



CYBERSEC EUROPE

SHIELD YOUR  
CORE

BRUSSELS

May 29 – 30 | 2024



## CYBERSEC – EU 2024: REASON TO VISIT

The increase and acceleration of digitization brings new cyber threats to our world.

Cybersec Europe aims to facilitate knowledge sharing on the subject of cyber security in Europe, enhance cyber resilience, fight cybercrime and boost innovation, so we can help with the cyber security challenges that face our world.

We want to make Europe a safer, more open and secure cyber space.

## 100+ EXHIBITORS

Providers of Cybersecurity products and / or services  
Suppliers  
Distributors (Brokering / Wholesale) Resellers/  
Resellers/MSP/ISP  
(Retailers) Integrators  
Consultants Training & Education Advisors Insurers

## TARGET AUDIENCE

Managers and Leaders:

- CIO,CTO, CISO
- Head of Information and Security
- Head of Cybersecurity
- IT Manager Network
- Manager
- IT-Architect / Designer
- Business Analyst
- Information Security
- Manager IT
- (Cyber)Security Specialist

Managers and Leaders:

- IT Professionals Data Scientist DevOps Lead
- Software Developer Network Engineer ICT
- Architect
- Cyber Security Consultant
- Channel Students

## 8 THEMES



Cybersecurity  
strategy



Human  
Firewall



Cloud & Infra  
Protection



Data Protection  
& Privacy



Identity & Access  
Management



Resilience &  
Recovery



Cyber  
Compliance



Web3  
Security

# HOW CAN YOU PARTICIPATE AT CYBERSEC EUROPE 2024?

## Step-by-step plan

We have made it as easy as possible for you to make arrangements for your participation.

Go through the four steps to determine your objective, basic package, location and stand construction.

Or why not choose one of our specials?

step

01

What is your objective?

step

02

Select a basic package

step

03

Select a location

step

04

Select a stand construction and other promotions

01

# WHAT IS YOUR OBJECTIVE?

- Brand Awareness
- Load your brand
- Lead generation
- Thought Leadership
- Customer Engagement



02

# SELECT A BASIC PACKAGE

We offer 4 packages on our online network platform, to suit your marketing challenges

- Making a choice is mandatory

Royal Start € 1.595	Royal Leads € 1.895	Royal Branding € 1.895	Royal Campaign € 2.295
<b>Start your participation</b>	<b>Qualitative leads</b>	<b>Extra Visibility</b>	<b>Brand and Leads</b>
<ul style="list-style-type: none"> <li>• Easy preparation in the network platform</li> <li>• Sent personal invites with own registration links</li> <li>• Collect leads by badge scanning</li> <li>• Share content in the network platform</li> <li>• Make appointments in the network platform</li> </ul>	<ul style="list-style-type: none"> <li>• All of <u>Royal Start</u></li> <li>• Leads of content download</li> <li>• Insight in virtual booth visit</li> <li>• Webinar + Live Q&amp;A</li> </ul>	<ul style="list-style-type: none"> <li>• All of <u>Royal Start</u></li> <li>• 3 x video placement</li> <li>• 3 x news item</li> <li>• 3 x product placement</li> </ul>	<ul style="list-style-type: none"> <li>• All of <u>Royal Start</u></li> <li>• All of <u>Royal Leads</u></li> <li>• All of <u>Royal branding</u></li> </ul>
<b>Online profile category Bronze</b>	<b>Online profile category Silver</b>	<b>Online profile category Silver</b>	<b>Online profile category Gold</b>

### ● STANDARD LOCATION

The following rates are per m<sup>2</sup>.

Location	Early Rate	Standard Rate
Row stand	€ 270	€ 297
Corner stand	€ 297	€ 326
End-of-row stand	€ 310	€ 341
Island stand	€ 324	€ 356

### ● A LOCATION AND CO-EXHIBITOR

The following rates are per m<sup>2</sup>.

Surcharge for an A location is  
€10 per m<sup>2</sup>

**€10<sup>p/m<sup>2</sup></sup>**

A co-exhibitor on your  
stand is €1,395 extra

**€1,395**

\* For stands up to 20m<sup>2</sup>, purchase of a stand construction package is mandatory.

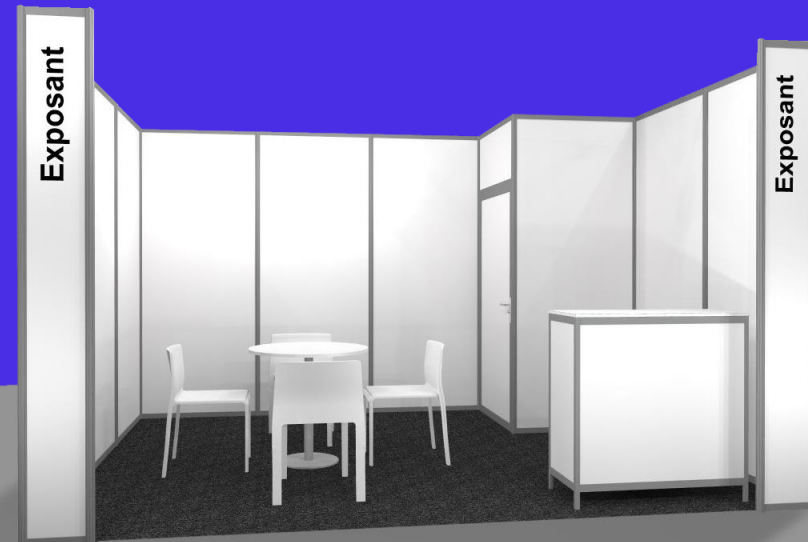
# SELECT A STAND

SELECT THE RIGHT STAND CONSTRUCTION PACKAGE ON THE BASIS OF YOUR OBJECTIVES

○ OPTION 01

## BASIC PACKAGE

€148 /m<sup>2</sup>



- Floorcovering carpet tiles anthracite
- 1 multi wall socket of 2 kW electricity connection included
- Back- and side walls build from shell scheme 100 x 250cm (wxh), the separation walls are white
- 1 Lockable storage with a coat rack and 2 shelf
- 1 Spot, LED 15 watt per 4m<sup>2</sup>
- Company name in black booth number on fascia max 20 characters

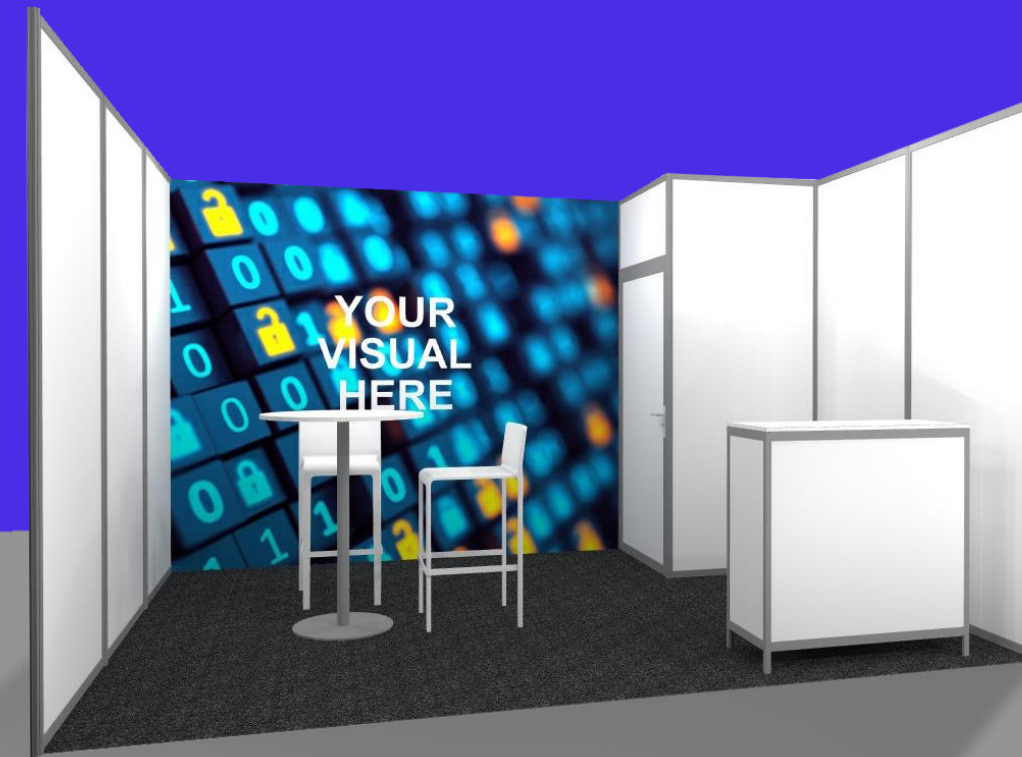
### FURNITURE PACKAGE BASIC PACKAGE STANDS 12 M<sup>2</sup>

- lockable counter white, 100 x 40 x 100 cm
- table round 80 cm
- 2 chairs black/white
- 1 waste bin

○ OPTION 02

## DeLuxe PACKAGE

€181 /m<sup>2</sup>



- Floorcovering Escolita tiles in color to be chosen by the exhibitor
- 1 Multi wall socket of 2 kW electricity connection included
- Back- and side walls build from shell scheme 100 x 250cm (wxh), the separation walls are white
- 1 Lockable storage with a coat rack and 2 shelves
- 1 Spot, LED 20 watt per 4m<sup>2</sup>
- 1 Full colour print on airtex, backwall

### PREMIUM FURNITURE PACKAGE STANDS 12-19 M<sup>2</sup>

- lockable counter white
- high table round 80 cm, white
- 2 bar stools white
- 1 waste bin

### PREMIUM FURNITURE PACKAGE STANDS > 20 M<sup>2</sup>

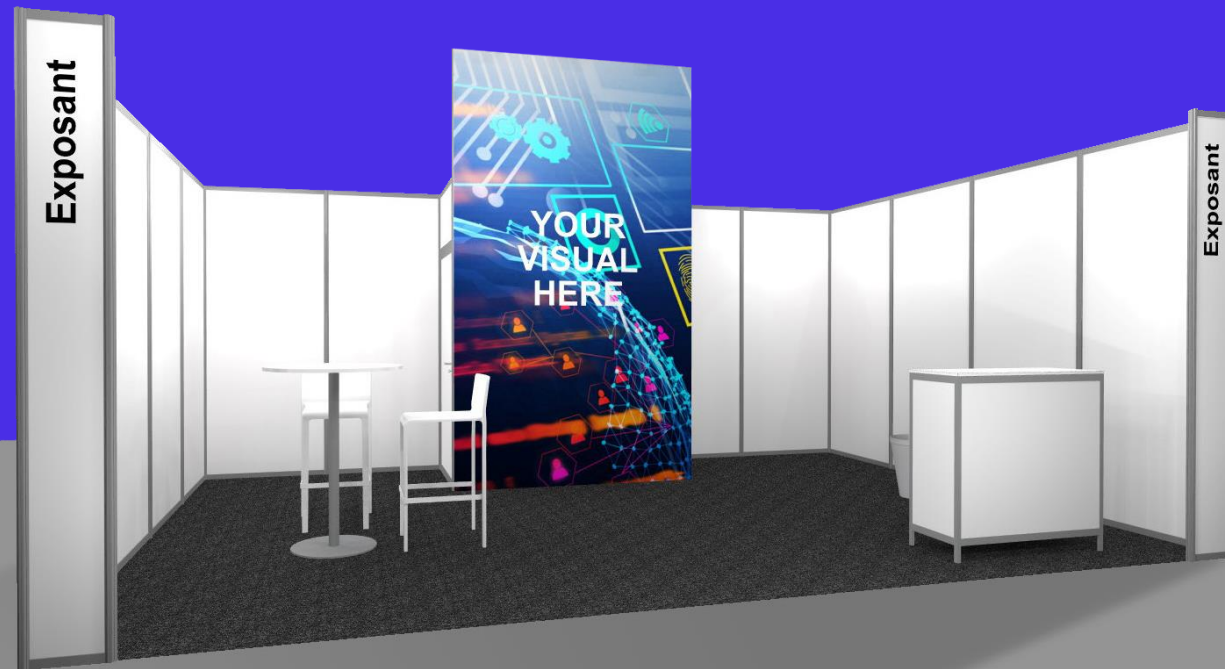
- lockable counter white
- high table round 80 cm, white
- 2 bar stools white
- table with 2 chairs
- 1 waste bin black.

SELECT THE RIGHT STAND CONSTRUCTION PACKAGE ON THE BASIS OF YOUR OBJECTIVES

## ○ OPTION 03

FIRST CLASS  
PACKAGES

€ 214,-



- Floorcovering Escolita tiles in color to be chosen by the exhibitor
- 1 multi wall socket of 2 kW electricity connection included;
- back- and side walls build from shell scheme 100 x 250cm (wxh), the separation walls are white
- 1 lockable storage with a coat rack and 2 shelves;
- 1 spot, LED 20 watt per 4m2
- 1 full colour print on airtex, backwall 200 x 350 cm

FURNITURE  
FIRST CLASS PACKAGES  
STANDS OF 15-20 M<sup>2</sup>

- lockable counter white,
- high table round 80 cm, white;
- 2 bar stools white;
- 1 wastebin

FURNITURE  
FIRST CLASS PACKAGES  
STANDS > 21 M<sup>2</sup>

- lockable counter white,
- high table round 80 cm, white;
- 2 bar stools white;
- table with 2 chairs
- 1 wastebin

## ○ OPTION 04

PROMOPOINT 9 M<sup>2</sup>

INCLUDING CONSTRUCTION

€3.880,-



- Floorcovering carpet tiles anthracite;
- 1 Multi wall socket of 2 kW electricity connection included;
- Back- and side walls build from shell scheme 100 x 250cm (wxh), the separation walls are white;
- White fascia of 20 cm high;
- 1 Lockable storage with a coat rack and 2 shelves;
- 1 Spot, LED 15 watt per 4m2 ;
- Company name in black booth number on fascia max 20 characters;

FURNITURE PACKAGE  
PROMOPOINT

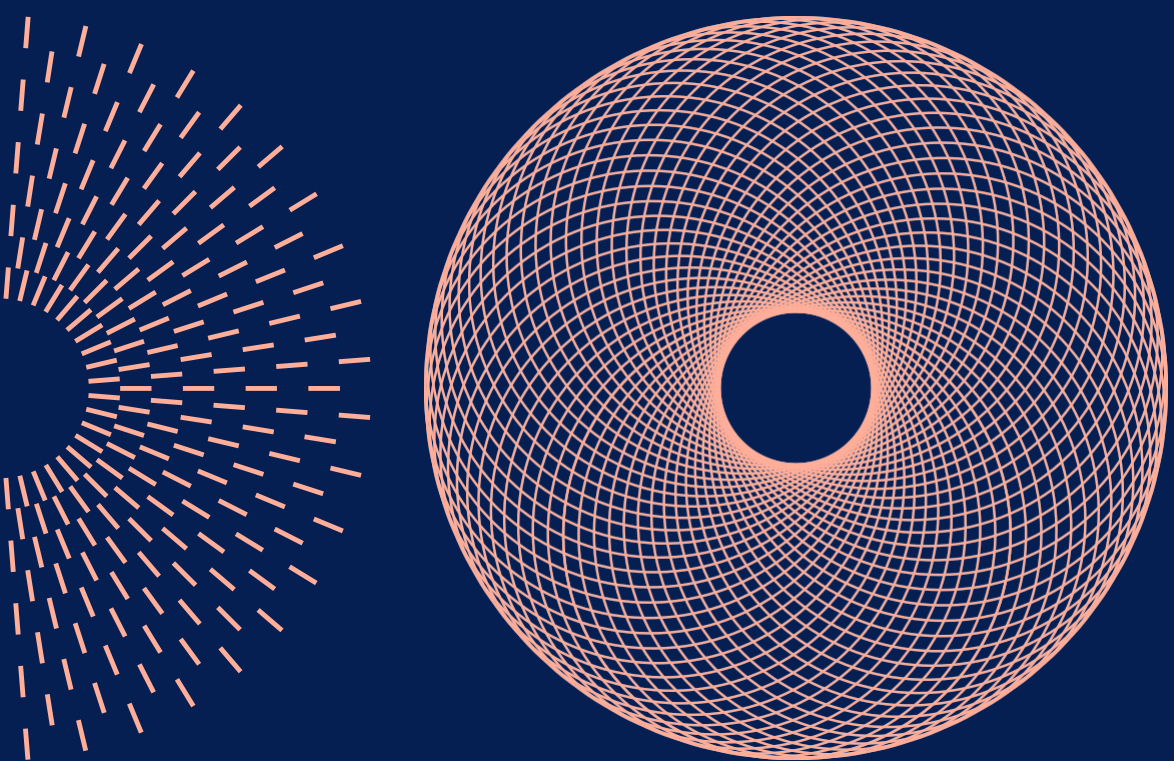
- High table round 80 cm, white;
- 2 bar stools white;
- 1 waste bin
- Basic package branding



# Security Pad Partnership

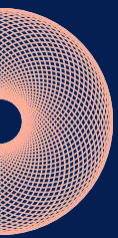


	SECURITY PARTNER XL	SECURITY PARTNER L
Impact / Theme Area (sqm)	10 x 10 (100) à high traffic location	10 x 5 (50): à high traffic location
Branding	Partnership in communication	Partnership in communication
Mainstage Keynote	1	1
Mainstage Panel	1	1
Mainstage Fireside Chat	1	-
Case study	1	-
Digital Signage	Communication in interactive floorplan	Communication in interactive floorplan
Media	: 2/1 Advertorial E-magazine Cybersec Europe : Full screen digital XL-videoscreens : Logo partnership Cybersec Europe – NL website : Web article + LinkedIn Push	: 1/1 Advertorial E-magazine Cybersec Europe : Full screen digital XL-videoscreens : Logo partnership Cybersec Europe – NL website : Web article + LinkedIn Push
Network platform	Royal Campaign	Royal Campaign
VIP Lounge Tickets	10	5
	€35.000,-	€17.500,-



# PROMOTION & SPONSORING

Choose promotion and sponsoring item and get the most out of your exhibition participation.



# PROMOTION & SPONSORING

## THEATRE SESSIONS

### CASE STUDY

€3.695,-

- 30 minuten
- Recording raw materials

### CASE STUDY + VIDEO PUSH

€5.195,-

- 30 minutes
- Recording incl. editing materials for own use
- Video push:
  - Online network platform
  - Website Cybersec review 2022 page
  - LinkedIn push Cybersec Europe

### DEMO SESSION

€1.495,-

- 15 minutes
- Product pitch
- High funnel proposition

## AREA SPONSORING\*

### VIP

€3.995,-

### ENTREE

€3.995,-

### TERRACE

€3.995,-

### START UP ZONE + STAGE

€3.995,-

### THEATRES

€3.995,-

### NETWORK DRINK

€3.995,-

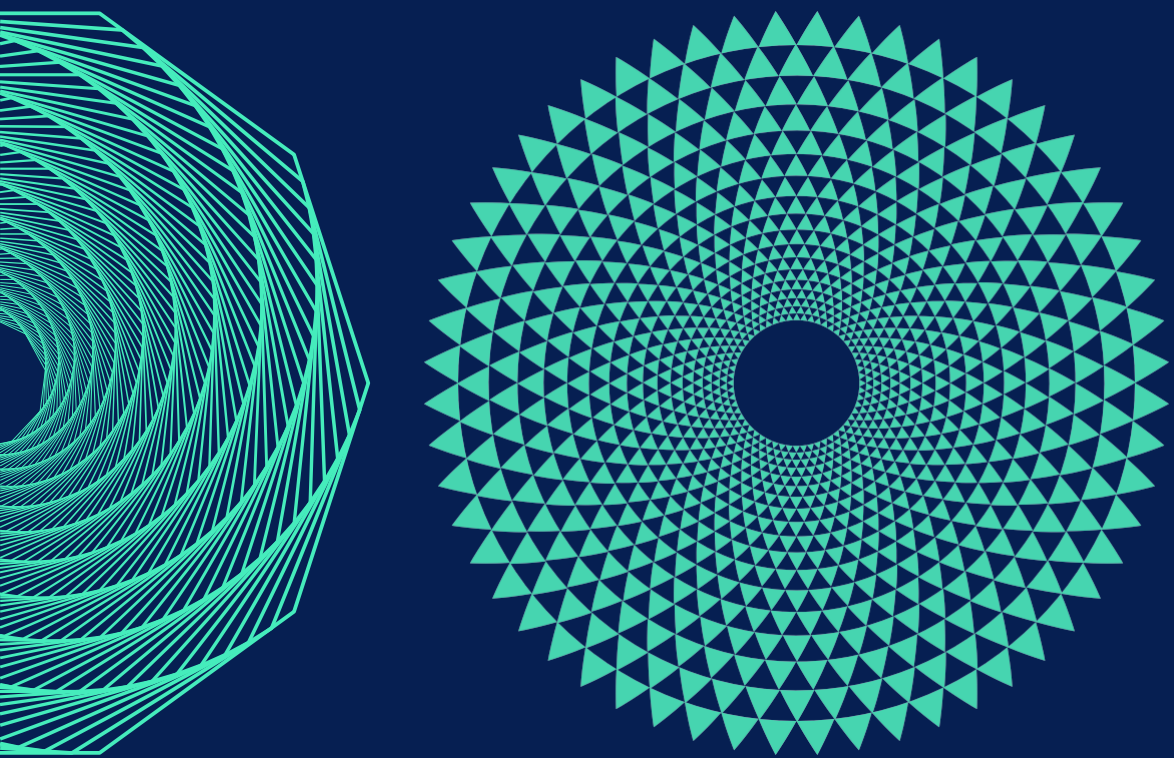
\* Prices are media value and do not include production costs

## ROUNDTABLES



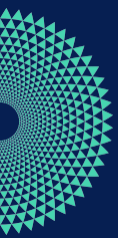
- Qualified prospects
- Table with decision makers.
- Positioning as “thought leader”
- 2 seats

€4.950,-



# MEDIA SOLUTIONS

Choose a media solution and get the most out of your exhibition participation.



# MEDIA SOLUTIONS

LANYARDS



XL – Videoscreens



OUTDOOR (ask about the possibilities)

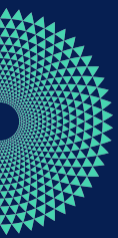


FLOORSTICKERS 4 ST.



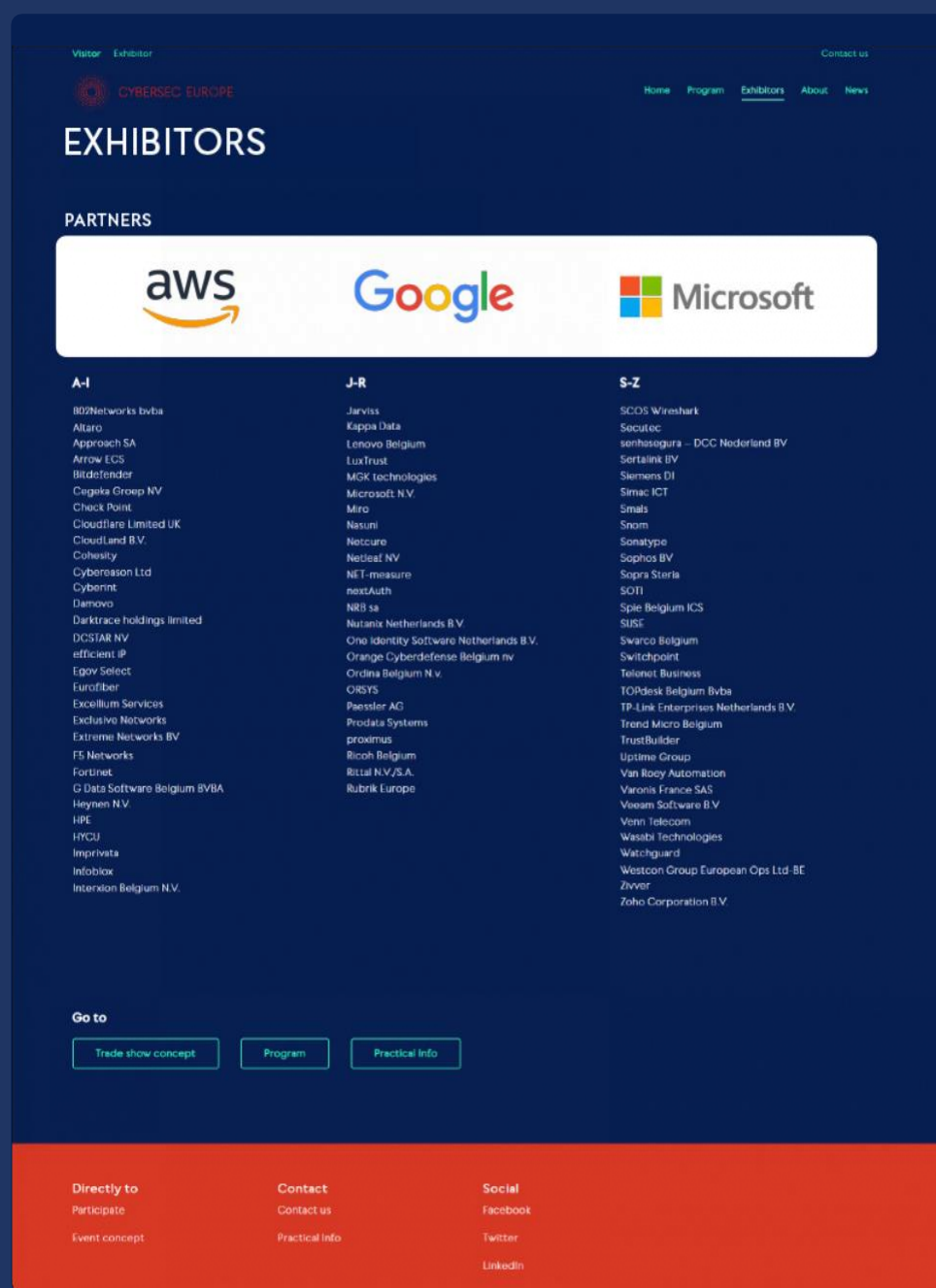
EDM





# MEDIA SOLUTIONS

## PARTNER LOGO BRANDING

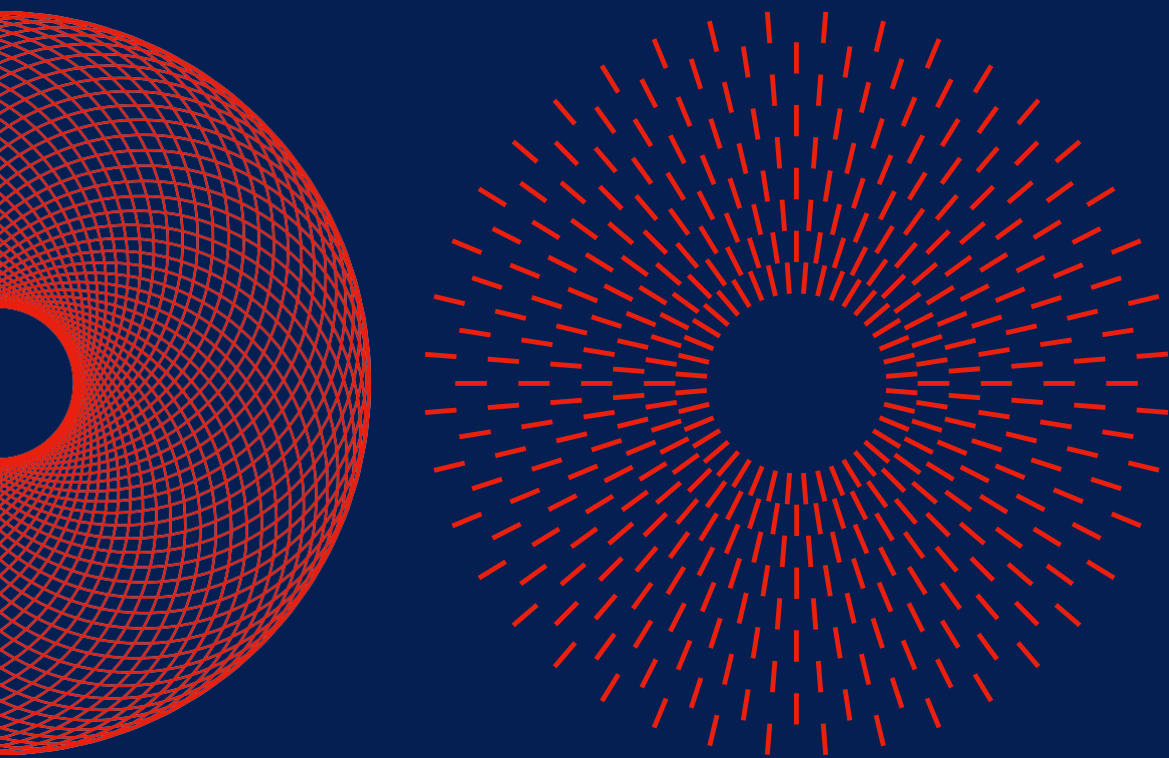


## E-MAGAZINE



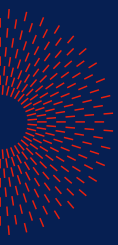
## DIGITAL SIGNAGE





# MEDIA PACKAGES

Choose a media package and get the most out of  
your exhibition participation.



# MEDIA PACKAGES

OPTION 01

## DIGITAL ATTRACT

- E-MAGAZINE 1/1 ADVERTORIAL
- XL-VIDEOSCREEN| 10 SEC.
- DIGITAL SIGNAGE NETWORK 1 SLOT 6 SECONDS.

€5.450,-

OPTION 02

## DIGITAL ENGAGE

- E-MAGAZINE 1/1 ADVERTORIAL
- XL-VIDEOSCREEN| 5 SEC.
- DIGITAL SIGNAGE NETWORK 1 SLOT 6 SECONDS.

Most Popular

€3.450,-

OPTION 03

## DIGITAL ACCELERATE

- E-MAGAZINE 1/1 ADVERTISING PAGE
- Floorstickers 4 st.

€1.995,-



# Can we help you?



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