



The (Unofficial) Guide to RSA Conference 2020

Visit Axonius at Booth 3102 • February 2020

RSA[®]Conference2020

San Francisco | February 24 – 28 | Moscone Center

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Introduction.

Overview

With over 50,000 security professionals descending on San Francisco for four days, the 2020 RSA Conference will be both exciting and overwhelming. This guide is designed to help attendees prioritize their time and access important information while at the conference. Though we sourced information from the official [RSA Conference website](#), this free guide is **100% unofficial** and is in no way affiliated with RSA Conference. We hope you find this information useful!

About RSA Conference

What is RSA Conference?

RSA Conference is the premier provider of global events and year-round online cybersecurity content. RSA Conference is where the world talks security, and leadership gathers, advances and emerges. Our mission is to facilitate conversations among the world's cybersecurity professionals about current and future concerns, ideas and solutions that will help enable individuals and organizations to succeed and grow safely and confidently. Learn more at rsaconference.com.

What is the theme for the 2020 RSA Conference?

With all the new technologies, strategies and artificial intelligence being employed by both security pros and threat actors, one thing remains constant: us. We are the Human Element within cybersecurity. That's what joins us together. For some of us, it's a higher calling that brought us to this profession. For others, it's a gradual realization that the actions we take can affect every aspect of humanity. We're the ones on the front lines, protecting not just data, but our most vulnerable people and every aspect of our lives—from election hacking to the weaponization of social media. We're the ones making the hard decisions about privacy, ethics, usability, and responsibility, and how to ensure doors remain open for everyone. The goal of RSA Conference is to help the industry mature while preparing individuals to grow into their roles as defenders of the world. When we recognize that cybersecurity is, fundamentally, about people protecting people, the world becomes a better, more secure place.



How many years has RSA Conference been held?

The first RSA Conference was held in 1991 and consisted of just one panel discussion. In the ensuing decades, RSAC has grown into a series of events held around the world, annually attracting approximately 50,000 attendees.

How many people attend RSAC USA?

In 2019, over [42,000 cybersecurity professionals](#) from around the world gathered for RSA Conference USA.

How many vendors are at RSAC USA?

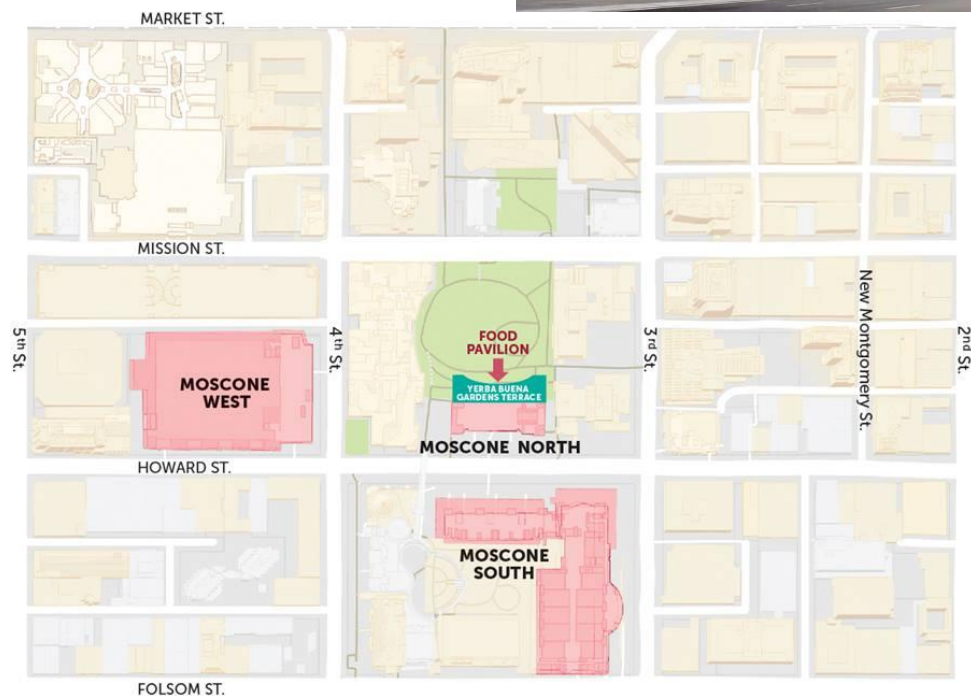
More than 700 exhibitors fill the North and South Expo, and Early Stage Expo, an innovation space dedicated to promoting up-and-comers in the industry. [Explore exhibitors and sponsors](#).

Logistics.

RSA Conference 2020 will be held at:

Moscone Center
747 Howard St.
San Francisco, CA 94103

All sessions, keynotes, and sponsors are held at the Moscone Center, which is split into Moscone North, West, and South.



Is there a meeting space available at RSA Conference?

There are various common areas within the Moscone Center that can be used for impromptu and informal meetings.

Is the Moscone Center ADA compliant?

It is the Moscone Center's intention to provide all reasonable accommodations for persons with disabilities to assist them in attending events held at the center.

Is there a lactation room or nursing mother's room at the Moscone Center?

Yes, there will be a nursing mother's room at Moscone. Please reference the Program Guide, Pocket Guide or mobile app for location, or inquire at any of the Info Desks onsite.

Are translation services available?

RSA Conference is presented in English only. No translation services are available.

Content & Schedule.

Sunday, February 23, 2020

Though the show doesn't officially start under Monday night, there are numerous tutorials and trainings available on Sunday and Monday. All tutorials and trainings [can be found here](#).

Monday, February 24, 2020

Time	Location	Description
7:00 a.m. – 8:00 p.m.	Howard Street in front of Moscone South	Shuttle Service between official room block hotels and the Moscone Center
7:00 a.m. – 7:00 p.m.	Moscone North & South	Registration
1:30 p.m. – 4:30 p.m.	Moscone Center South, Level 2	Innovation Sandbox Contest
5:00 p.m. – 7:00 p.m.	Moscone North and South Expo	Welcome Reception

Tuesday, February 25, 2020

Time	Location	Description
6:30 a.m. – 7:00 p.m.	Howard Street in front of Moscone South	Shuttle Service between official room block hotels and the Moscone Center
6:30 a.m. – 6:00 p.m.	Moscone North & South	Registration
8:00 a.m. – 8:10 a.m.	Moscone West	Opening Remarks
8:10 a.m. – 8:30 a.m.	Moscone West	Reality Check: The Story of Cybersecurity
8:35 a.m. – 8:55 a.m.	Moscone West	Time to Tell
8:55 a.m. – 9:15 a.m.	Moscone West	We the People: Democratizing Security
9:15 a.m. – 10:05 a.m.	Moscone West	The Cryptographers' Panel
10:00 a.m. – 6:00 p.m.	Moscone North and South Expo	Expo Hours
10:05 a.m. – 10:30 a.m.	Moscone West	Cybersecurity Has a Posse
11:00 – 11:50 a.m.	Moscone South	Fear and Loathing in Cybersecurity: An Analysis of the Psychology of Fear
1:00 p.m. – 1:50 p.m.	Moscone South	A Forward Look at the Cyberspace Solarium Commission
2:20 p.m. – 3:10 p.m.	Moscone South	Rocked to the Core
3:40 p.m. – 4:30 p.m.	Moscone South	Effective Leadership and Motivation: What It Took to Race around the World

Wednesday, February 26, 2020

Time	Location	Description
6:30 a.m. – 7:00 p.m.	Howard Street in front of Moscone South	Shuttle Service between official room block hotels and the Moscone Center
7:00 a.m. – 6:00 p.m.	Moscone South	Registration
8:00 a.m. – 8:50 a.m.	Moscone South	Hacking Exposed: Global Threat Brief
8:00 a.m. – 4:00 p.m.	San Francisco Ballroom, Moscone South, Level 2	Early Stage Expo Hours
9:20 a.m. – 10:10 a.m.	Moscone South	Genomics: A New Frontier for Privacy and Security
10:00 a.m. – 6:00 p.m.	Moscone North and South Expo	Expo Hours
10:30 a.m. – 10:55 a.m.	Moscone West	Rethink the Way You Secure Your Organization with Intrinsic Security
10:55 a.m. – 11:15 a.m.	Moscone West	Drive Security into the Fabric of Your Business by Investing in Your People
11:15 a.m. – 11:45 a.m.	Moscone West	Record-Breaking: My Life and Career with NASA
1:30 p.m. – 2:20 p.m.	Moscone South	Fireside Chat with the Department of Energy's Karen S. Evans
2:50 p.m. – 3:40 p.m.	Moscone South	How to Reduce Supply Chain Risk: Lessons from Efforts to Block Huawei
4:00 p.m. – 4:25 p.m.	Moscone West	Why Your People Are Still Your Best Cyber-Defense
4:25 p.m. – 5:00 p.m.	Moscone West	Insights from Kara Swisher
4:30 p.m. – 6:00 p.m.	Moscone North and South Expo	Expo Pub Crawl

Thursday, February 27, 2020

Time	Location	Description
6:30 a.m. – 6:00 p.m.	Howard Street in front of Moscone South	Shuttle Service between official room block hotels and the Moscone Center
7:00 a.m. – 5:00 p.m.	Moscone South	Registration
8:00 a.m. – 3:00 p.m.	San Francisco Ballroom, Moscone South, Level 2	Early Stage Expo Hours
8:00 a.m. – 8:50 a.m.	Moscone South	The Industrial Cyberthreat Landscape: 2019 Year in Review
9:20 a.m. – 10:10 a.m.	Moscone South	Hacking Society
10:00 a.m. – 3:00 p.m.	Moscone North and South Expo	Expo Hours
10:35 a.m. – 10:55 a.m.	Moscone West	20 Years In: Security's Grand Challenges, Then and Now
10:55 a.m. – 11:25 a.m.	Moscone West	The Future of Transportation Relies on Strong Cybersecurity
1:30 p.m. – 2:20 p.m.	Moscone South	Geopolitical Risks, Elections and Cybersecurity
2:50 p.m. – 3:40 p.m.	Moscone South	Hacking Stress in Cybersecurity Operations
4:00 p.m. – 4:25 p.m.	Moscone West	On the Edge of Something Big: Security's Next Frontier

4:25 p.m. – 5:10 p.m.	Moscone West	The 5 Most Dangerous New Attack Techniques and How to Counter Them
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Innovation Sandbox Contest.

Monday, February 24 at 1:30 - 4:30 p.m. Moscone Center South, Level 2

The RSAC Innovation Sandbox Contest brings out cybersecurity's boldest new innovators who have made it their mission to minimize risk. Each year, 10 finalists grab the spotlight for a three-minute pitch while demonstrating groundbreaking security technologies to the broader RSA Conference community. Since the start of the contest, the top 10 finalists have collectively seen 48 acquisitions and received \$5.2 billion in investments.

This year's Innovation Sandbox Contest finalists are:



Schedule

1:30 p.m.	Doors Open
1:45 p.m.	Opening Remarks: Hugh Thompson, Program Committee Chair, RSA Conference
2:00 p.m.	Top 10 Finalists Presentations: Three-minute pitches followed by Q&A with judges
3:30 p.m.	Audience Meet and Greet with Top 10 Finalists
4:15 p.m.	Judges Panel
4:30 p.m.	Announcement of Winner



Axonius won the 2019 RSAC Innovation Sandbox Contest, and in the months that followed, we signed on Fortune 500 customers, raised a second round of funding, won several other high-profile awards, and doubled the size of our team. We wish this year's finalists the best of luck!

Expo.

The Expo at RSA Conference is where the industry's leading companies present cutting-edge products and solutions to help you secure your organization. Discuss solutions in depth with exhibitors, participate in hands-on demos, make new contacts and get a sense of where the industry is going.

Exhibitors

For a list of all exhibitors, [visit this page](#).

Floor Plans

- [North Expo Hall](#)
- [South Expo Hall](#)

Early Stage Expo.

What is the Early Stage Expo?

The Early Stage Expo is an innovation space dedicated to promoting up-and-comers in the industry. With emerging talent at every booth, this is your chance to meet 51 of the industry's most promising newcomers. Learn about their innovative products and solutions by visiting their kiosks or sitting in on a short demo at the Early Stage Expo briefing center.

Where is the Early Stage Expo?

San Francisco Ballroom, Level 2
Moscone South

When is the Early Stage Expo Open?

Wednesday, February 26
8:00 a.m. - 4:00 p.m.

Thursday, February 27
8:00 a.m. - 3:00 p.m.

Early Stage Expo Schedule for Wednesday, February 26, 2020

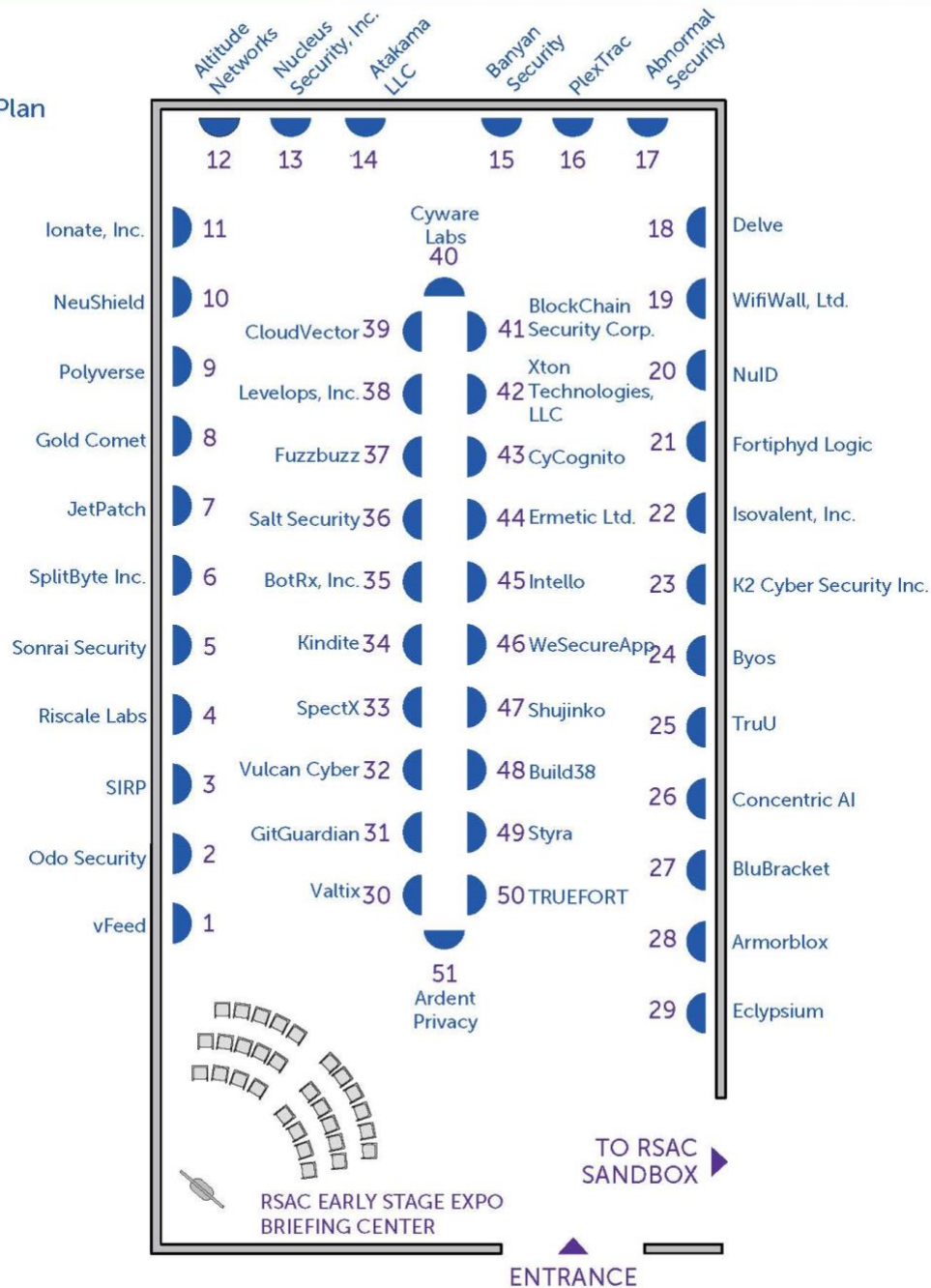
Time	Location	Description
9:30 a.m. – 9:50 a.m.	Byos	A New Model for Endpoint Security—The Byos Endpoint Security Platform
10:00 a.m. – 10:20 a.m.	Styra	Best Intentions=Risk Prevention: Where are your K8s Security Guardrails?
10:30 a.m. – 10:50 a.m.	Valtix	Unboxed: One-Click Network Security as a Service for/in Your Cloud
11:00 a.m. – 11:20 a.m.	Wall Street Journal	TBD
11:30 a.m. – 11:50 a.m.	TrueFort	Stop Zero Day & Advanced Attacks by Securing Apps with Behavioral Analytics
12:30 p.m. – 12:50 p.m.	CloudVector	Observe & Protect: API Shark - The Free API Observability Tool Tutorial
1:00 p.m. – 1:20 p.m.	Eclypsium	The Anatomy of a Firmware Attack

1:30 p.m. – 1:50 p.m.	K2 Cyber Security, Inc.	Next Generation Security for Web Applications that is Deterministic
2:00 p.m. – 2:20 p.m.	BluBracket	Why code is the next front in the cybersecurity war

Early Stage Expo Schedule for Thursday, February 27, 2020

Time	Location	Description
9:30 a.m. – 9:50 a.m.	Abnormal Security	BEC Isn't a Security Issue, It's a Social Engineering Issue-That AI Can Solve
10:00 a.m. – 10:20 a.m.	Vulcan Cyber	Agile Vulnerability Remediation–A Guide To Smashing Your Remediation Goals
10:30 a.m. – 10:50 a.m.	SpectX	Log Analytics: Investigation is not Monitoring is not Dashboard
11:00 a.m. – 11:20 a.m.	Concentric	Deep Learning to Protect Biz Critical, Unstructured Data
11:30 a.m. – 11:50 a.m.	Infinipoint	Why it Takes Cutting-Edge Technology to Solve the ABC's of Cyber Hygiene
12:30 p.m. – 12:50 p.m.	Shujinko	Compliance by Design - How to build in the public cloud
1:00 p.m. – 1:20 p.m.	Banyan Security	The 3rd Party Dilemma – Securing Remote Access Without a VPN
1:30 p.m. – 1:50 p.m.	Odo Security	So Long VPNs, and Thanks for all the Fish

Floor Plan



Parties.

Unofficial Parties List

For the third straight year, we've compiled a list of parties (including ours) for RSA Conference. [View the list here.](#)

Axonius Pregame Party

Axonius is hosting a happy hour for RSA Conference attendees at our condo suite at the Ritz-Carlton Club – just a short walk away from the Moscone Center.

We know you're busy and have a lot of places to be. Join us for 10 minutes or an hour (or as long as you want), to take a load off of your feet and enjoy some snacks and drinks before heading out to the other parties. (Yes – we know you're going to other parties).

[Register ahead of time](#), so we can save you a spot on the couch and have a drink on ice for you.



Stay Connected.

Mobile App

Download the RSA Conference mobile app to:

- View agenda and explore sessions
- Build your personal schedule
- Access speaker profiles, exhibitor and sponsor information
- View interactive maps of the RSAC Campus
- Provide valuable feedback



Social

Follow the RSA Conference on Twitter by following [@RSAConference](#) and tweeting with the hashtag [#RSAC](#). Make sure to follow [@AxoniusInc](#) on Twitter as we'll be live tweeting during the event.

What to Bring.

1. **Business Cards** – You'll inevitably meet people that you'd like to follow-up with. Even in 2020, it's convenient to hand someone all your contact info.
2. **Hand Sanitizer and Disinfecting Wipes** – You'll want to minimize the risk of catching any viruses or the flu. Your fellow conferencegoers will thank you for doing so!
3. **A Good Pen** – You'll want to make notes in sessions, and the cheap pens at conferences are notoriously bad.
4. **Chargers** – When you're in sessions followed by parties, there's little time to plug in and charge your phone. Power banks are key.
5. **Headphones** – You'll probably need to make a few phone calls, and the crowd is loud. If you have decent headphones with a microphone, you can drown out a lot of background noise.
6. **Snacks** – Whether it's due to the time difference, the constant walking, or a combination, it's likely you'll be hungry at a time where food is not available. A Quest Bar or some nuts come in very handy!
7. **Sneakers** – Expect to walk a lot, and make sure your feet are taken care of.
8. **Fitbit/Step Counter** – If you count your daily steps, make sure you do that during the show.

Where to Find Axonius at RSAC 2020.



All details can be found on the [Axonius RSA Conference 2020 page](#).

Visit the 'Unsexiest' Booth at RSA Conference

Stop by Booth 3102 at RSA Conference 2020 to learn how Axonius can help your organization get a credible, comprehensive IT asset inventory, understand the gaps in security coverage, and automatically validate & enforce security policies.

[Request an in-person demo or meeting](#) by filling out the form to see how our platform can help you provide actionable visibility and automated security policy enforcement for every asset and user.

Our Giveaways

This year, we've decided to switch up our swag, and give away "Instead of Swag" bags with a donation to the Eat. Learn. Play. foundation. Simply pick up the bag at our booth, and we'll make a \$5 donation on your behalf. On Wednesday, February 26, we'll also be taking part in the Pub Crawl. Be sure to stop by our booth for a drink (or a few), and pick up one of our awesome koozies.



Pregame with Us

We are hosting a happy hour for RSA Conference attendees at our condo suite at the Ritz-Carlton Club on February 26 at 6:00 pm. Join us for 10 minutes or an hour (or as long as you want), to take a load off of your feet and enjoy some snacks and drinks before heading out to the other parties. [Save your spot here.](#)

Trainings & Panels

SANS – Cybersecurity Writing: Hack the Reader - February 23 & 24 from 9:00 a.m. – 5:00 p.m.

Featuring Lenny Zeltser, CISO of Axonius, Senior Instructor at SANS Institute

Want to write better? Learn to hack the reader! Discover how to find an opening, break down your readers' defenses, and capture their attention to deliver your message – even if they're too busy or indifferent to others' writing. This unique course, taught by Lenny Zeltser and built exclusively for cybersecurity professionals, will strengthen your writing skills and boost your security career.

Master the writing secrets that'll make you stand out in the eyes of your peers, colleagues, managers, and clients. Learn to communicate your insights, requests, and recommendations persuasively and professionally. Make your cybersecurity writing remarkable. [Register here.](#)

Panel Session: Open Source Tools - February 25 @ 11:00 a.m.

Featuring Lenny Zeltser, CISO of Axonius, Senior Instructor at SANS Institute

This informative discussion explores security ramifications and implications of open source tools as well as what needs to be done differently. Have questions about open source issues? Bring them to this interactive panel where Open Source leaders engage the audience to discuss the state of the industry and some of the most pressing issues from release strategies and processes to code maintenance.

Moderator: Ed Moyle, Partner at SecurityCurve

Panelist(s):

- Lenny Zeltser, CISO of Axonius & Senior Instructor at SANS Institute
- Inigo Merino, CEO of Cienaga
- Kelley Misata, CEO of Sightline Security

About Axonius.

Axonius is the cybersecurity asset management platform that gives organizations a comprehensive asset inventory, uncovers security solution coverage gaps, and automatically validates and enforces security policies. By seamlessly integrating with nearly 200 security and management solutions, Axonius is deployed in minutes, improving cyber hygiene immediately.

For more information, please visit [Axonius.com](https://axonius.com).