

# FIDO, Passkeys and the Future of Digital Identity

Wednesday, April 30, 2025 | 1:15 PM PT | Moscone South 308

## Sponsorship Prospectus

Now in its 4th year, the FIDO Alliance annual seminar attracts 300+ cybersecurity professionals looking for the latest news on FIDO standards, passkeys and how they fit in the IAM and digital identity ecosystems.

For 2025, the FIDO Alliance seminar will take a broader lens, covering the state of passkeys from the perspective of securing the account lifecycle with usability in mind. It will feature sessions on: the state of passkey adoption and implementation best practices; adjacent areas within the lifecycle such as identity verification, session security, account recovery best practices; and touch on some broader topics such as identity wallets.

Sponsor the seminar and be front-and-center with all seminar attendees, as well as the several hundred visitors to the FIDO Alliance booth, through thought leadership, in-booth and in-seminar branding, and 1-1 follow up opportunities.

Sponsorships are limited, so sign up today!

### How to Apply for Sponsorship

To request sponsorship, please complete [this form](#).

Sponsorship will initially be allocated based on the FIDO Alliance Sponsorship Policy on a priority basis based on: 1) membership level; and then, 2) by the date and time that we received your request. After February 27, all remaining sponsorships will be allocated on a first-come, first-serve basis.

Sponsorship details	Signature	Branding
Quantity	4	Unlimited
Sponsorship Cost	\$10,000	\$3000
Speaking session at seminar (20 mins) (topic to be mutually agreed upon)	✓	
1 email sent on your behalf to attendee list following event	✓	
1 asset at the FIDO booth (pop up sign or asset to be distributed)	✓	
In-seminar branding	✓	✓
Branding in FIDO booth (monitor signage)	✓	✓
Ad in the FIDO Alliance's printed event booklet (distributed at FIDO booth)	Full page	Half page
Inclusion on all promotional emails prior to the event (4 emails & 3 newsletters)	✓	✓

### Questions?

Contact us at [marketing@fidoalliance.org](mailto:marketing@fidoalliance.org).