THE TECHSLAYER CHRONICLES™

The Quest for RSA Booth to Site Conversion

Imagine, if you will, a scenario in which you could convert more of your RSA booth visitors to sales prospects...

HELLO, SECURITY TRAVELER! WHAT BRINGS YOU BY THE COSMOSEC BOOTH TODAY?

MY COMPANY IS WOEFULLY BEHIND. WE'RE LEAKING LIKE A WORN-OUT GARDEN HOSE AND IT'S JUST A MATTER OF TIME BEFORE WE GET ATTACKED. I DON'T EVEN KNOW WHERE TO START WITH ALL OF THIS.

I HAVE JUST THE RESOURCE FOR YOU TO GET STARTED.

WHAT'S THIS?

IT'S ACTUALTECH'S COMIC BOOK "COUNTDOWN TO CHAOS AND THE 5 PILLARS OF CYBERSECURITY" AND IT HELPS PEOPLE UNDERSTAND THE KEY ASPECTS THEY NEED TO CONSIDER WHILE THEY'RE BUILDING A COMPREHENSIVE INFOSEC PROGRAM.

IT'S BASED ON THE NIST CYBERSECURITY FRAMEWORK AND TELLS A STORY OF TRIUMPH OVER BAD GUYS BENT ON DESTRUCTION BUT IN A WAY THAT ENSURES THAT THE READER WALKS AWAY UNDERSTANDING THE MATERIAL.

THAT SOUNDS GREAT! HOW WILL I BE ABLE TO LEARN MORE ABOUT COSMOSEC?

OUR LOGO IS RIGHT ON THE FRONT COVER OF THE COMIC AND ACTUALTECH ADDED OUR KEY MESSAGING ELEMENTS ON THE BACK COVER TO SUMMARIZE HOW WE HELP.

THEY ALSO ADDED A QR CODE TO THE BACK COVER THAT YOU CAN SCAN THAT WILL DIRECT YOU TO A FOLLOW-ON EDUCATIONAL ASSET THAT TAKES YOU ON THE NEXT STEP OF YOUR EDUCATIONAL JOURNEY.

THANKS, COSMOSEC! I CAN'T WAIT TO DIG INTO THIS!

CosmoSec discovered the secret sauce of their conference marketing efforts -- a memorable marketing asset that focused on education and led the reader to want to discover more on their own.

Just in time for RSA, ActualTech will add your logo to the cover of our comic book, and add your key marketing messaging on the back cover along with a QR code that links to a follow on asset. This unique asset will stand out in a sea of booth spaces and provides a strong call to action and conversion opportunity.
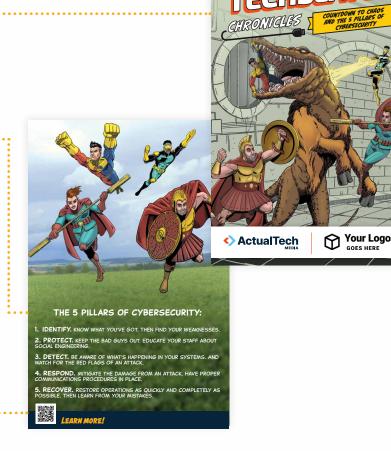
ActualTech MEDIA

✓ Your logo on the front cover of the 26 page comic.

✓ Your key marketing and messaging points on the back cover of the comic.

✓ If you want print copies, we can provide a price estimate if ordered by April 1. We can also add a QR code to the back cover that links to a follow on asset to ensure your booth visitors continue the conversation!

THE 5 PILLARS OF CYBERSECURITY:

1. **IDENTIFY.** KNOW WHAT YOU'VE GOT. THEN FIND YOUR WEAKNESSES.

2. **PROTECT.** KEEP THE BAD GUYS OUT. EDUCATE YOUR STAFF ABOUT SOCIAL ENGINEERING.

3. **DETECT.** BE AWARE OF WHAT'S HAPPENING IN YOUR SYSTEMS. AND WATCH FOR THE RED FLAGS OF AN ATTACK.

4. **RESPOND.** MITIGATE THE DAMAGE FROM AN ATTACK. HAVE PROPER COMMUNICATIONS PROCEDURES IN PLACE.

5. **RECOVER.** RESTORE OPERATIONS AS QUICKLY AND COMPLETELY AS POSSIBLE. THEN LEARN FROM YOUR MISTAKES.

LEARN MORE!

Price: ~~$17,500~~
Discounted Price: $15,000

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