

EMA™ 2023 Market Research



Getting Ready for RSA 2023? EMA Can Help!

With more than 50,000 conference attendees,* RSA is a can't-miss opportunity to connect with your clients, potential clients, and peers. Enterprise Management Associates (EMA) can help maximize your organization's investment at RSA by coupling our industry-leading third-party expertise and credibility with your company's presence at the event.

Here are some unique options EMA is offering to help you stand out in the crowd!

Opportunity	Price
<p>Vendor Vision - RSA 2023 Edition</p> <p>Are you planning to exhibit at RSA? If so, Vendor Vision is a must. EMA will be featuring select products and solutions in the annual Vendor Vision – RSA 2023 Edition report. A who's who of security vendors to look for at the show, this report will provide greater visibility and recognition to those selected vendors.</p> <p>Those who are selected will receive:</p> <ul style="list-style-type: none">• A Vendor Vision logo for use on conference collateral• A writeup in the Vendor Vision – RSA 2023 Edition report• Social media promotion of your company and booth before and during the conference <p>To participate, vendors will be required to complete a brief questionnaire (released in mid-February). You may be contacted by an EMA analyst for additional information.</p> <p>Contact the EMA Business Development team at sales@enterprisemanagement.com or call +1.303.543.9500 to get on the questionnaire wait list.</p>	<p>FREE!</p>

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

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Opportunity	Price
RSA QuickPoll	
<p>Research is a compelling way to address security trends and pain points to be addressed. Leverage research from EMA to craft a powerful message to your audience.</p> <p>The RSA QuickPoll consists of:</p> <ul style="list-style-type: none"> • 10 questions • 100 completes • QuickPoll report in PowerPoint format • Review of results with your team for messaging/content 	\$10,750
RSA Guest Speaker	
<p>Want to draw attention to your booth or presentation? Have an EMA security researcher present/speak in your booth or during your session!</p>	\$5,000
RSA Vendor to Watch	
<p>EMA “Vendors to Watch” are companies that deliver unique customer value by solving problems that previously went unaddressed, or provide value in innovative ways. The designation rewards vendors that dare to go off the beaten path and have defined their own market niches.</p> <p>RSA is a perfect event to let your audience know how your solutions set you apart from the competition, as well as bring them up to date on major announcements at your company.</p> <p>Vendor to Watch with plaque, suitable for booth display</p>	\$5,500
RSA Social Media	
<p>An EMA research director who specializes in security and risk management topics will craft a blog post on a topic of your choosing.</p>	\$3,500
RSA Podcast	
<p>Proactively drive attendance to your booth at RSA with an engaging podcast featuring an EMA security analyst or take advantage of the live event by hosting one there.</p>	\$3,750 or 3 podcasts for \$10,000
License Existing EMA Research for RSA	
<p>Time is of the essence when preparing for a major conference like RSA. Streamline the process by licensing existing security research from EMA. Talk to the EMA Business Development team to discover options that will work for you.</p>	\$7,000

The 2023 RSA Conference is right around the corner. **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 industry analyst firm that specializes in going “beyond the surface” to provide deep insight across the full spectrum of IT management technologies. EMA analysts leverage a unique combination of practical experience, insight into industry best practices, and in-depth knowledge of current and planned vendor solutions to help its clients achieve their goals. Learn more about EMA research, analysis, and consulting services for enterprise IT professionals, and IT vendors at www.enterprisemanagement.com or follow EMA on [Twitter](#) or [LinkedIn](#)