

# THE HONEYNET PROJECT

## REQUEST FOR PROPOSALS (RFP) Hosting the Annual HoneyNet Project Workshop

### **A. Introduction**

The HoneyNet Project invites proposals for the 2014 annual workshop, which is a five-day event to be held in **February or March of 2014**. The five-day event includes a one-day public briefing, a two-day hands-on training open to public and two-day private meeting by invitation only. Annual workshops are held every year and have recently been held at government, university and private company settings in Dubai (2013), San Francisco (2012), Paris (2011), Mexico City (2010) and Kuala Lumpur (2009) attracting more than 400 participants from around the world.

The objective of the annual workshop is to bring together top information security experts from around the globe to present their research efforts as well as discuss insights and strategies to combat new, emerging threats. The annual workshop generates significant positive press for the workshop host and sponsoring organizations as well as an opportunity for the hosting organization to showcase their activities and expertise to the global security community. In particular, hosting the annual workshop creates a focus on the engagement of academic, security industries, banks, government agencies and others in the host city, country and beyond.

The HoneyNet Project workshop committee is interested in venue amenities that will offer conference participants comfortable meeting facilities, walking-distance proximity for conference programs, common areas for relaxation and socializing, financial contribution, potential local sponsorship and media participation as well as easy accessibility for those arriving by air. The workshop committee will select the host city base on **ALL** information provided. All portions of the submitted proposal will be reviewed and evaluated.

The RFP provides instructions and procedures for submitting a proposal to host the 2014 annual workshop.

### **B. Proposal Submission Requirements**

Proposals must include a cover letter summarizing your proposal. Additional information not covered by any of the below required sections may be attached as necessary. Proposals submitted via electronic mail (e-mail) must be set in Microsoft Word, Microsoft PowerPoint or Portable Document Format (PDF).

Please contact **Chief Workshop Officer, Julia Yu-Chin Cheng**, at [events@honeynet.org](mailto:events@honeynet.org) with proposals, expressions of interest, and with any questions about this process by June 20, 2013.

### **C. Deadline for Proposal Submission**

The deadline to submit proposals is **June 20, 2013**.

### **D. Approval Process/Deadline for Selection of Host City**

The workshop committee will review all proposals properly submitted. The committee will then select the host city and inform, in writing, all parties submitting proposals of the final decision by **June 30, 2013**.

### **E. Local Chapter & Local Organizations Representation**

The proposal must name one **Primary Local Workshop Coordinator** who is a member of the local HoneyNet Project in the venue city. This person helps with on-site coordination and responses to the workshop committee. Other local co-coordinators, who don't have to be a member of the local chapter, are helpful with providing logistical assistance and

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support for the workshop. The primary local workshop coordinator and local co-coordinators are responsible for bringing together local trusted organizations, government agencies, universities, banks, and industries to provide support for your effort to host the annual workshop. Their support will enhance the efforts for a successful workshop. Representatives of these organizations, the primary local workshop coordinators and local co-coordinators should be listed in the proposal as follows:

## Primary Local Workshop Coordinator:

Please include their name, title, company or organization and email

## Local Co-Coordinators: (not necessary)

Please include their name, title, company or organization and email

## List of Representing Supporting Organizations:

Please include the title of the organization and their proposed role or assistance to the workshop

## F. Information to be provided in Proposal

| ITEMS                   | DESCRIPTION   |
|-------------------------|---|
| F1: City and Date       | The proposed city and date is for the 20 14 annual workshop. The Honeynet Project normally holds the annual workshop over a five-day period during February or March.   |
| F2: Host City Profile   | Provide a profile of the host city and surrounding areas that may be of interest of workshop attendees. Indicate if any popular pre/post-conference tours are close by.   |
| F3: VISA                | Describe VISA requirements and limitations for entering the county.   |
| F4: Transportation      | Please list available transportation (e.q., trains, buses, trolleys, taxis) including the distance and its cost from the nearest international airport to the designated hotel area and from the designated hotel area to the workshop. The information of workshop venue parking and hotel parking should be provided.   |
| F5: Hotel Accommodation | <p>The minimum number of guest rooms required for 6 nights is 100 rooms. 4-star and 3-star hotels under USD \$150 per night are desirable. In-room WiFi access or plug-in Internet is available in every room for free or at a discount rate. More affordable accommodation should also be made available.</p> <p>The local workshop coordinator on behalf of The Honeynet Project for the workshop hotel will negotiate special rates for workshop participants.</p> |
| F6: Budget Sheet        | <p>Provide an estimate of workshop expenses and potential income in <b>ADDENDUM A</b>. Expenses include venue rental, if any, equipment rental cost, reception dinner cost, transportation, hotel cost and airfare round-trip cost. Income includes tickets sales, training workshops and sponsorship – be realistic! You can ask Julia Cheng about previous costs, briefing day ticket prices, training session prices, etc.</p>                                     |
| F7: Social Events       | The 2014 annual workshop will require at least two social events: (1) a formal reception/dinner after finishing the briefing on the first day. (2) a team dinner provided for around 70 seats. Hopefully, the cost could be included in the admission fee or be covered through sponsorship. In addition, suggestions for optional tours of local attractions at an additional cost would be helpful.   |

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## F8: Venue

The workshop venue is split into a **public workshop venue for 3 days** and a **private meeting venue for 2 days**, which could be located in the same place or hosted at a different place. The workshop venue should be located within easy access to an airport. The venue should be person friendly with elevators/ramps to all floors/rooms.

### **Public workshop venue:**

Where possible, the public workshop venue should be the principal hotel which must have a meeting room that can accommodate 150+ people classroom style seating for the first day briefing. Common area for refreshments will accommodate no less than 100 people with an additional 4~5 breakout rooms for approximately 30 people classroom style for concurrent hands-on training courses on days 2 and 3. Two refreshment and lunch options should be provided in the proposal.

Venue is equipped with audio, visual and projection facilities with a stage, preferably with a lectern. Wifi internet access is available in every room, Remote controlled camera video recording is a preference. In addition, flipcharts should be available in breakout rooms. Registration area should be a size that could accommodate approximately 20 persons at any one time with tables and poster board.

### **Private meeting venue:**

The preferred private meeting venue will be provided at no cost or minimal cost. If the workshop host can provide a site for free, which is close to hotel, that will be great. One meeting room that can accommodate 60 people classroom style seating is for day 4 and the morning session of day 5. Three breakout rooms that can accommodate 20 people classroom style are for the afternoon session of day 5.

Venue is equipped with audio, visual and projection facilities. Wifi internet access is available in every room. In addition, flipcharts should be available in breakout rooms.

## F9: Past Events

Please provide past security conference in venue city with information about general agenda, website, number of participants, ticket prices charged.

## F10: Sponsorship

It is highly desirable that the workshop proposal is accompanied by confirmed sponsorships or financial support from local or national/international sponsors. Financial or sponsorship support is an essential part of the location selection process. Sponsorships, in-kind or otherwise, may include:

- Monetary donations
- Copying and printing of materials
- Buy-in tickets – tickets purchased by organizations for their employees
- Sponsorship of reception, lunches, refreshments and venue rental
- Scholarships for academics and students to attend the workshop.
- Sponsorship of speakers for their traveling and accommodation cost

If you cannot get any confirmed sponsorships by the time the proposal is due, please list the possible organizations and their contact person that you can contact for potential sponsorship.

## F11: Promote on local participants

Please list the local companies and organizations that would likely express interest in attending the 2014 annual workshop and also provide the estimated total number. These numbers should be available in your income and expense sheet. Attach an outline of your plan for the promotion of the 2014 annual workshop including promotional or marketing ideas to ensure that the workshop is well attended.

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## ADDENDUM A:

### HP Annual Workshop 2014 - Financial Spreadsheet

If it is not possible to complete it in time for the deadline, then put your best estimate of the number of attendees for the public briefing, and for the training sessions and an idea of what a reasonable ticket fee would be for each of these two activities in the spreadsheet.

| <b>Costs</b>   |    |
|--|----|
| (If any of the costs are sponsors, please still list them and add the coresponding amount in the sponsorship section ) |    |
| Venue Rental Cost (in USD)   | \$ |
| Equipment Rental Cost  |    |
| - AV Equipment   | \$ |
| - Projectors   | \$ |
| Reception Dinner Cost – 100 People - (in USD)  | \$ |
| Transportation Cost From Hotel/To Venue (and back) for approx 60 people – daily rate (in USD)                          | \$ |
| Hotel Cost – Double Room with Internet   | \$ |
| Airfare round-trip from SEA to your city (in USD)  | \$ |
| Airfare round-trip from CDG to your city (in USD)  | \$ |
| Airfare round-trip from HKG to your city (in USD)  | \$ |
| <b>Income</b>  |    |
| Ticket Prices Briefings General Admission Per Person (in USD)  | \$ |
| Ticket Prices Briefings Student Admission Per Person (in USD)  | \$ |
| Ticket Prices 1-Day Class General Admission Per Person (in USD)  | \$ |
| Ticket Prices 1-Day Class Student Admission Per Person (in USD)  | \$ |
| Confirmed Sponsorship - if tied to specific costs, such as venue, pls specify - (in USD)                               | \$ |
| Likely Sponsorship - if tied to specific costs, such as venue, pls specify - (in USD)                                  | \$ |