



May 18, 1998

Dear RSA Partner:

The count-down has begun!

On January 17-21, 1999, the Eighth Annual **RSA Data Security Conference and Expo** will be held at the San José McEnergy Convention Center.

As one of our valued partners, we invite your company to participate in one of the most important data security events in the industry. With expected attendance to include more than 5,000 representatives from business, education, government, Wall Street, and the media, there has never been a more exciting or more timely opportunity to showcase your company before key decision makers in network computing, enterprise security, cryptography, telecommunications, consumer tech, and other key markets.

In this mailing, you'll find advance information about the conference and on the participation options available for your company. I look forward to working with you personally to make sure your company gets both maximum exposure and maximum benefit from RSA'99.

Let me conclude with one final thought: based on the ever-increasing interest in issues of enterprise security and cryptography, we know the 1999 RSA Conference will be an event of major importance — in the industry and in the media. I encourage you to respond immediately to this invitation to participate by completing the enclosed forms and returning them to:

RSA Data Security Conference
C/O LKE Productions
1620 Montgomery St., Suite 120
San Francisco, CA 94111

If you have any questions, or would like to further discuss the sponsorship opportunities at RSA 1999, please call Carrie Eldridge at LKE at (415) 544-9300, or email to carrie@lke.com.

On a personal note, let me thank you for your interest and wish you continued success. I look forward to seeing you at the 1999 RSA Data Security Conference.

Sincerely,

Marina D. Ekman
Director, Marketing Communications
RSA Data Security, Inc.

CONFERENCE PARTICIPATION AT-A-GLANCE



Become a Conference Sponsor

There is no better way to put your company's strength, commitment, and corporate identity in the spotlight than by becoming a 1999 RSA Conference corporate sponsor.

As a sponsor, you not only tie your company's name to a major event, but can also take advantage of special sponsorship opportunities including cocktail receptions, special meals, parties and giveaways. Conference sponsorships are the best way we know to raise your corporate identity and keep your company name before key decision makers. But you must act quickly; sponsorships are limited and available only a first-come, first-served basis.

Reserve an Exhibit Space

The RSA '99 exhibition area will bring together the leading vendors of data security products and services. New in 1999, admission to the Exhibit Floor will also be free to the public, as well as to conference attendees. This added access will increase floor traffic and assure that your company achieves high visibility and accessibility to the most important and influential enterprise security decision makers.

Advertise in the 1999 RSA Conference Program

RSA Conference Programs are distributed without cost to every paid conference attendee. If you've been looking for an advertising medium that is both highly targeted and powerfully effective, you've found the perfect place. Advertising in the Conference Program not only guarantees that your logo and your advertising message reaches more than 5,000 decision makers in data security, but also insures that conference visitors will take your company's name and contact numbers home with them for use year-round.

Speak at the Conference

Our 1999 Conference will offer more than 150 individual break-out sessions. Proposed topics range from discussions of the technical aspects of cutting-edge cryptographic research to real world case studies describing the most innovative implementations of enterprise security.

As a valued partner, we invite you to propose a subject for a talk. Please submit your topic by June 1, 1998. (For more information on submitting a topic for a conference session, visit www.rsa.com and click on the RSA '99 icon.)

SPONSORSHIP OPPORTUNITIES



Many of these sponsorships involve "giveaways" for all 3,000 conference attendees. Of course, your organization's logo will be prominently featured on, in conjunction with, any item you choose to sponsor. (Please note: in general, the sponsorships apply to regular paid full conference attendees only, not to "Expo-Only" attendees.)

For major sponsorships (contributions above the \$40,000 level) your organization will receive recognition in the following ways:

- Your company is entitled to display signage, show videos, and distribute giveaways and product literature at the events you sponsor. RSA will display your signage prominently.
- The Conference Program will include your organization's mission statement and logo, if you sponsor before the program goes to press.
- The Conference proceedings will include your corporate logo and mission statement.
- Conference general sessions – sponsors will be verbally acknowledged several times throughout the conference and through conference signage.

Hospitality Suite
\$1,000
Reserved space at a major conference hotel, signage and publicity in conf. materials.

Pen
\$20,000
Heavy brushed aluminum, professional with 2 logos.

SOLD

Afternoon Break
\$20,000
Includes refreshments, signage, your logo printed on napkins, and a table for your literature.

Badge Holder & Lanyard
\$25,000
Wide, embroidered lanyard and plastic badge holder with your logo.

SOLD

Notebooks
\$30,000
Hip copper-stamped notebook, double-lined, checkboard covers with your logo.

SOLD

Lunches
\$45,000
Includes signage and napkin logos, a free full-page 4-color ad in the conference program, and the right to pre-stuff your literature in the conference backpacks. You can also show your video during lunch.

Press Rooms
\$45,000
Food & equipment to support reporters. Three rooms, signage, pocket digital recorder, computers, phones, fax machines, long-distance service and network connectivity, beverages and snacks.

SOLD

Exhibitors' Reception
\$90,000 (two vendors may split for \$45K/per)
Help throw a great party in the exhibit hall! Includes food, drinks, signage, premium exhibit hall banner real estate, napkin logos and literature placement.

Polo Shirt
\$96,000 (two vendors may split for \$48,000 per)
Top-of-the-line double-thick polo, with your logo embroidered on the sleeve and leather neck label, and your company name embossed onto pewter buttons.

Workstations and Internet
\$0 (sweat equity!)
Provide, deliver and maintain Internet connectivity and 100 workstations for use by conference attendees and speakers.

SOLD

Backpack
\$110,000
Ultra-cool ballistic nylon backpack with 12 tie-downs and your logo. Every paid conf. attendee gets one and carries it all conf. long!

SOLD

Sponsor the 1999 Conference Gala at the new San Jose Tech Museum
\$250,000 January 20, 1999
Last year's spectacular IBM Gala at the California Academy of Sciences Golden Gate Park is still the talk of the industry. The Gala provides tremendous visibility for your company, and provokes the gratitude from all conference attendees and the adoration of your peers. Of course, RSA will guarantee your organization a 15-minute speaking slot during the conference general session.

SOLD

Some sponsorships can be shared with partners. Other sponsorships are available and we're always open to new ideas! To inquire, please call LKE Productions at 415/544-9300.

SPONSORSHIP CONTRACT



Fees are nonrefundable and are payable to RSA Data Security, Inc. Sponsorships are accepted by RSA on a first-come, first-served basis.

This Agreement for the Sponsorship is made by and between RSA Data Security, Inc. and:

COMPANY: _____ CONTACT: _____

ADDRESS: _____

ADDRESS 2: _____

TELEPHONE: _____ FAX: _____ EMAIL (required): _____

Sponsorship will not be confirmed until payment is received. Please indicate the sponsorships in which you are interested, referencing the "Sponsorship Opportunities" page: Please understand that your first choice may not be available.

Desired Sponsorship:	Price:
Desired Sponsorship:	Price:
Desired Sponsorship:	Price:
Desired Sponsorship:	Price:
Total Amount:	

Payment Method: Check Visa MC AMEX Diners Club PO # _____

Credit Card # _____ Exp. Date _____ Name on Card: _____

By signing this contract you are ensuring your sponsorship of this event. Sponsorships will not be confirmed until payment is received. If paying by credit card or corporate P.O. you may fax this contract to 415-544-9306; otherwise please mail this contract and payment to:

**RSA Data Security Conference, c/o LKE Productions
1620 Montgomery Street, Suite 120, San Francisco, CA 94111**

Signature

Signature

Printed Name

Printed Name

Sponsoring Company

RSA Data Security, Inc.

RSA Data Security, Inc.

Date

Date

EXHIBITOR CONTRACT



The 1999 RSA Data Security Conference Expo will take place at the San José McEnery Convention Center on January 18th, 19th and 20th, 1999. Participants are responsible for their own computer equipment, collateral, technical resources, and trade show booths. Booth Lease Fees are nonrefundable and are payable to RSA Data Security, Inc. Payment must be received with this contract in order to confirm booth space.

This Agreement for the Exhibits is made by and between RSA Data Security, Inc. and:

COMPANY: _____ CONTACT: _____

ADDRESS: _____

ADDRESS 2: _____

TELEPHONE: _____ FAX: _____ EMAIL (required): _____

COMPANY BACKGROUNDER (Please provide a 50 word company description, for inclusion in conference materials):

Booth Size Desired: 10 x 10 10 x 20 20 x 20 20 x 30 30 x 30 30 x 40 40 x 40 40 x 50
Booth Lease Fee: \$5,625 \$11,250 \$22,500 \$33,750 \$50,625 \$67,500 \$90,000 \$112,500

Booth Location: First choice: _____ Second choice: _____ Third choice: _____

Please see attached map of expo booth space availability.

Payment Method: Check Visa MC AMEX Diners Club PO # _____

Credit Card # _____ Exp. Date: _____ Name on Card: _____

By signing this document you agree to be bound by the terms of the contract on reverse. Please turn page over. Booth placement will not be confirmed until payment is received. If paying by credit card or corporate P.O. you may fax this contract to 415-544-9306; otherwise please mail this contract and payment to:

**RSA Data Security Conference, c/o LKE Productions
1620 Montgomery Street, Suite 120, San Francisco, CA 94111**

Signature

Signature

Printed Name

Printed Name

Exhibitor

RSA Data Security, Inc.

RSA Data Security, Inc.

Date

Date

**THE 1999 RSA DATA SECURITY CONFERENCE
EXHIBITOR CONTRACT**

THIS EXHIBITOR CONTRACT (the "Agreement") is entered into on _____, 1998, by and between RSA Data Security, Inc., a Delaware Corporation, located at 100 Marine Parkway, Redwood City, California ("RSA"), and _____, a _____ Corporation, located at _____ ("Exhibitor").

RECITAL

1. The 1999 RSA Data Security Conference, including the Exhibition portion of the Conference, is currently scheduled to take place at the San Jose McEnery Convention Center in San Jose, California, on January 18th, 19th and 20th, 1999 (the "Exhibition").
2. Exhibitor desires to lease space from RSA during the Exhibition ("exhibit space") for the purposes of exhibiting its latest technology implementing RSA's security technology.
3. Exhibitor hereby agrees to lease exhibit space during the Exhibition according to Conference Rules, as well as the following terms and conditions.

TERMS AND CONDITIONS

1. RSA reserves the right to make changes in the Exhibition, including dates, times and location thereof. RSA will make reasonable efforts to inform Exhibitor of any such changes on a timely basis. RSA shall not assume any liability for damages in the event Exhibitor does not timely receive such information despite RSA's reasonable efforts to do so.
2. Exhibitor shall indicate on the reverse no more than three booth locations in order of preference. The individuals managing the Exhibition (collectively, "Conference management") will make reasonable efforts to assign space as requested on the reverse. RSA shall not assume any liability for damages in the event Exhibitor does not obtain its preferences despite RSA's reasonable efforts to so assign them. Before or after assignment of spaces, space allocations may be modified if the Conference management, in its sole and absolute discretion, deems it desirable and/or necessary.
3. Exhibitor may not assign, share or sublet any portion of the space allotted without prior written permission from the Conference management.
4. During the months of December 1998 and January 1999, Exhibitor hereby agrees to display the "RSA'99" conference logo on the Exhibitor's home page on the Internet, linked back to the RSA'99 conference website.
5. RSA reserves the right to restrict exhibits which, because of noise, method of operation, or any other reason, become objectionable or detract from the Exhibition as a whole. RSA is not liable for any refund of rental or other expenses incurred by Exhibitor in such an event.
6. RSA has designated official Conference Contractors to provide the following products and services: drayage, machine moving, garbage, machinery erection, furniture, booth and floor decorations, signs, photos, telephone and Internet services, and electricians. Other labor may be available and charged at the then-prevailing rates charged by an available vendor, who is separate from and shall not be considered a Conference Contractor. Arrangements for these services are made between the Exhibitor and the vendor, and RSA assumes no responsibility or liability for any of the services or materials so delivered by such vendor.
7. Exhibitor is required to observe all union contracts in effect between RSA, the official Contractors, the McEnery Convention Center and various labor organizations during the Exhibition.
8. RSA will provide regular guard service at the extremes perimeters of the exhibit area during the Exhibition. However, RSA will not be liable for damage or loss of Exhibitor's properties through theft, fire, accident, natural or other causes, whether the result of negligence or otherwise. Exhibitor shall indemnify RSA against any claim resulting from the negligence of the Exhibitor. Exhibitor shall insure their exhibits and display materials.
9. Hospitality suites must be reserved through RSA, and may be open only during hours specified by RSA. Exhibitor may not independently reserve space within five miles of the Exhibition for the purpose of holding a hospitality suite, seminar or any other promotional activity without the prior written consent of RSA.
10. Applicable taxes will be added to the amounts listed on the reverse of this contract ("Booth Lease Fees"). One Hundred Percent (100%) of the total invoiced amount is due within sixty (60) days of signing the Agreement. The Booth Lease Fees are non-refundable and non-transferable in the event Exhibitor seeks to terminate this Agreement. Failure to submit payment does not release the applicant from liability. Booth Lease Fees include booth space, company identification sign, standard pipe-and-drape, perimeter security and general illumination.

Exhibitor Signature

RSA Signature

PROGRAM ADVERTISING CONTRACT



Fees are nonrefundable and are payable to RSA Data Security, Inc.. Space is limited, and RSA is accepting advertisements on a first-come, first-served basis.

This Agreement for advertising in the Conference Program is made by and between RSA Data Security, Inc. and:

COMPANY: _____ CONTACT: _____

ADDRESS: _____

ADDRESS 2: _____

TELEPHONE: _____ FAX: _____ EMAIL (required): _____

Indicate Ad Size Desired:	Dimensions:	Cost:	Indicate Ad Size Desired:	Dimensions:	Cost:
<input type="checkbox"/> Quarter-Page	3-1/2"W x 4-5/8" H	\$850	<input type="checkbox"/> Full Page	7-1/4"W x 9-1/2" H	\$2,125
<input type="checkbox"/> Half-Page Vertical	3-1/2"W x 9-1/2" H	\$1,425	<input type="checkbox"/> Full Page with Bleeds	Trim 8-1/2"W x 11" H (*)	\$2,175
<input type="checkbox"/> Half-Page Vertical with Bleed	Trim 4"W x 11" H (*)	\$1,500	<input type="checkbox"/> Inside Front Cover	Trim 8-1/2"W x 11" H (*)	\$3,000
<input type="checkbox"/> Half-Page Horizontal	7-1/4"W x 4-5/8" H	\$1,425	<input type="checkbox"/> Inside Back Cover	Trim 8-1/2"W x 11" H (*)	\$2,525
<input type="checkbox"/> Half-Page Horizontal w/ Bleed	Trim 8-1/2"W x 5-1/8" H (*)	\$1,500	<input type="checkbox"/> Two Page Spread	(please supply as 2 separate pages)	\$3,675
			<input type="checkbox"/> Back Cover	Trim 8-1/2"W x 11" H (*)	\$5,000

(*) note: for all bleed ads, trim dimensions are shown; please add a minimum 1/8" bleed on each side.

Above rates are for four color process ads (spot colors must be simulated in CMYK); you may deduct \$250 if your ad will be B&W only.

Exhibitors and Sponsors may take 15% off the above rates; please check here:

I am a Conference Exhibitor or Sponsor

If you include the "Genuine RSA" logo in your ad, you may take 10% off; please check here:

I will include the Genuine RSA logo in my ad

HOW TO SUPPLY ARTWORK FOR YOUR AD: Supply B&W ads as camera-ready art: paper positive or film negative, 100 to 133 lpi maximum. Supply four-color ads as CMYK color-separated film negative, 133 to 150 lpi, along with a color proof or matchprint to ensure printing accuracy. If you prefer to submit your ad electronically, we accept files in PageMaker, Freehand, or Illustrator formats; please make sure to include all supporting graphics and fonts used, as well as a color proof. Media: 100 MB Zip disk or CD-ROM are acceptable, as well as Syquest cartridges (45 MB only!). Files compacted into a Zip or Stuffit archive under 1.5 MB in size may also be e-mailed to coda@codacreative.com. **Booking Deadline: Monday, November 2, 1998 • Materials Deadline: Monday, November 9, 1998**

Payment Method: Check Visa MC AMEX Diners Club PO # _____

Credit Card # _____ Exp. Date: _____ Name on Card: _____

By signing this contract you are ensuring placement of your ad in the Conference Program. Advertisements will not be confirmed until payment is received. If paying by credit card or corporate P.O. you may fax this contract to 415-544-9306; otherwise please mail this contract and payment to:

**RSA Data Security Conference, c/o LKE Productions
1620 Montgomery Street, Suite 120, San Francisco, CA 94111**

Signature _____

Signature _____

Printed Name _____

Printed Name _____

Company _____

RSA Data Security, Inc.
RSA Data Security, Inc.

Date _____

Date _____

BOOK TABLE CONTRACT



RSA is making special reduced-rate book tables available to publishers and authors who would like to display their books in the exhibit hall. The 1999 RSA Data Security Conference Expo will take place at the San José McEnery Convention Center on January 18th, 19th and 20th, 1999. Participants are responsible for their own computer equipment, collateral, personnel, drayage, and technical resources. RSA will provide one 6' draped table. Fees are nonrefundable and are payable to RSA Data Security, Inc. Book tables are available on a first-come, first-served basis; payment must be received with this contract in order to confirm table space.

This Agreement for a Book Table is made by and between RSA Data Security, Inc. and:

COMPANY: _____ CONTACT: _____

ADDRESS: _____

ADDRESS 2: _____

TELEPHONE: _____ FAX: _____ EMAIL (required): _____

COMPANY BACKGROUNDER (Please provide a 50 word company description, for inclusion in conference materials):

Book Tables: (____) at \$750 each Total: _____

Payment Method: Check Visa MC AMEX Diners Club PO # _____

Credit Card # _____ Exp. Date: _____ Name on Card: _____

By signing this contract you are ensuring your purchase of a book table. Book tables will not be confirmed until payment is received.
If paying by credit card or corporate P.O. you may fax this contract to 415-544-9306; otherwise please mail this contract and payment to:

**RSA Data Security Conference, c/o LKE Productions
1620 Montgomery Street, Suite 120, San Francisco, CA 94111**

Signature

Signature

Printed Name

Printed Name

Exhibitor

RSA Data Security, Inc.

RSA Data Security, Inc.

Date

Date