

QuietConversion studies trust signals in cybersecurity go-to-market. This is one of six scored case studies from RSAC 2026.

QUIETCONVERSION
Trust Report · RSAC 2026
 Mid Stage Expo · Booth Evaluation

Company	[Company Anonymized]	RSAC 2026
Vertical	Cybersecurity [Category withheld due to anonymization]	
Booth size	Mid Stage Expo	
Eval surface	Booth only	
Recognition	QC Mid Stage Third Place — RSAC 2026	

81 / 100			
Human Signals 30 / 41	Architecture 23 / 27	Trust Exchange 22 / 26	Materials 6 / 6
Pushiness Penalty: 0 · Booth evaluation only · Full methodology available upon request			

The Story

Clean white booth. Two seating areas. Minimal swag, actually no swag to speak of, and I didn't notice until I had to think about it later.

Right under their logo:

[REDACTED DUE TO ANONYMIZATION]

Almost instant understanding. Three specific threats. No jargon. That's how you do sub-messaging.

The marketing pamphlet was pristine, open it and logos hit you immediately. Open again and two clean graphics show exactly how the product works. Flip to the back and there are all their security compliance certificates. Everything I needed in one small flap. Best materials I saw outside the overall winner.

The Director of Sales had only been there two months and was still knowledgeable. More importantly, the CEO came by, introduced himself, and publicly pumped up his new hire in front of me. That's a culture signal. That's psychological safety. That tells you something about how this company operates internally.

I gave them a live booth critique on the spot. Told them their logos were hidden on a side wall. My research assistant didn't even see them walking by. Told the director to take a walk and look at the other booths. Next time I saw him he was already drawing conclusions about demo screens, the same conclusion my assistant and I came to, unprompted.

He did the homework.

Opportunity Areas

ROI & Business Case Clarity

Company gave me practical benefits [REDACTED] but no cost savings, no headcount impact, no quantified proof. The ones who do will be remembered differently.

Logo Placement

Strong social proof exists. It was just in the wrong place. The logos were on a side wall my research assistant walked past without seeing. Move them to where people are actually looking.

Video

Looked expensive. Didn't communicate enough. The Director of Sales had already given marketing the same note.

The Signal

No swag. Great materials. CEO who shows up and supports his team publicly. Went back twice and gave them free consulting.

That's a company worth watching.

Score: 81/100

Score based on the QuietConversion High-Trust Booth Diagnostic™ — a proprietary 13-signal framework developed from 60+ live booth observations and 145+ documented survey interactions across BSides SF and RSA Conference 2026, supplemented by qualitative field interviews. Evaluation surface: booth only. Website and drip diagnostic in development. Full methodology available upon request.

Anonymized per QC methodology. Companies scoring below 85 are not published with company identification. This threshold was established prior to publication.

Strategy matters. But trust moves markets.

With heart,

— **Rhea Lynn Mascarinas** Founder & Lead Researcher | QuietConversion

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