and unlock a host of benefits to enhance your presence at RSA.

### Distinctive Vendor Vision Logo:

Gain credibility and recognition by showcasing the exclusive EMA Vendor Vision logo on your conference collateral, highlighting your selection as a featured vendor in the report.



### Solution Spotlight:

Receive a dedicated write-up in the EMA Vendor Vision – RSA 2025 report, providing coverage of your solution and its unique value proposition. This exposure will attract the attention of potential clients and partners, driving traffic to your booth.

### Social Media Promotion:

Leverage EMA's social media reach to promote your company before and during the conference.

***Contact us today to secure your place in this prestigious showcase and make the most of your participation at RSA.***

***To participate, vendors will be required to complete a brief questionnaire and may be contacted by an EMA analyst for additional information.***

\* <https://www.rsaconference.com/about/faq>

## RSA Guest Speaker | \$5,500

Want to make a lasting impression and attract qualified leads at RSA? Partner with EMA security experts Chris Steffen or Ken Buckler to deliver a compelling presentation in your booth. Their industry expertise and insights add credibility, engage attendees, and drive traffic. Plus, benefit from strategic social media promotion before and during the event to maximize visibility.

## Vendor to Watch | \$6,000\*\*

Conference attendees take notice of industry accolades—earning EMA's Vendor to Watch designation can drive attention to your booth and solution. This exclusive recognition highlights companies delivering unique customer value through innovation. Whether solving previously unaddressed challenges or reshaping the market, Vendors to Watch are industry trailblazers setting new standards in their field.



\*\*includes award for booth display

## Cybersecurity Awesomeness Podcast + Impact Brief | \$6,500

Unveiling a major milestone at RSA—merger, acquisition, or product launch? Amplify your impact with a powerful combination: feature as a guest on EMA's Cybersecurity Awesomeness podcast and sponsor an EMA Impact Brief. Together, they provide expert analysis, enhance credibility, and strengthen your message.

Both the Cybersecurity Awesomeness podcast and EMA Impact Brief are also available separately.

**Contact your business development manager** for pricing details.



## Need Custom Content for RSA?

Looking for additional custom content, such as an infographic, eBook, blog, or whitepaper? EMA can deliver high-quality, tailored content to support your RSA presence. **Contact our business development team** for details and pricing.

### Get Ready for RSA 2025!

With RSA 2025 fast approaching, now is the time to maximize your impact. Whether you want to elevate your booth presence, engage your audience, or highlight your thought leadership, EMA has the expertise to help you stand out.

**Contact EMA today to take advantage of these customized solutions in time for the show.**



### About EMA

Founded in 1996, Enterprise Management Associates (EMA) is a leading IT research and consulting firm dedicated to delivering actionable insights across the evolving technology landscape. Through independent research, market analysis, and vendor evaluations, we empower organizations to make well-informed technology decisions. Our team of analysts combines practical experience with a deep understanding of industry best practices and emerging vendor solutions to help clients achieve their strategic objectives. Learn more about EMA research, analysis, and consulting services at [www.enterprisemanagement.com](http://www.enterprisemanagement.com) or follow EMA on [X](#) or [LinkedIn](#).

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