

# Cybersec Europe 2025 – Toolkit

*Dear relation,*

*First of all congratulations on your participation in Cybersec Europe 2025!*

*On May 21 and 22 you will have the opportunity to meet your existing and new customers.*

*This document will help you invite relations to Cybersec Europe.*

*This toolkit contains various options for attracting the attention of your target group. Research shows that most visitors appreciate it when they are invited by an exhibitor. In addition, the presence of your own customers and business contacts at the stand creates trust with potential customers.*

*Good luck!*

*Team Cybersec Europe*

# CYBERSEC EUROPE | STRONGER TOGETHER

## When?

Wednesday 21 May

Thursday 22 May

## Where?

Brussels Expo, Brussel

## Who are the visitors of Cybersec Europe?

Visitors at Cybersec Europe are IT professionals and can be divided in the following groups:

**Leaders & Decision Makers** C-Suite | IT director | Head IT | Head Digital transformation | CISO | CIO  
| CDO | Owners

**Influencers** IT Manager | Network Manager | Solutions Architect | Enterprise Architect | Business Analyst | Information Security

**Makers / Techies** Cyber Security | Data Scientist | DevOps Lead | Software Developer | Network Engineer | ICT Architect | Consultant

**Exhibitors** Supplier | Distributor | Reseller | Integrator | Consultant Visitors  
can visit the event for free.

## Images and banners

We have put together this toolkit for you so that you can use it for your marketing campaign for Cybersec Europe. If you use this toolkit, we ask you to follow the guidelines below. In the toolkit you will find a folder with all kinds of visual material that you can use to promote the trade show. If you would like to receive a banner with a specific exhibition theme, please send an e-mail to [exhibitorsuccess@jaarbeurs.nl](mailto:exhibitorsuccess@jaarbeurs.nl). You will find logos and banners for your mail and social media. The files have the right sizes to be used on Facebook, LinkedIn and Instagram. The PSD files can be easily edited with a photoshop program, allowing you to add text, images and your own logo. For example, promote your own speaker/session or let them know where they can find your booth.

## Example mail to invite relations as a VIP member

Subject: Invitation VIP program Cybersec Europe 21st and 22nd of May, Brussels Expo

Dear .....,

We are participating the event Cybersec Europe 2025 in Brussels Expo on the 21st and 22nd of May. We would love to meet you there! Would you like to visit this event as a VIP member?

### **Cybersec Europe 2025**

Cyber attacks are an ever growing threat in today's tech environment. Cybersec Europe 2025 is the platform for experienced cyber security experts as well as next-gen start-ups to share knowledge with peers for jointly coping with the cybersecurity challenges. Businesses and institutions of all sectors learn how to enhance cyber resilience and protect their core. Are you one of them?

### **VIP program**

VIP registrants benefit from the following privileges:

- Free parking
- Free late breakfast
- Free drinks all day
- Access VIP area
- Fastlane entrance
- Front row seats

### **VIP requisitions**

You will find peers at the VIP deck, as there are prerequisites that have to be met in order to register as a VIP member:

- Registrants have to be involved in purchasing and investments decisions
- Registrants work in a higher level in the organization as a CISO, CEO, founder, Information manager, IT-architect, manager, department head, IT advisor (not as a seller or reseller)
- Registrants do not play a role in relation to the products and services at the trade exhibition as:  
IT Reseller, IT Distributor, IT vendor, IT advisor/consult or Manufacturer.

### **How to register**

Register here: **UNIQUE LINK YOU FIND ON MY JAARBEURS**

Do we see you there?

Kind regards,

## How may you use the toolkit?

We have put together this toolkit for you, so you can use it for your marketing campaign for Cybersec Europe. If you use this toolkit, we ask you to follow the guidelines below.

### **1. Use logos**

Please note that the logos may not be edited or used on any other manifestation than the images we have included in the toolkit.

### **2. Use of texts**

You may use the texts included in the toolkit for your campaign. Please note that you may use parts of the text, as long as the meaning of the text is not changed. Texts may not be used for other purposes than publications about Cybersec Europe 2025.

### **3. Use hashtags**

Use the appropriate hashtags on social media. We use the following hashtags under our posts: #cyberseceurope, #itsecurity, #cybercrime

## Social media Cybersec Europe

We also use social media before, during and after the event. Don't be too shy to tag us! Follow us on:

- LinkedIn: <https://www.linkedin.com/company/cyberseceurope/>

## Tips for a successful campaign

- Include your unique registration link in the invitation so you can see which relationships have registered through the link.
- Include in the invitation why you are participating in the trade show and what you have to offer your customers at the trade show.
- Don't wait too long to send out the invitation so you can be sure you're ahead of the competition.
- Don't forget to post during the event, this might remind the visitors to visit your session.
- Ask your colleagues to like and/or share the posts. This way you will increase your reach.
- Among the files for email, you will also find banners suited for email signatures. This is an easy way to make it visible to your contacts that you are active on Cybersec Europe. Don't forget to add your unique link.

## Example post

1. If you are looking for the latest cybersecurity innovations in the fields of data science, cloud and artificial intelligence, visit @Cybersec Europe on 21-22 May 2025. [personal registration link] #cyberseceurope #security #strongertogether #cybercrime
2. @Speaker will speak on behalf of @nameyourorganization on (day/date) during @Cybersec Europe about (the topic of the session). Would you like to attend his/her session? Then register for free [personal registration link]. #cyberseceurope #security #strongertogether #cybercrime

⑦ *Tip: Include the picture of your expert/speaker and the title of their session (edit via Google Drive)*

3. Cyber attacks are an ever growing threat in todays tech environment. Learn about the latest technologies at @Cybersec Europe. We can be found on the expo floor at [place booth], will we see you there too? Register now for free! [personal registration link]