

# IDESG Technology Demonstration & Luau

## *Solicitation of interest*

The IDESG is focused on shining a spotlight on solution providers that embody the IDESG principles listed at the end of this document. For that reason, you are invited to share your organization's innovative technologies that align to the IDESG Principles and the Identity Ecosystem Framework. Your attendance and demonstrations will add excitement and interest to our upcoming Plenary as your solutions bring the principles to life. This is your venue to share the innovative technologies you are creating to make cyberspace a safer place.

We would like you to participate and demonstrate your solution. Here are some of the specifics about the Technology Demonstration and your exhibit:

- 1<sup>st</sup> come 1<sup>st</sup> served basis (space will be limited)
- Showcases are intended to be very simple tabletop exhibits. You will be provided with an eight foot table with laminated top and skirted base to use for your base of operation.
- NO TRADESHOW BOOTHS WILL BE ALLOWED. We want this to be a low cost and casual event for you and the attendees so there will be no pop-ups or other booth-like gear. If you ship a booth we will not allow it to be constructed.
- You may bring the basics (monitors, smartphones, tablets, other devices) that are required to showcase your solution
- Power is available at no-cost if you choose to use the wall outlets behind the display tables. Free Wi-Fi is also available in the room. Higher speed Wi-Fi is available for an additional \$80/day paid by credit card online in the meeting room. Additional power and dedicated Internet services are available from the venue at their costs, which would also include labor and must be paid by your organization.
- You may create a sign to call attention to your area in the form of a pull-up banner or something similar and modest in size.
- Your company logo will be featured in the program and visual displays on the IDESG website and during the Plenary meeting prior to the networking session.
- You are encouraged to decorate the area around your tabletop to match the Luau theme of the reception. We may even be offering prizes to the most creatively presented tabletops so be creative and fun as you plan how you would like your areas to look.
- You must clearly articulate how your service or product aligns with the IDESG principles when applying for access to the event and at your tabletop. It is important that we show the community that the principles are being rolled into winning market solutions.
- Light appetizers will be served in the meeting room and a bar provided to participants.
- We welcome companies to spotlight your participation in IDESG to your customers and prospects by offering IDESG exhibitors and sponsors the opportunity to invite up to 10 local customers and/or prospective clients as VIPs to the IDESG Technology Demonstration & Luau. If you choose to be an exhibitor and/or sponsor you may share this [link to VIP registration](#) with your invited guests. We will send detailed information to your VIPs when they register. This opportunity is not available to attendees.

Company participation in IDESG demonstrates commitment to embracing the core principles of Privacy, Security, Interoperability and Usability in products and services, as well as the strategic foresight to be leaders in defining these principles within the identity space. For the Technology Demonstration and Luau our goal is to minimize overhead for the organizations that wish to showcase themselves while also keeping the atmosphere light and comfortable for everyone. Thank you in advance for your interest in participating in this event and also for being mindful of the guidelines.

### **IDESG Principles:**

The internet, devices, services and other online oriented innovations are created for the benefit of people. The IDESG, founded upon the principles of the National Strategy for Trusted Identities in Cyberspace, believes that fact must drive the manner in which all online and interoperable technologies are designed, implemented and managed to ensure that individuals are always cared for, in control, able to opt-out, and otherwise control and benefit from the manner in which they are represented digitally. These technologies also need to be designed and offered in a manner that promotes user choice and ease of interoperability. The following pillars shall guide the efforts of the IDESG and set the example for the online community to follow in order to create an internet that is safe and empowering to us all as individuals.

1. **Privacy Enhancing:** services, credentials, authenticators, devices and other electronic media used to interact on the basis of identity should be built and tested to ensure they deliver the user the ability to effectively manage their own privacy. Notifications of intended PII use, consent mechanisms, data minimization and anonymity provisions must be provided to users so they can be empowered to own and manage their online privacy. Individuals must be in control, aware and empowered to manage all PII movement related to their identities.
2. **Secure and Resilient:** The IDESG is technology and platform agnostic. However, it is imperative that identity technologies made available for us meet current standards for security and resilience. IDESG advocates for a use of industry standard security technologies and prevention initiatives to safeguard data. Organizations involved in the identity ecosystem should be able to prove their rigor in maintaining a constantly evolving system that is safe for all parties.
3. **Cost Effective & Usable:** IDESG and IDEF supportive technologies need to be constructed and offered in a manner that makes them available and usable by the majority of individuals regardless of socioeconomic placement. All populations are vulnerable to identity-oriented attack and therefore need solutions that scale across all Americans.
4. **Interoperable:** Individuals must have the ability chose the identity authentication and credentials they are most comfortable with using without concern for their ability to interoperate across the online world. There is a direct relationship between interoperability of credentials and authentication solutions and the number of time PII is replicated. IDESG aims to minimize the number of instances in which PII is made vulnerable and therefore requires highly interoperable solutions leveraging industry protocols, standards and exchanges.