INTERFACE

EDUCATION • NETWORKING • SOLUTIONS

2026 PROSPECTUS

Message from the CEO ————————————————

Thank you for your interest in INTERFACE 2026!

When F2F launched the INTERFACE conference series in 2004, we sought to bring together professionals from both sides of the IT purchasing aisle. By delivering effective educational programs geared specifically to the needs of the technology professionals in each market served, our events ensure the audience has both an interest in the content, but also desires meaningful face-to-face interaction with the vendors present. That formula has assisted hundreds of participating vendors in advancing their business development objectives.

For more than two decades, INTERFACE seeks to provide opportunities to help this interaction take place in (at least) three methods:

Vendor Exhibits are the basic opportunity. The ability for your team to engage with the audience while at your booth can be enhanced by several sponsorship or visibility enhancements. All these options are provided to help vendors raise awareness of their company, technology, and/or product with event attendees.

Educational Transfer is achieved through the delivery of seminars. These vendor-agnostic sessions are meant to instruct attendees on the latest advancements in IT Security, Data Storage, and other relevant subjects. Although a direct sales-centric agenda is not permitted, vendors are encouraged to deliver such content at their booth or other available options.

Informal Dialogue is achieved largely through attendee interaction with vendors during lunch or the Afternoon Reception which occurs immediately following the Keynote Address. All vendors and attendees are invited, and if your company is interested in sponsoring such an opportunity, please let us know.

On behalf of the INTERFACE Advisory Council, please accept our gratitude for your interest in the INTERFACE 2026 Tour!

Warmest regards,

Joe Ascher
PRESIDENT & CEO
F2F EVENTS, INC.

Exhibitor Testimonials

"Congrats on another successful event at INTERFACE-Salt Lake City! My team had great conversations and met a lot of attendees."

▶ **Field Marketing Manager • Check Point**

"Congrats on a fantastic event at INTERFACE Omaha. We had countless IT leaders stop at our booth, and our presentation was completely full! Can't wait for next year!"

▶ **National Sales Manager • FRSecure**

"INTERFACE consistently delivers the ROI my management expects. The right mix of decision makers and influencers in a setting conducive to meaningful conversations and relationship building... resulting in qualified leads and shorter sales cycles!"

▶ **Regional Account Manager • Fortinet**

"Thanks again for coordinating INTERFACE-Spokane... It was a great show!"

▶ **Enterprise Account Mgr • Hitachi Vantara**

"You guys rock! One of my favorite conferences, hands down!"

▶ **Field Marketing Specialist • Arctic Wolf**

Welcome to INTERFACE

Education, Networking, and Solutions

INTERFACE continues to be the premier series of events for IT professionals as a source for the latest insights and thought leadership in the many fields of today's trending technologies. Sponsors and Exhibitors are invited to enjoy the benefits of our in-person platform and review the opportunities created to maximize your company's impact at these events.

Sponsorship of INTERFACE is a unique opportunity to increase brand exposure across the Western and Central regions of the U.S.; engage with industry peers; build new marketing alliances; and demonstrate your company's solutions. The CPE-certified educational sessions appeal to IT professionals, providing a networking environment rich with quality attendees not seen at other events.

Produced by F2F Events, Inc.

F2F Events, Inc. produces CPE-accredited educational conferences for IT professionals focusing on the latest developments in information security, IT infrastructure, data storage, and communications. INTERFACE events are dedicated to providing attendees and sponsors a strong return on investment. With their cutting-edge content, timely exhibits, and other complimentary benefits, INTERFACE has earned the reputation as "THE technology conference" for IT professionals across the country.

F2F Events is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit.

An Expanding Audience

Attendance at INTERFACE is by invitation only. Invited attendees are targeted to ensure the appropriate demographic profile, and are pre-screened to confirm their role in IT procurement. Although the largest percentage of attendees is invited by F2F, members of local Association Partners are also provided complimentary access. Additionally, as an added benefit to their involvement, exhibitors are permitted and encouraged to invite their current and prospective customers to attend as their guests.

The audience at INTERFACE conferences is primarily composed of IT management and senior staff positions, but also includes department leaders of Finance, Purchasing and Administration. The collected demographics displayed on the next page provide an accurate description of the quality IT professionals that exhibitors can expect to encounter at this year's series of events.

Attendee Testimonials

"The networking and talks are great. The whole conference is great to share experiences, knowledge, and get inspired. I find that it helps energize my team and start to think about the future and how we can do better. Each year we do something a little bit better at job and it's usually related to something we learned at INTERFACE.."

▶ **Manager, IT • Simkins Lumbers**

"Great job selecting vendors and presenters. Well worth stepping out for a day to attend. Thank you.."

▶ **Manager, IT • Mid-Continent Public Library**

2026 Event Schedule

Portland *since 2004*

March 19, 2026

Oregon Convention Center

Anchorage *since 2006*

April 22, 2026

Dena'ina Convention Center

Honolulu *since 2015*

May 21, 2026

Sheraton Waikiki Beach Resort

Phoenix *since 2007*

June 18, 2026

Phoenix Convention Center

Wyoming *NEW this year!*

July 9, 2026

Little America Hotel & Resort (Cheyenne)

Montana *since 2014*

July 29, 2026

Montana State University (Bozeman)

Boise *since 2004*

August 20, 2026

Boise Centre

Salt Lake City *since 2005*

September 24, 2026

Mountain America Expo Center

Spokane *since 2012*

October 15, 2026

Spokane Convention Center

Omaha *since 2015*

November 5, 2026

CHI Health Center Omaha

Seattle *since 2004*

December 3, 2026

Seattle Convention Center

Dates and venues are subject to change.

Visit our website *to see the latest updates to the 2026 INTERFACE conference tour.*

INTERFACE
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Audience Demographics

2,600+
Attendees across all events

8:1
Attendee to Exhibitor ratio

64.3%
Registration retention rate

38.5%
Passport participation

160+
Companies represented

175+
CPE accredited sessions

By Company Size

16.8%	Under 100
22.4%	100-499
10.1%	500-999
24.6%	1,000-4,999
26.1%	5,000+

Audience by Purchasing Role

Recommend Solution	42.4%
Final Decision	23.2%
Evaluate / Specify	19.1%
Determine Need	11.9%
No Direct Role	3.4%

Eleven National Markets

By Industry Sector

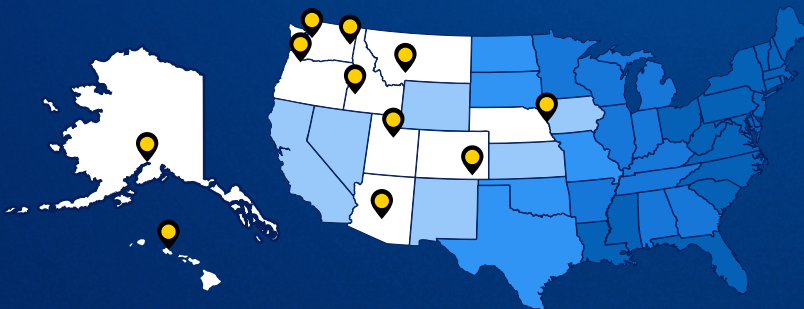|	
23.4%	**Technology Services**
21.2%	**Government**
12.1%	Financial Services
10.7%	Healthcare
9.2%	Education
7.3%	Utilities & Telecom
5.5%	Manufacturing
2.3%	Retail / Wholesale
2.2%	Construction
6.1%	All Other

Success Built With Local IT Communities

INTERFACE is developed in collaboration with regional advisory councils comprised of CIOs, CISOs, VPs and Directors involved in Information Technology. INTERFACE Advisory Council membership is open to area executives interested in determining the direction of their IT community. Select IT associations are also recruited to provide qualified input. With guidance from these spheres of influence, INTERFACE ensures the presented educational content and invited exhibitors are consistent with the needs of the markets it serves.

Associations that regularly partner with INTERFACE:

AFCEA CSA cloud security alliance℠ ISACA Advancing information technology ISSA Information Systems Security Association PMI Project Management Institute.

WiCyS Women in Cybersecurity HDI Smarter Service. Better Business. InfraGard PARTNERSHIP FOR PROTECTION (ISC)²®

A selection of **Advisory Council** members from last year:

Aaron Bentley
Chief Information Officer
City of Salt Lake, UT

Jeff Brausieck
Chief Information Security Officer
Seattle City Light

Pamela Davis
Cyber Security Threat Intelligence
Southwest Airlines

Jennifer Dvorak
Chief Information Officer
ID Courts

Ryan Field
Executive Vice President IT
Bank of Hawaii

Kevin Gilbertson
Chief Information Officer
State of Montana

Rick Haugerud
AVP, Information Technology Services
University of Nebraska

Vince Hoang
Chief Information Security Officer
State of Hawaii

Syed Hussain
Chief Information Officer
Oregon Lottery

Mike Manrod
Chief Information Security Officer
Grand Canyon Education

Brian Moore
Director, Business Technology
Tacoma-Pierce County Health Dept

Jeff Olson
Chief Technology Officer/CISO
Legacy Health

Jerry Rapp
Chief Information Officer
Town Pump

Michael Secright
Chief Information Officer
HFS University of Washington

Benjamin Shier
Chief Information Technology Officer
University of Alaska, Anchorage

Bill Smith
Chief Information Officer
State of Alaska

Cory Staheli
Chief Information Officer
Trans-System, Inc.

Nyle Stoddard
Manager, Information Security
RR Donnelley

Ian Trollope
Deputy CIO
City of Phoenix

Borre Ulrichsen
Chief Information Officer
Gonzaga University

Saby Waraich
Chief Information Officer
Clackamas Community College

Fred Warr
Manager, OIT
Boise State University

Leesa Wees
VP & Manager, IT Controls Governance
Bank of the West

Danny Yeo
Information Technology Director
Brigham Young University

Sponsorship Price Table

Event Deliverables:	GOLD	SILVER	BRONZE	STANDARD	RECEPTION	COFFEE	DESSERT	PASSPORT UPGRADE	ONSITE PROMO	SCANNER
Full descriptions of each sponsorship level and all a la carte options can be found on the following pages.	*Unlimited*	*Unlimited*	*Unlimited*	*Unlimited*	*LIMIT ONE per event*	*LIMIT ONE per event*	*LIMIT ONE per event*	*Unlimited*	*Unlimited*	*Unlimited*
	$7,395	$5,395	$4,195	$2,995	$2,895	$2,295	$1,895	$795	$595	$375
Exhibit booth space (incl. table, wastebasket, chairs, electrical)	8 ft. x 10 ft.	8 ft. x 10 ft.	8 ft. x 10 ft.	8 ft. x 10 ft.	All items in this section require the minimum purchase of a Standard sponsorship package or greater value.					
Exhibitor listing on event website and in the Conference Planner (print & digital)	▶	▶	▶	▶						
Customized social media graphics package	▶	▶	▶	▶						
Customized digital invitation collateral	▶	▶	▶	▶						
Speaking opportunities (CPE-accredited – No sales pitches)	2 Sessions	1 Session								
Presentation details listed on event website, email campaigns, and in the Conference Planner (print & digital)	▶	▶								
Upgrade (1) Session to exclusive timeslot	*request price*	*request price*								
Premium booth placement in exhibit hall	▶									
Branded print materials distributed to all in attendance (badge insert)					▶	▶	▶			
Brand and sponsor level event signage					▶	▶	▶		▶	
Lead cards for booth staff to distribute					▶				▶	
Prize giveaway (details depend upon level)					▶				▶	
Public announcement during the event	▶	▶			▶	▶	▶		▶	
Recognition during Afternoon Reception	▶	▶			▶					
Logo placement within the Conference Planner header	▶	▶								
Recognition in event marketing campaigns	Tier 1	Tier 2	Tier 3	Tier 4						
Ability to capture leads during the event										▶
Access to pre-event Planning Webinar	▶	▶								
Passport Program participation: Logo placement in the printed Passport which directs all attendees to your booth and requires an exhibitor-provided prize	▶		▶					▶		
Post-event attendee list (Passport Program opt-ins noted as ▶+)	▶+	▶	▶+	▶				▶+		

Sponsorship Pricing

Standard Exhibitor — $2,995

With the purchase of our Standard Exhibitor Package, F2F Events provides your company with an 8 ft. x 10 ft. Exhibit Space (which includes an 8 ft Table, Wastebasket, Chairs, and Electrical) as well as the following benefits:

- WiFi Internet Connection
- Exhibitor Listing on the website
- Customized Invitation for Emailing
- Customized Social Media Pack
- Post-Event Attendee List (excl. PSP Opt-ins)

Gold Sponsorship — $7,395

With the purchase of this premium status, F2F Events provides your company with all of the features in the Standard Exhibitor Package, in addition to these benefits:

- (2) Two Presentations: 50 minutes each, no sales pitches Sessions listed online and in print
- Passport Program (PSP): Logo displayed on circulated entry form, sponsors receive Opt-in list
- Conference Planner Recognition: Logo prominently displayed on front cover, plus full page PDF ad space
- Access to the Planning Meeting
- Tier 1 Exhibitor Listing in all email campaigns and promotions
- Tier 1 Social Media promotion
- Tier 1 Website recognition
- Recognition in post-event recap
- Post-Event Attendee List (incl. PSP Opt-ins)

Silver Sponsorship — $5,395

All of the features in the Standard Exhibitor Package, in addition to these benefits:

- (1) One Presentation: 50 minutes, no sales pitches Sessions listed online and in print
- Conference Planner Recognition: Logo on front cover
- Access to the Planning Meeting
- Tier 2 Exhibitor Listing in all email campaigns and promotions
- Tier 2 Social Media promotion
- Tier 2 Website recognition
- Post-Event Attendee List (excl. PSP Opt-ins)

Bronze Sponsorship — $4,195

All of the features in the Standard Exhibitor Package, in addition to these benefits:

- Passport Program (PSP): Logo displayed on circulated entry form, sponsors receive Opt-in list
- Tier 3 Exhibitor Listing in all email campaigns and promotions
- Tier 3 Website recognition
- Post-Event Attendee List (incl. PSP Opt-ins)
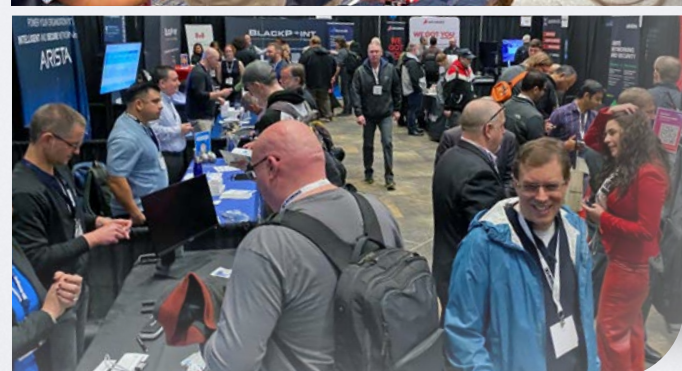
Sponsorship Pricing

Reception Sponsor

Be the featured exhibitor at the Afternoon Reception (3:45pm–4:30pm). Attendees will be directed to your booth throughout the day to exchange contact cards for a beverage ticket.

This upgrade includes badge inserts branded with your company's logo, beverage tickets, signage, and upgraded status on event marketing. Exclusive rights for banner placement and literature drop in dining area. Sponsor retains all contact data collected.
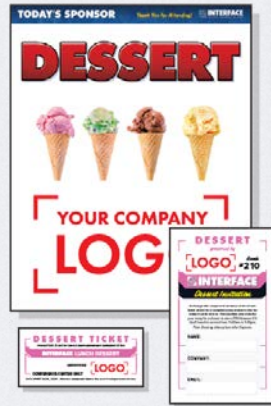
$**2,895**

Dessert Sponsor

Be the featured exhibitor during the Lunch break (12:00pm–1:00pm). Attendees will be directed to your booth to exchange contact cards for a dessert ticket.

This upgrade includes badge inserts branded with your company's logo, dessert tickets, signage, and upgraded status on event marketing. Exclusive rights for banner placement and literature drop in dining area. Sponsor retains all contact data collected.

$**1,895**

Coffee Sponsor

Sponsorship provides coffee, decaf, and tea next to your exhibit space during the morning of the conference; also includes signage and upgraded status on event marketing.

Optional upgrade available to include coffee cup sleeves printed with your logo. Pricing by request and varies by market.

$**2,295**+

Passport Upgrade

Promote your company to all attendees by sponsoring the INTERFACE Passport.

$**795**

Soda Sponsor

A tremendous opportunity to engage with attendees while providing an assortment of soft drink options for their refreshment. Beverage brands will depend on venue's supplier and will be provided from 10am to 3pm at the conference.

This upgrade includes signage, company branded beverage tickets inserted into all badge holders, and upgraded status on event marketing.

$**1,895**

Registration Sponsor

A unique opportunity to meet with attendees before the event opens. Includes tabletop exhibit space in the registration lobby for exclusive networking with attendees as they queue for badges and wait for the conference to open. Package also includes event signage.

$**1,495**

Sponsorship Pricing

Bag Sponsor

Provide your branded bags to be distributed to all attendees. May include (1) one Bag Insert. This upgrade requires the minimum purchase of a Standard Package or greater value.

$**695**

Lanyard Sponsor

Provide your company-branded lanyards to be distributed to all attendees.

$**695**

Onsite Promo

Promote your company, product, or seminar to all attendees. This upgrade requires the minimum purchase of a Standard Package or greater value and includes table-top signage, public address announcements, and customized lead cards.

Exhibitor must provide the prize intended for the giveaway. Exhibitor retains all data collected.

$**595**

Badge Sponsor

Prominently display your company's logo on the event badges worn by all attendees.

$**795**

Sponsor Showcase

Your logo showcased on the full-length signage we display at the event entrance.

$**695**

Planner Ad

Advertisement placed in the INTERFACE digital conference planner. You have the option to either supply us with your design or request our designer to handle it for you at an additional charge.

$**695** full page $**495** half page

Table Tents

Your printed marketing message placed on all tables in the registration and dining areas. You have the option to either supply us with your design or request our designer to handle it for you at an additional charge.

$**595**

Bag Inserts

Your printed materials placed in the conference bags distributed to all attendees. Exhibitor must provide the materials.

$**395**

Badge Scanner

Efficiently collect contact data of attendees visiting your booth and/or presentation. This upgrade requires the minimum purchase of a Standard Package or greater value.

$**375**

Testimonials: Attendees

"Thank you to the organizers for creating such a welcoming and informative event. Overall, the INTERFACE conference exceeded my expectations, and I'm looking forward to attending again next year!"

▶ **Security & Compliance Analyst • City of Redmond, WA**

"I look forward to this IT Conference every year and they NEVER disappoint. Once again, another great crew effort from F2F Events along with all of the vendors. Already looking forward to next year!"

▶ **IT Systems Administrator • US Army**

"My INTERFACE experience was a better experience than I expected. I think the INTERFACE organizers are on the right track and should consider dovetailing into other IT 'niche' areas, keeping the conferences 'local' for better networking and accessibility to new offerings and knowledge."

▶ **Director, Information Technology • KYA Inc.**

"This was a great overview of the cybersecurity world in which my organization is actively implementing and enhancing. Thank you!"

▶ **IT Project Manager • Kaiser Permanente**

"This was my first time going to INTERFACE and I was really impressed. It's a great value and I learned a lot. The vendor connection was very valuable as well."

▶ **Network Systems Admin • Wilder School District**

"Great experience, love to attend this conference every year."

▶ **Manager, IT Audit • Qualtrics**

"Thanks so much for the opportunity and the efforts put into this event! Very successful / beneficial; It was a great opportunity to learn, see new technologies, interact, and build relationships! Keep it up!"

▶ **Chief, Tech Resources Branch • US Army Engineering Div.**

"Thoroughly enjoyed this conference: its size, the venue, the presenters and vendors, the mix of technical information, trends/stats, and of course, sales and networking. It did not feel just like a big sales pitch and the mix/diverse selection of vendors kept everything meaningful and flowing. Greatly appreciate the invite and attending!"

▶ **Identity Management Consultant • Miles IT**

"Overall, the INTERFACE conference was well-organized and provided valuable networking opportunities. The keynote sessions were informative, and the variety of topics covered in the breakout sessions was appreciated."

▶ **Sr Manager, Internal Audit • Americo**

"Thank you for organizing this event. The vendors were generous to provide meeting place, lunch, happy hour, and prize. Of course, the INTERFACE committee had done a marvelous job and let us enjoy a local free and educational conference. Please continue this type of event. Cannot say enough: Thank you!"

▶ **Manager, IT • Blue Cross of Idaho**

"I think this is great conference that pulls in a wide array of vendors to interact with and provide expert presentations."

▶ **Sr InfoSec Admin • University of Nebraska**

Testimonials: Advisors

"I have been attending INTERFACE Montana for many years, having experience in both the public and private sectors. As a long-time member of the Advisory Council, I find immense value in the conference. The sessions are consistently relevant, and the networking opportunities with vendors and colleagues are invaluable. I appreciate that the event is easily accessible from a travel perspective, and its short duration makes it easy to budget both time and money for. Highly recommended."

▶ **IT Security Manager • Consumer Direct Care Network**

"INTERFACE is one of my go-to events in Phoenix. The opportunities to engage in active conversation of a variety of live topics is unrivaled in the local area."

▶ **VP, Third Party Cyber Risk Management • State Street**

"I have attended INTERFACE for several years and consistently received top-tier training from industry leaders. It's been invaluable for networking with peers and meeting like-minded professionals. The access to cutting-edge ideas and concepts makes it time well spent away from work."

▶ **Principal Cyber Info Assur. Analyst • Northrop Grumman**

"This was my first time attending INTERFACE Omaha, and I was genuinely impressed by the quality of the content. The sessions were informative and relevant, and even the vendors offered valuable insight and resources that I can apply in my work. It was a refreshing change from more surface-level conferences, and I look forward to attending again in the future."

▶ **Manager, IT • Southwest Iowa Renewable Energy**

"INTERFACE Boise reinforced the importance of connecting IT professionals with practical solutions and emerging trends. The conference provided a valuable platform for dialogue, collaboration, and skill-building that directly supports stronger communication, innovation, and customer service in technology teams. A must for IT professionals serious about skills and career development."

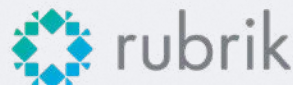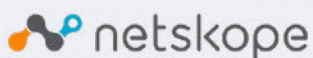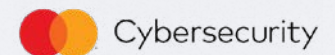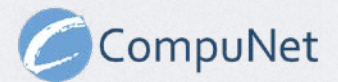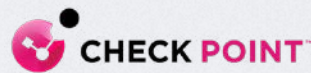▶ **Senior IT Manager • Idaho Transportation Department**

"INTERFACE SLC was the day to learn, stay updated on technology, network with peers, partners, and vendors, and have a great time "working" out of the office. INTERFACE brought like-minded IT professionals together to share and discuss what's important about their technology environment and challenges at work. This is a great opportunity to learn about and then introduce or implement new or better solutions for addressing persistent technology issues at work. Definitely worth taking the day to learn in a relaxed and fun conference!"

▶ **Director of IT • Brigham Young University**

"The INTERFACE Conference is an important event where leading industry partners share insights on the evolving blue-team landscape. While vendors will naturally promote their products, they also provide valuable perspectives on why their area of cybersecurity deserves attention and how it fits into current defense strategies. I strongly recommend attending whenever the conference is held in your region—it's a great opportunity to stay informed and ahead of emerging trends."

▶ **Director of IT • Maricopa County School District**

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Thank You For Your Participation at INTERFACE!