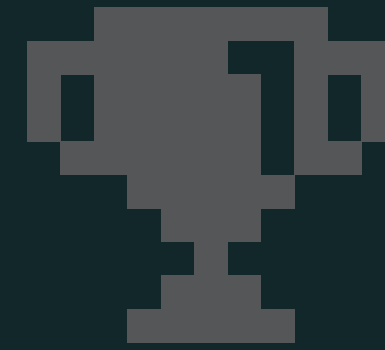
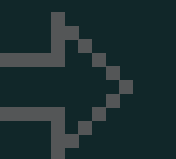


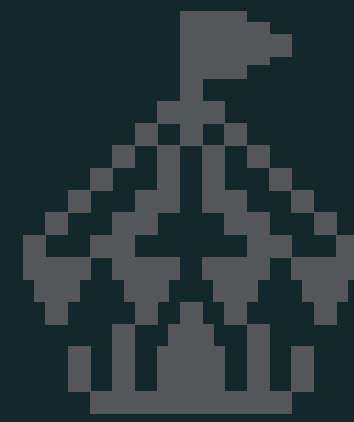
tmp



7 ways **to win at RSAC**

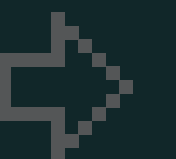


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RSAC is not the sea of sameness.

It's the cybersecurity carnival.

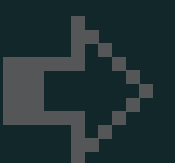




THE SECRET

**Remember, you're
part of the “show” floor.**

Here are **7 ways to do that:**





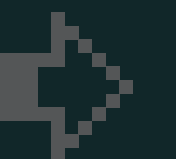
1

The only rule is “all in.”

RSAC is not a place of high discernment; practitioners will stop at **whatever draws attention** and **partake in what's novel**. There is **a tremendous amount of noise**, and the bar is high.

“All in” doesn't have to mean high spend, but it does require driving new exciting creative.

Guerilla & bold behaviors.



tmp



THIS WAY FOR THE
TORQ TATTOO BUS

torq | RSAG

INKCON
9TH, 10TH AND 11TH

THANK YOU COME AGAIN!

torq

SAFETY
AMBASSADOR

SAFETY
AMBASSADOR



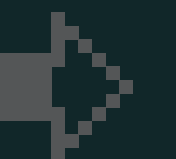
maze
THIS IS OUR BOOTH



2

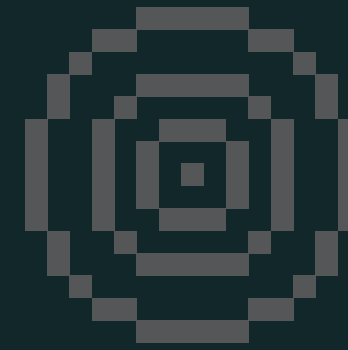
Themes are your friends

Castles, saloons, wrestling rings, and diners **generated foot traffic and engagement** than branded spaces alone couldn't match.
Go **experiential** over informational.



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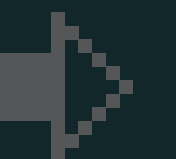




3

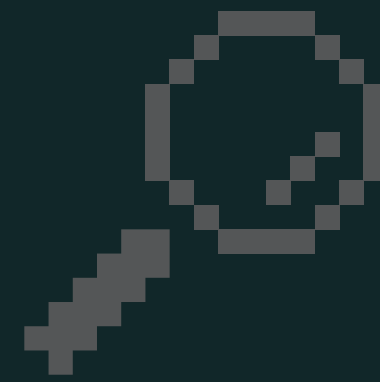
Target your ~~audience~~ **persona.**

Everyone at RSAC is your target audience, but no booth can accommodate all 100,000 attendees. Create experiences for the **personality type** your people will connect best with.



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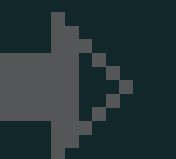




4

Details make a difference

“Booth” is a misnomer – it’s a **full-scale immersive experience** and effort should go to producing it through all the way to the smallest details. That’s how you **stand out.**





IMMERSIVE PROPS



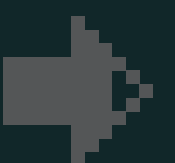
BRANDED DOWN TO THE M&Ms



5

Outside <> Inside

Smart brands extended their presence **beyond the expo floor**, infusing every step of the attendee journey with memorable touchpoints and **strong messaging discipline**.





6

Let the brand **play**

RSAC is where your brand puts its **party hat** on.
Yes, you can bring a llama to your booth, or open a tattoo parlor,
or take your brand into uncharted territory.
Bring your DBAs, but **throw out the rest of the rules.**



torq=

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Every alert needs attention.
Not every alert needs a human.

The AI SOC Platform that helps security teams triage, investigate, and respond to threats faster.

Get a Demo

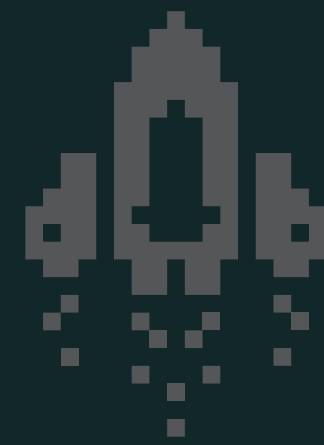


Trusted by the World's Best Security Teams



< BRAND
RSAC >

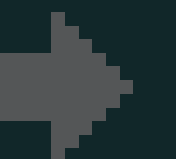




7

Prepare for **lightspeed journeys**

The path from **brand awareness** to **product demo** and material conversations with engineers can be had **in minutes.**



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BONUS

Partner **wisely,**

with tmp, **obviously.**

