Channel Marketing

Businesses depend on a variety of tools and services to function, but they want to focus most of their efforts and resources on innovating and growing the business. The channel partner ecosystem extends the reach for vendors while enabling the channel partner to deliver a suite of products and services designed to work together to satisfy customer's needs.

Channel partners are critical in cybersecurity because there is no viable way for one company to establish and maintain relationships with millions of potential prospect businesses on its own. But in order to leverage the channel ecosystem effectively, your organization must execute a strong channel program that outlines the strategy to motivate and engage channel partners to create more value for your customers.

Channel Program Solutions That Meet Your Needs

ChannelE2E and MSSP Alert, are the authoritative voice for key segments of the IT services and security community of MSPs, MSSPs, security focused IT resellers, and service providers that serve a wide range of small, medium, and large enterprise customers with a diverse offering of highly tailored solutions.

**MSSP Alert** is the global voice of MSSPs and the leading online destination for critical audiences overseeing outsourced IT security: managed security services providers (MSSPs), managed detection & response providers (MDRs), and security-driven managed services providers (MSPs), worldwide. We address the single most important IT and business issue facing organizations globally: how to safeguard customer assets. Learn more at [www.msspalert.com](http://www.msspalert.com)

**ChannelE2E** is the leading digital destination for focused IT service providers, MSPs and MSSPs seeking to maximize their business valuations, mitigate business risk and maximize security. We focus on strategic discussions around business development, talent recruitment and management, financial models, marketing, sales, and customer engagement to guide the service provider community through every stage of their business journey—from entrepreneur to exit (E2E). Learn more at [www.channele2e.com](http://www.channele2e.com)
Sponsorship Opportunities

We offer a limited number of full-year* “all-inclusive” sponsorships, providing each sponsor a greater share of voice across every page of the site, every day, allied to a range of exclusive solutions that drive engagement and source leads from the managed services community.

This ensures each sponsor a full year of consistent audience engagement with daily, weekly, and monthly programming that utilizes a variety of branding, thought leadership, and lead generation opportunities to support your channel initiatives.

*Shorter span programs may be available. Talk to our team to design the channel program that meets your requirements today.

MSSP Alert Sponsorship Opportunities Include:

BRANDING
- Advertising: Daily run-of-site ads (desktop, tablet, smartphone)
- Daily e-Newsletter: Banner ad rotates multiple times weekly, logo inclusion daily
- Exclusive Sponsor Page: Detail your company, product offerings, URLs, CTAs
- Social Media: Twitter widget on the homepage

THOUGHT LEADERSHIP
- Blogs/Vlogs: 2x monthly (24 total)
- Executive Custom Newsletter: 1x monthly (12 total)
- Custom Cybercast: with sponsor CEO/Channel Chief
- Blogs & Podcasts: Promoted online, social media, and daily e-Newsletter

LEAD GENERATION
- 300 leads delivered using syndicated sponsor assets
- Editorial Webcasts: 2x per year
- Registration Lists shared post-event

VALUE ADD
- 20% discount on sponsorship rates for MSSP Alert Live

MSSP Alert reaches the world’s most influential managed security services providers (MSSPs)—decision makers in the firms that safeguard digital assets worldwide for small, midsize, and large enterprises.

- 51% C-level management/owner
- 26% business management
- 14% security/tech management
- 9% business development/marketing

MSSP Readership Segments
Established and aspiring MSSPs; managed detection and response (MDR) providers; MSPs with cybersecurity practices; cybersecurity consulting firms; and security operation center (SOC) providers.

MSSP Alert has shown consistent year-over-year growth since 2017. MSSP Alert reaches over 50,000 MSPs and cybersecurity partners each month, with approximately 5,000 daily newsletter subscribers.

- 125,000 monthly page views
- 50,000 monthly visitors
- 15,000 daily newsletter subscribers

Audience Reach: 55,000
ChannelE2E Sponsorship Opportunities Include:

**BRANDING**
- Advertising: Daily run-of-site ads (desktop, tablet, smartphone)
- Daily e-Newsletter: Banner ad rotates multiple times weekly, logo inclusion daily
- Exclusive Sponsor Page: Detail your company, product offerings, URLs, CTAs
- Social Media: Twitter widget on the homepage

**THOUGHT LEADERSHIP**
- Blogs/Vlogs: 2x monthly (24 total)
- Executive Custom Newsletter: 1x monthly (12 total)
- Custom Cybercast: with sponsor CEO/Channel Chief
- Blogs & Podcasts: Promoted online, social media, and daily e-Newsletter

**LEAD GENERATION**
- 300 leads delivered using syndicated sponsor assets
- Editorial Webcasts: 2x per year
- Registration Lists shared post-event

**VALUE ADD**
- 20% discount on sponsorship rates for MSSP Alert Live

**ChannelE2E** readers represent MSPs, MSSPs, IT service providers, ISVs and technology consultants across small, midsize, and enterprise markets and includes business owners and decision-makers who select, recommend, deploy, and manage technologies for end-customers – based on the technologies’ ability to generate productivity, growth and profits.

- **70%** C-level management/owner
- **22%** business management
- **8%** business development

**ChannelE2E** readers represent MSPs, MSSPs, IT service providers, ISVs and technology consultants across small, midsize, and enterprise markets.

ChannelE2E’s engaged and active readership has grown yearly and actively participates in research and webcasts.
MSSP Alert Live Event Sponsorship

October 7 – 9, 2024
Capital Hilton | Washington, D.C.

This annual event brings together managed security services providers, managed services providers, and technology vendors working in the channel cybersecurity space.

- Managed Security Service Providers (MSSPs)
- Security-driven Managed Service Providers (MSPs)
- Service Providers that offer:
  - Managed Detection and Response (MDR)
  - Extended Detection and Response (XDR)
  - Security Operations Center (SOC) as a Service
  - Endpoint, Network & Multi-Cloud Security Services
  - Penetration Testing
  - Incident Response
- Security vendors (cloud, software, hardware, distribution) that sell to and through MSPs and MSSPs

Learn more about sponsorship opportunities at www.msspalertlive.com

Ready to get started?

Contact sales@cyberriskalliance.com

CyberRisk Alliance provides business intelligence that helps the cybersecurity ecosystem connect, share knowledge, and make smarter and faster decisions.

Learn more at www.cyberriskalliance.com