



AXONIUS

# The Unofficial Guide to RSA Conference 2018



## OVERVIEW

---

With over 50,000 security professionals descending on San Francisco for 4 days, the 2018 RSA Conference can be overwhelming. The following guide is meant to help attendees prioritize their time while at the show. Of course, this guide is 100% unofficial and is in no way affiliated with the RSA Conference. We hope you find the information useful.



Meet Us At RSA!

Early Stage Expo Booth #3





The Unofficial Guide to RSA Conference 2018 ..... 1

    Overview ..... 1

RSA Conference 2018 Locations..... 3

RSA Conference 2018 Schedule..... 4

    SUNDAY, April 15 ..... 4

    MONDAY, April 16..... 4

    TUESDAY, April 17..... 4

    WEDNESDAY, April 18 ..... 5

    THURSDAY, April 19 ..... 5

    FRIDAY, April 20 ..... 6

RSAC 2018 Parties..... 6

Early Stage Expo..... 7

Expo Halls ..... 8

What to Bring ..... 9

RSAC 2018 Mobile App..... 9

Thank You..... 9



Meet Us At RSA!

Early Stage Expo Booth #3



# RSA Conference 2018 Locations

The RSA Conference 2018 is held at two locations:

## Moscone Center

747 Howard Street  
San Francisco, CA 94103

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



## Marriott Marquis

780 Mission Street  
San Francisco, CA 94103

The Marriott Marquis is where the Early Stage Expo is held. The Early Stage Expo showcases 40 emerging InfoSec startups.

Walking from Moscone to the Marriott is a 7-minute walk.

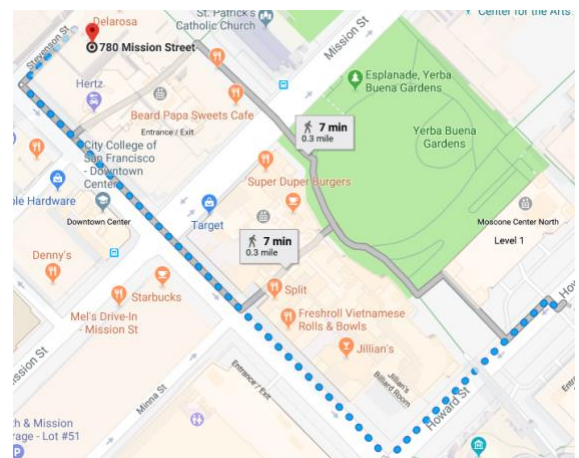
### Moscone Center South

747 Howard St, San Francisco, CA 94103

- ↑ Head southwest on Howard St  
466 ft
- ↗ Turn right onto 4th St  
0.2 mi
- ↗ Turn right onto Stevenson St  
161 ft

### 780 Mission St

San Francisco, CA 94103





# RSA Conference 2018 Schedule

## SUNDAY, APRIL 15

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

## MONDAY, APRIL 16

Time	Location	Description
7:00 a.m. - 7:00 p.m.	Moscone West, Level 1	Registration and Badge Pickup
7:00 a.m. - 8:00 p.m.	<a href="#">See page for details</a>	Hotel Shuttles
9:00 a.m. - 5:00 p.m.	<a href="#">See page for details</a>	Tutorials and Trainings
1:30 p.m. - 4:30 p.m.	Marriott Marquis - Yerba Buena 8	<a href="#">RSA Innovation Sandbox Contest</a>
5:00 p.m. - 7:00 p.m.	Moscone Expo Halls	Welcome Reception

## TUESDAY, APRIL 17

Time	Location	Description
6:30 a.m. - 7:00 p.m.	Moscone West, Level 1	Registration and Badge Pickup
6:30 a.m. - 7:00 p.m.	<a href="#">See page for details</a>	Hotel Shuttles
8:10 a.m.	Moscone West Level 3	<a href="#">Keynote: Cybersecurity Silver Linings</a>
8:35 a.m.	Moscone West Level 3	<a href="#">Keynote: The Price of Cyber-Warfare</a>
8:55 a.m.	Moscone West Level 3	<a href="#">Keynote: Operation Dateline</a>
9:20 a.m. - 10:00 a.m.	Moscone West Level 3	<a href="#">Keynote: The Cryptographers' Panel</a>
10:05 a.m.	Moscone West Level 3	<a href="#">Remarks by Kirstjen Nielsen, Secretary of the Dept. of Homeland Security</a>
10:00 a.m. - 6:00 p.m.	Moscone Expo Halls	<a href="#">Expo Hours</a>
1:00 p.m. - 4:15 p.m.	<a href="#">See page for details</a>	<a href="#">Sessions</a>
3:30 p.m. - 4:15 p.m.	Moscone West 2022	<a href="#">Keynote: Over-the-Horizon Cybersecurity Technology and Threats</a>
4:30 p.m. - 6:00 p.m.	Marriott Marquis	<a href="#">CyBEER Ops</a>
4:30 p.m. - 6:00 p.m.	Marriott Marquis	<a href="#">RSAC Sandbox</a>
5:00 p.m. - 7:30 p.m.	Press Club, 20 Yerba Buena Ln.	<a href="#">RSAC Women's Leadership Reception</a>
6:30 p.m. - 9:30 p.m.	<a href="#">See page for details</a>	<a href="#">Nighttime Ninja Sessions</a>



Meet Us At RSA!

Early Stage Expo Booth #3





## WEDNESDAY, APRIL 18

Time	Location	Description
6:30 a.m. - 6:00 p.m.	Moscone West, Level 1	Registration and Badge Pickup
6:30 a.m. - 7:00 p.m.	<a href="#">See page for details</a>	Hotel Shuttles
8:00 a.m. - 5:00 p.m.	Marriott Marquis	<a href="#">RSAC Sandbox</a>
8:00 a.m. - 10:00 a.m.	<a href="#">See page for details</a>	<a href="#">Sessions</a>
8:00 a.m. - 5:00 p.m.	Marriott Marquis	<a href="#">Early Stage Expo</a>
10:00 a.m. - 6:00 p.m.	Moscone Expo Halls	<a href="#">Expo Hours</a>
10:30 a.m.	Moscone West Level 3	<a href="#">Keynote: Raise the Bar and Make an Impact</a>
10:55 a.m.	Moscone West Level 3	<a href="#">Keynote: At the Edge of Prediction: A Look Back to the Future of Cybersecurity</a>
11:15 a.m.	Moscone West Level 3	<a href="#">Keynote: The 5 Most Dangerous New Attack Techniques and What's Coming Next</a>
4:00 p.m.	Moscone West Level 3	<a href="#">Attention Agents of Change: Are You Ready for Your Next Mission?</a>
4:25 p.m.	Moscone West Level 3	<a href="#">Keynote: Monica Lewinsky- The Price of Shame</a>
4:50 p.m.	Moscone West Level 3	<a href="#">Keynote: How to Fail First, Fail Hard, and Fail Fast</a>

## THURSDAY, APRIL 19

Time	Location	Description
6:30 a.m. - 6:00 p.m.	Moscone West, Level 1	Registration and Badge Pickup
6:30 a.m. - 10:30 p.m.	<a href="#">See page for details</a>	Hotel Shuttles
8:00 a.m. - 10:00 a.m.	<a href="#">See page for details</a>	<a href="#">Sessions</a>
8:00 a.m. - 3:30 p.m.	Marriott Marquis	<a href="#">Early Stage Expo</a>
8:00 a.m. - 3:30 p.m.	Marriott Marquis	<a href="#">RSAC Sandbox</a>
10:00 a.m. - 3:00 p.m.	Moscone Expo Halls	<a href="#">Expo Hours</a>
10:30 a.m.	Moscone West Level 3	<a href="#">Keynote: How Do I Get My Company to Ditch the Firewall</a>
10:55 a.m.	Moscone West Level 3	<a href="#">Keynote: Why Procrastinators Procrastinate: The Never-Ending Battle in Our Heads</a>
4:00 p.m.	Moscone West Level 3	<a href="#">Keynote: Our Biggest Bet Yet</a>
4:25 p.m.	Moscone West Level 3	<a href="#">Keynote: How to Make Friends with the Future</a>
4:55 p.m.	Moscone West Level 3	<a href="#">Keynote: Hidden Figures: The Untold Story of the Black Women Who Helped Win the Space Race</a>
6:00 p.m. - 10:00 p.m.	SF Armory ( <a href="#">See shuttle schedule</a> )	<a href="#">RSAC Bash</a>



Meet Us At RSA!

Early Stage Expo Booth #3





FRIDAY, APRIL 20

Time	Location	Description
8:00 a.m. - 6:00 p.m.	Moscone West, Level 1	Registration and Badge Pickup
8:00 a.m. – 3:00 p.m.	<a href="#">See page for details</a>	Hotel Shuttles
9:00 a.m. – 12:15 p.m.	<a href="#">See page for details</a>	<a href="#">Sessions</a>
1:00 p.m.	Moscone West Level 3	<a href="#">Keynote: The Hugh Thompson Show: Artificial Intelligence</a>

## RSAC 2018 Parties

Parties during RSA Conference are, well, over the top. Vendors spend millions to put on massive bashes with DJs, enough free drinks to fill an aquarium, food, and giveaways. Since we couldn't find a comprehensive list of all the parties, [we made one here](#).



# Early Stage Expo

Located at the Marriott Marquis, the RSAC Early Stage Expo features 40 emerging information security startups, of which we are one. Please make sure to stop by the early stage expo to see a live demo, and to check out some of the other innovative companies you may not yet know. Hours:

**Tuesday, April 17:** 4:30–6:00 PM

**Wednesday, April 18:** 8:00 AM — 5:00 PM

**Thursday, April 19:** 8:00 AM — 3:30 PM



[Click image for a PDF map of the Early Stage Expo](#)



## Expo Halls

There are [587 vendors](#) exhibiting at the RSA Conference in 2018. If the average conversation at a booth is 3 minutes long, it would take about 30 hours to hit every booth (without factoring in time to walk to each booth, and time waiting for someone to be free to talk). Given the fact that the expo halls are only open a total of 23 hours during the show, it's pretty much impossible.

Out of the 587 vendors mentioned, there are over 540 split between the North Expo and South Expo. That's a LOT. And again, given the need to prioritize, here are a few strategies:

**Sort by what you need** — Many attendees want to check out the expo halls because they have a project or need in mind. If you spend some time using the security keywords and core topic filters to sort the exhibitor list, you'll be able to get a shortlist of [vendors worth visiting](#).

**Sort by swag** — No one admits this, but we all love freebies. I've seen conference attendees break into a full sprint to ask someone "which vendor is giving away those plastic swords?" I myself stood in line for more than I'd like to admit to get an autograph from Ronnie Lott, and have seen hours-long lines for a Soup Nazi photo. No joke.



**Follow on social** — Most vendors will announce their giveaways on twitter and will talk about what they're showing at their booths. Just follow the #RSAC2018 hashtag on twitter, or just [search here](#). You'll see attendees giving their opinions about which booths are worth visiting (and where they got the swag worth sharing).





## What to Bring

1. **Business Cards** – You'll inevitably meet people that you'd like to follow-up with. Even in 2018, it's convenient to hand someone all your contact info.
2. **A Good Pen** – You'll want to make notes in sessions, and the cheap pens at conferences are notoriously bad.
3. **Chargers** – When you're in sessions followed by parties, there's little time to plug in and charge your phone. Power banks are key.
4. **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.
5. **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!
6. **Sneakers** – I once went to RSA with a new pair of dress shoes. After the second day, I really regretted that decision. Expect to walk a lot, and make sure your feet are taken care of.
7. **Fitbit/Step Counter** – If you count your daily steps, make sure you do that during the show. In 2016, I had my first 40,000 step day, and that's worth bragging about!

## RSAC 2018 Mobile App

Though there is a Mobile App listed on the RSAC Conference website, there are still no instructions on where to get it. Instead it says "Please check back for download instructions."

[Check back on this page](#) during the event. It may be live when the event kicks off.

## Thank You

We hope this guide has been helpful, and hope you stop by the Axonius booth at the Early Stage Expo. Above all, have fun.



Meet Us At RSA!

Early Stage Expo Booth #3

