Sponsorship Opportunities for the
7th Workshop on RFID Security and Privacy (RFIDsec 2011)

Amherst, Massachusetts, USA, June 26–28, 2011
`http://rfid-cusp.org/rfidsec/`

This document describes the sponsorship opportunities available for the 7th Workshop on RFID Security and Privacy (RFIDsec 2011) taking place June 26–28, 2011 in Amherst, Massachusetts, USA. Our venue is an ideal place to recruit both recent graduates and seasoned researchers who typically have computer science and electrical engineering degrees at the Ph.D. or masters level. Our packages range from $7,500 USD for exclusive sponsorship of the evening gala to $1,000 USD for inclusion in our workshop materials and advertising.

About RFIDsec

This year's Workshop on RFID Security and Privacy is the seventh annual edition of a series of international workshops. This year's workshop is being held in Amherst, Massachusetts, USA. Past workshops were held in Austria, Belgium, Hungary Spain, and Turkey. RFIDsec is also aligned with the RFIDsec Asia series of workshops held in China, Singapore and Taiwan. The event includes one day of hands-on tutorials for topics ranging from programmable RFID tags with cryptographic software libraries to security analysis of RFID-based devices. We expect the majority of attendees to be engineers from industry and students and faculty from academia. These events aim to bring together an active community of researchers in the area of security and privacy for RFID, Near Field Communication (NFC), and the Internet of Things.

RFIDsec 2011 takes place at the historic Hotel Northampton and on the campus of the University of Massachusetts Amherst. The highly interactive workshop typically draws 50–75 researchers from all corners of the world in academia, industry and government. Our venue is within the proximity of 40+ universities and research labs in the New England region from which we expect to draw new attendees.

A few of the past attendees include Dr. Ari Juels (a polymath with key contributions to RFID security and privacy) from RSA Labs—the security division of EMC, Inc.; Dr. Vincent Rijmen (best known for co-inventing the Rijndael/AES block cipher); Prof. Christof Paar (co-founder of the Cryptographic Hardware and Embedded Systems CHES workshop); and Prof. Adi Shamir (Turing Award winner with numerous contributions to the fields of cryptography and computer science).

Sponsorship Packages

Sponsorship of RFIDsec will help make the workshop affordable to attend. The sponsorship will directly support student travel stipends to increase workshop participation and further promote your company to job seekers, technologists, and decision makers. Sponsorship opportunities include the following three primary packages along with several special opportunities.

Logos and additional advertising material of sponsors will appear on paper and electronic promotional material for the workshop. The organizers will do their best to distribute pre-workshop promotional materials on an international basis (e.g., posters, flyers, web pages). We are distributing pre-workshop promotional flyers at other leading conferences pertaining to computer security and privacy, RFID, and the Internet of Things.

Distinguished Event Sponsor ($7,500)

This exclusive offering gives a company a captive audience for the evening gala dinner (Monday night at the UMass Amherst Marriott Center) or evening cocktail reception (Sunday night in Hotel Northampton's Ballroom). There are only two opportunities. Photos of the two venues appear in the appendix. This exclusive package includes:

- A 10-minute welcoming speech

- The company may place sponsor-provided centerpieces and one other type of collateral on dining tables (party favors, napkins with company logo, etc).

- Company poster displayed prominently (sponsor provides poster)

- A table for distribution of company literature

- For the Monday gala: Access to display promotional materials on a built-in VGA projection screen during the beginning of the banquet (before the meal begins)

- Company-provided logo displayed on backdrop for TV and print media interviews (does not guarantee media, but press releases will be issued to attract media.)

- Two complimentary registrations for the workshop. Registration covers the workshop, reception, and gala. Additional persons or additional gala/reception tickets would require separate registration.

- One complimentary registration for one Sunday tutorial

- All the added benefits of the "Supporting Sponsor" package described on the following pages

The complimentary workshop registrations allow two of your employees to staff a tabletop in the lobby during the day of your choice—with full access to all attendees. The UMass Amherst Chancellor Robert Holub has committed to giving welcoming remarks at the Monday dinner gala. We will take steps to have your company logo prominently displayed for potential TV, print, and online media coverage of the event. However, such coverage is not guaranteed.

Showcase Sponsor ($5,000)

Our showcase sponsorship package is designed for the organization that wishes to increase its interactions with the attendees during the relaxed "hallway track" near the main sessions. This package is ideal for both recruitment of employees and product demonstrations. We have space for 4–5 vendors to setup during each of the main sessions. There are a couple different choices of location, which would be assigned on a first come, first serve basis.

- One day of table space in foyer near the workshop or tutorials. Specify either Sunday, Monday, or Tuesday. We expect the space to be sufficient for a table and a pop-up backdrop.

- Banner near speakers area (Sponsor provides material)

- One complimentary registration for the workshop. The registration covers the workshop, reception, and gala. Additional persons or additional gala/reception tickets would require separate registration.

- One complimentary registration for one Sunday tutorial

- All the added benefits of the "Supporting Sponsor" package described on the following pages

The complimentary workshop registration allows one of your employees to staff a tabletop in the lobby during the day of your choice—with full access to all attendees.

Note that Tuesday is presently scheduled for a half-day of events (morning only). We are offering a 50% discount for this day. If your organization seeks to have exclusive access (i.e., no other organizations present), please inquire about availability and pricing with Wendy Cooper. This package does not cover the reception, evening gala, or meal times.

Supporting Sponsor ($1,000)

The supporting sponsorship package is the most economical way for your company to reach both our attendees and non-attendees who visit our web site for technical papers and slides. The package includes the following:

- Logo and link placed on workshop Web site `http://rfid-cusp.org/rfidsec/` (front page plus one paragraph for company-specific web page)

- Company logo displayed in marketing materials for the workshop

- Logo on cover of workshop handouts (Printed workshop handout with all accepted papers)

- Inclusion of a company provided 8"x11" paper handout in workshop welcome packets (max 5 sheets)

- Poster displayed in workshop hall (Sponsor provides material)

- Logo presented and company acknowledged in welcoming remarks slides

Tutorial Sponsor ($2,500)

RFIDsec 2011 includes a number of tutorials related to RFID and security & privacy. By sponsoring a tutorial, your company will receive extra attention for a specific interest group within the RFID community. The tutorials are designed for professional engineers, educators, and students. There are full-day tutorials (5 hours) and half-day tutorials (2.5 hours). The confirmed tutorials include:

- **"Hands-on side channel attacks against smart cards and other tokens"** led by Timo Kasper and David Oswald from Ruhr Univ., Bochum, Germany. Participants will receive a full day of lectures and hands-on exercises with a Differential Power Analysis workstation and USB-based scopes. Participants will learn about several kinds of side channels attacks, defenses, and tools for analysis of devices of interest to the RFID industry.

- **"Hands-on programming of batteryless, RFID-scale sensor devices"** led by Shane Clark of UMass Amherst. In this full-day tutorial, participants will learn how to create programs for an emerging class of batteryless devices that behave like RFID tags but function like von Neumann computing architectures. Participants will receive lectures and hands-on exercises with the UMass Moo device, which may be purchased after the tutorial.
  `http://spqr.cs.umass.edu/moo`

We also have a number of tutorials under development, but are pending further consideration. If you see a topic that you wish to sponsor, we will make that topic a priority offering:

- "Introduction to RFID Security and Privacy" led by Kevin Fu and Ari Juels

- "RFID Security and Privacy for Payment Systems" led by Wayne Burleson

- "The Physics of RFID"

- "RFID in Healthcare"

Sponsorship of one tutorial is $2,500. Benefits include on-site display of a company-provided poster, display of logo on tutorial materials, and all the added benefits of the "supporting sponsor" package. The company logo will appear along side educational materials placed online after the workshop. This package includes one free registration for any one tutorial.

Other Sponsorship Opportunities

If you have a special request, please contact the organizers. We would be happy to discuss lunch/breakfast sponsorship as well as any creative ideas you may have.

Deadlines

- April 1, 2011: Deadline for submission of materials for workshop promotional mailings

- May 1, 2011: Deadline for submission of materials for inclusion in pre-workshop materials

- June 1, 2011: Deadline for submission of electronic materials for inclusion in materials distributed to attendees (e.g., PDFs, logos)

- June 17, 2011: Deadline for submission of company non-electronic materials for distribution to attendees (e.g., paper handouts)

- June 24, 2011: Deadline for to provide remaining materials to organizers (e.g., posters, collateral)

Contact

Contact Wendy Cooper to discuss sponsorship opportunities and payment processing.

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Organization and Program Committee

The RFIDsec steering committee is responsible for the development of the workshop, decisions on location, and to establish the program committees of the single events. The steering committee consists of the following internationally known researchers:

Vincent Rijmen, TU Graz, Austria (chair)
Bart Preneel, KU Leuven, Belgium
Christof Paar, Univ. Bochum, Germany and UMass Amherst, USA
Kevin Fu, UMass Amherst, USA
Gildas Avoine, UCL, Belgium

This year's workshop leadership consists of:

General Chair: Prof. Kevin Fu, UMass Amherst, USA
Program Co-Chair: Dr. Ari Juels, RSA Laboratories, USA
Program Co-Chair: Prof. Christof Paar, Ruhr Univ. Bochum, Germany & UMass Amherst

The program committee is responsible for selecting the workshops competitive program of research papers. It is composed by recognized experts in the several areas of the workshop to guarantee the best selection out of the submissions. In a peer review, the most interesting submissions are selected for presentation. Our program committee consists of internationally distinguished researchers from academia and industry:

Gildas Avoine, UCL, Louvain-la-Neuve, Belgium
Lejla Batina, Radboud U. Nijmegen & KU Leuven, Holland
Wayne Burleson, UMass Amherst, USA
Julio Cesar Hernandez, Castro Univ. of Portmouth, UK
Vanesa Daza, Universitat Pompeu Fabra, Spain
Josep Domingo-Ferrer, Univ.Rovira i Virgili, Spain
Henri Gilbert, France
Jorge Guajardo, Philips Research, The Netherlands
Suleyman Kardas, TUBITAK UEKAE, Turkey
Tom Karygiannis, NIST, USA
Farinaz Koushanfar, Rice Univ., USA
Kerstin Lemke-Rust, Univ. Bonn-Rhein-Sieg, Germany
Antoni Martinez-Balleste, Univ. Rovira i Virgili, Spain
Florian Michahelles, ETHZ, Switzerland
David Molnar, Microsoft Research Redmond, USA
Karsten Nohl, Security Research Labs, Germany
Berna Ors, Istanbul Technical Univ.,Turkey
Axel Poschmann, Nanyang Techn. Univ. Singapore
Kazuo Sakiyama, Univ.of Electro Communic., Japan
Nitesh Saxena, NYU-Poly, USA
Joshua Smith, Univ. Washington, USA
Agusti Solanas, Rovira i Virgili University, Spain
Juan E. Tapiador, Univ. of York, UK
Ingrid Verbauwhede, KU Leuven, Belgium
Avishai Wool, Tel Aviv Univ., Israel

Financial Goals

RFIDsec 2011 is a non-profit event. The main goal is to congregate researchers from industry and academia to exchange recent research results. Each event is an independent occurrence in terms of financial planning. It is the goal of the organizers to keep the registration costs as low as possible, while providing excellent service during the workshop. The budget generated by sponsorship and registration will be solely used to cover the expenses.

Sponsors of Previous Workshops

A few of the past and current sponsors of RFIDsec workshops include Cryptography Research, DIFRwear, ECRYPT, Mocana, NXP, Philips, the RFID Journal, and Siemens. The European Commission also provided key sponsorship via the BRIDGE project.