



PRIVATE EXECUTIVE DINNERS

Built Around Your Accounts That Matter

Invitation-only dinners connecting cybersecurity providers with CISOs, CIOs and senior technology leaders across North America.

THE POWER OF PROXIMITY

The right room changes the conversation.

DC Edge recruits approximately 20–25 senior leaders around your target accounts, ideal customer profile and priority markets. No expo floor. No forced meetings. No competing provider in your solution category. Just a private dinner designed for real conversation and stronger follow-up.

20–25

senior leaders
per dinner

26+

years building cybersecurity
communities

2M+

technology contacts
available for matching



WHO IS IN THE ROOM

An executive audience built around your priorities

Each dinner is recruited around the market, target accounts, industries and leadership roles that matter to your team. These figures reflect recent DC Edge dinners.

76.7%

C-suite

80%

from organizations with
1,000+ employees

50%

from organizations with
\$10B+ annual revenue

LEADERSHIP ROLES

The people responsible
for the decision

- Chief Information Security Officers
- Chief Information Officers and CTOs
- Vice Presidents and Heads of Security or IT
- Application, Product and Cloud Security leaders
- Enterprise Architecture and Infrastructure leaders
- Risk, Governance and Compliance executives

QUALIFICATION

Senior leadership.
Relevant companies.
No competing provider
in your category.

Registrants are reviewed before confirmation. The room is built for senior end-user leaders, with solution providers limited by category.

THE STANDARD DOES NOT CHANGE

The room changes by market and partner criteria.

Every guest is evaluated for seniority, relevance and fit before confirmation.

FROM TARGET LIST TO DINNER TABLE

The room is built around your priorities

You define the market, accounts and leadership profiles that matter. DC Edge manages the outreach, qualification and guest experience through the evening.

01

DEFINE

Target accounts, industries, titles and geographic priorities.

02

MATCH

Criteria are compared with the DC Edge database and market relationships.

03

RECRUIT

Personal outreach is directed to qualified leaders. Sponsor referrals are welcomed.

04

CONFIRM

Guests are reviewed, confirmed and managed through event day.

05

SEAT

Table placement supports relevant introductions without turning dinner into a pitch.



PRIVATE BY DESIGN

No stage. No slides. No sales pitches.
One provider per solution category.

THE EVENING

A relaxed evening with structure only where it adds value.

6:00

Cocktails
and arrival

6:30

Dinner
begins

7:00

Table
conversation

8:30

Dessert and closing
remarks

9:00

Last call & closing



YOUR POSITION IN THE ROOM

Choose the partnership level that fits your objective

Every option includes guest recruiting and qualification, confirmations, onsite management and category protection.

EXCLUSIVE PARTNER

Request Pricing

Category exclusive participation

- 4 dinner seats
- Featured inclusion in invitations and event communications
- Priority accounts for invitations and seating alignment
- Input on discussion topics and questions
- Opening acknowledgment
- Attendee list following the dinner

ANCHOR PARTNER

Request Pricing

Greater visibility and a voice in the room

MOST SELECTED

- 6 dinner seats
- Featured branding across invitations and event communications
- Direct input on target accounts, profiles and room composition
- 5 to 7 minute market perspective with no slides or pitch
- Optional moderated exchange or brief fireside conversation

PRIVATE EVENT PARTNER

Request Pricing

One organization. One dedicated dinner.

- No other solution providers
- Venue, private dining room and full event management
- Recruiting around your ICP and target account list
- Direct input on profiles, topics and room composition
- Opening remarks plus a moderated executive conversation
- Strategic seating, attendee list and introductions after dinner

MULTI-CITY PROGRAMS

Regional programs may qualify for preferred pricing. Solution categories are reserved in the order commitments are received.



BEFORE, DURING AND AFTER

DC Edge manages the details that make the room work

The partnership covers the full path from target account strategy to useful follow up.

01

BEFORE

Build the right room

- Align target accounts, ICP and leadership criteria
- Evaluate database and market coverage
- Recruit qualified leaders and welcome sponsor referrals
- Review guests and manage confirmations

02

DURING

Create the right conditions

- Private dining environment
- One provider per solution category
- Discussion questions shaped with partners
- Strategic seating, onsite hosting and introductions

03

AFTER

Support the next conversation

- Final attendee list
- Relevant introductions where appropriate
- Context for thoughtful follow up
- Continuity across multiple markets

REAL TARGET ACCOUNT ANALYSIS

Know the opportunity before outreach begins

For one recent engagement, a sponsor's target account list was matched against the DC Edge database before recruiting began.

125

target accounts analyzed

122

accounts matched

11,058

contacts identified

1,957

senior IT and security leaders identified

WHY THIS MODEL STANDS APART

- Target account recruiting
- One provider per solution category
- A private dinner, not a conference schedule

SELECT A MARKET

Start with one dinner. Build where your accounts are.

Choose one strategic market or create continuity across the regions that matter to your sales and account teams.

• BOSTON	• NEW YORK CITY	• PHILADELPHIA
• WASHINGTON, DC	• TORONTO	• CHICAGO
• DETROIT	• MINNEAPOLIS	• ST. LOUIS
• KANSAS CITY	• NASHVILLE	• CHARLOTTE
• RALEIGH	• ATLANTA	• MIAMI
• DALLAS	• AUSTIN	• HOUSTON
• DENVER	• PHOENIX	• SAN DIEGO
• LOS ANGELES	• SAN FRANCISCO	• SEATTLE

Dates and solution category availability are confirmed at booking. Additional markets are available upon request.

FOUNDED BY DAWN MORRISSEY

26 years building cybersecurity communities

Dawn founded Data Connectors in 1999 and grew the community across more than 45 markets, working with over 2,000 technology partners. DC Edge brings that experience to private executive dinners built around the accounts that matter.



LET'S BUILD THE RIGHT ROOM

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