

Organised by



The 2nd Annual European Cyber Security Conference

Securing the Internet Economy

25th March 2014 / The Square . Brussels



Sponsorship & Exhibition Prospectus

Contact - Jessie Atkinson

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www.forum-europe.com

www.eucybersecurity.com



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PLEASE NOTE: The list of packages described in this brochure are by no means exhaustive and are meant only as a guide to the possible sponsorship and brand building opportunities that are available at this event.

If you have any specific requirements that you feel are not covered by the packages available, then please do not hesitate to get in touch. We are always available to help you identify the options that suit your budget while maximising your value and visibility at the conference, and if necessary, our marketing team can work with you to create innovative sponsorship packages tailored to the exact needs of you and your organisation.



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Sponsorship of this conference

Sponsorship of a Forum Europe event

Whatever your budget, and your requirements, sponsoring this event is a cost effective, hassle-free means to successfully target the key decision makers in Europe. We can offer you a wide range of packages ranging from the high level platinum package, which offers maximum exposure for your company both leading up to and during the event and includes an exclusive speaking position for a company representative; down to lower cost product branding opportunities, which are designed to compliment or act individually in support of your marketing strategy.

Furthermore, sponsorship at this event is not simply a stand alone, one-off marketing opportunity, but can offer you the chance to become involved on a regular basis in a pivotal and talked about industry event, and increase your exposure amongst both existing stakeholders and new market entrants throughout this dynamic and exciting sector. Over time, these events develop a brand of their own and a reputation for quality which adds value for all organisations that are associated with it.

Why sponsor a Forum Europe event?

- The chance to promote your organisation to delegates including European Institutions, key policy makers and decision-makers, C-Level executives, national government officials, trade associations and many others.
- The opportunity to strengthen corporate and community relationships and an unrivalled platform to expose your organisation to key markets.
- Interact with delegates face to face during the numerous networking opportunities.
- Benefit significantly from a highly sought after platform to share your view to a keenly interested, relevant and, above all, influential audience.



There are various sponsorship packages available for the event, to offer optimum exposure for all budgets available. These range from higher end sponsorship packages giving an exclusive speaking position and priority branding, down to lower cost branding that still provides high visibility and a great value opportunity to raise your profile among the leading decision makers in this sector.

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Details of last year's event



Bringing together over 250 delegates, the 2013 European Cyber Security Conference provided a platform to hear from the key policymakers and stakeholders involved in this field. The conference discussed the creation of a Europe-wide cyber security strategy, in response to the expanding threat landscape, in the context of discussions around the newly-proposed Network and Information Security Directive. The conference examined the potential for improvements in cyber security strategies through international co-operation and increased R&D, and creating a culture of cyber-resilience and risk management in the private sector. The 2014 conference will assess progress in these areas, and look at new and emerging challenges in the field. Participants at the 2013 event included representatives of the EU institutions and national governments, along with industry stakeholders representing a variety of sectors, and several members of the press.

More details and event photos can be found via the conference website: www.eucybersecurity.com

Key speakers included



Cecilia Malmström
European Commissioner for Home Affairs,
European Commission



Zoran Stančič
Deputy Director General, DG CONNECT,
European Commission



Troels Oerting
Assistant Director, Europol & Head,
European Cyber-crime Centre



Prof Udo Helmbrecht
Executive Director,
ENISA



John Suffolk
Senior Vice President & Global Cyber Security Officer,
Huawei

2013 Audience Breakdown



A total of 277 delegates participated at the 2013 edition of the conference

Sponsors of the 2013 event included



- 40% Industry & Corporate Organisations
- 32% EU & National Government Officials
- 8% NGOs & Not-For-Profit Organisations
- 8% Permanent Representations & Missions to the EU
- 7% Press
- 2% Academics



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Sponsorship Packages

Platinum Package: €8,500

Becoming a Platinum sponsor for the conference will provide your company with optimal exposure on all marketing material and banners, as well as access to a number of additional benefits that are unique to this package.

- Speaking position for company representative
- Full page advert in conference programme
- 5 complimentary delegate places
- Priority branding on main stage
- Prime location allocated for exhibition space
- Inclusion of company materials in delegate bags
- Recognition as Platinum sponsor in marketing materials and press releases
- Corporate identity on conference website with link to company website
- Recognition as Platinum sponsor in Forum Europe newsletters
- Place for speaker and one additional company representative to attend pre-conference Speaker and VIP Dinner

Gold Package: €6,500

- Half page advert in conference programme
- 3 complimentary delegate places
- Branding on main stage
- Exhibition space in semi-prime location
- Inclusion of company materials in delegate bags
- Recognition as Gold sponsor in marketing materials and press releases
- Corporate identity on conference website with link to company website
- Recognition as Gold sponsor in Forum Europe newsletters

Silver Package: €4,500

- Quarter page advert in conference programme
- 1 complimentary delegate place
- Some branding on main stage
- Exhibition space
- Inclusion of company materials in delegate bags
- Recognition as Silver sponsor in marketing materials and press releases
- Company logo on conference website with link to company website
- Recognition as Silver sponsor in Forum Europe newsletters



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Catering Packages

Exclusive Sponsorship of VIP & Speaker Dinner: €5,000

- Opportunity to introduce and lead dinner-debate
- Three-course dinner for speakers and high-level invited guests
- Three seats at dinner reserved for your representatives or guests
- Corporate identity displayed in dining area during dinner
- Corporate identity included on menu cards
- Full page advert in programme
- 3 complimentary conference delegate places

Exclusive Sponsorship of Lunch: €3,000

- Corporate identity displayed in dining area during lunch
- Corporate identity included on menu cards
- Opportunity to give luncheon address (though not compulsory)
- Full page advert in programme
- 1 complimentary delegate place

Exclusive Sponsorship of Cocktail Reception: €3,000

- Exclusive corporate identity displayed on banners at reception venue
- Corporate identity included on invitations and menu cards
- Opportunity to give welcome address (though not compulsory)
- Full page advert in programme
- 1 complimentary delegate place
- 5 complimentary places to attend the cocktail reception (ie. not the main conference)

Exclusive Sponsorship of Refreshments (3 per day): €2,500

- Corporate identity displayed in the refreshment area during coffee breaks
- Opportunity to include branded items such as napkins, chocolates or biscuits for instance (to be provided by sponsor and subject to venue terms and conditions) Other promotional items are also welcome.
- Full page advert in programme
- 1 complimentary delegate place

In addition to the above benefits, all catering sponsors will also be included in the sponsor section of the event programme.



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Product Opportunitites

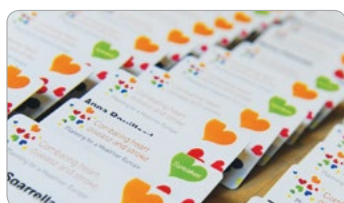
As well as the main Sponsorship Packages, there are also a range of product based branding opportunities available with Forum Europe. These have been chosen specifically for their ease of production and value beyond the event itself. The list below is by no means exhaustive and our marketing team will be happy to work with you to create innovative sponsorship packages tailored to the needs of you and your company.



Sponsored Lanyards

€1250 + cost of production

Lanyards are distributed to all delegates on arrival at the conference, ensuring high visibility of your brand throughout the event.



Conference badges

€1200

All delegates are required to wear their personalised conference badge (attached to the lanyard) on arrival at the venue. Have your company logo on all delegate badges (position as design allows) and remind delegates of your company's input into the conference

Sponsorship of both the lanyards and conference badges can be offered at a combined price of €2000 + cost of production



Data Sticks

€1250 + cost of production

In addition to providing a high value branded product to delegates beyond the event, conference proceedings can be loaded onto the sticks prior to the event and distributed to delegates on arrival.



Conference Pens and Pads

€1250 + cost of production

Distributed to all attendees upon arrival, branded pens and pads again offer visibility to you and value to the delegate both during and beyond the event.



Insert in Delegate Packs

€500

Product or promotional materials can be included within the delegate packs distributed to each participant upon arrival. A high value option providing detailed company information to all delegates.

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Sponsorship Reservation Form

I am interested in becoming the (please tick box):

Platinum Sponsor Gold Sponsor Silver Sponsor

I am interested in the following Catering Packages (please tick box):

Lunch Pre-Conference Dinner Refreshments (3 per day) Cocktail Reception

I am interested in the following Product Opportunities (please tick box):

Sponsored Lanyards Data Sticks Conference Pens & Pads

Insert in Delegate Packs Conference Badges Lanyard & Badge Package

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Company:

Address:

Name of contact:

Contact
Tel. Number:

Contact
Email:

Signature:

Date:

Please Faxback to +44 (0) 2920 020 432

Please contact Jessie Atkinson to discuss all opportunities listed in this brochure.

Tel: +44 (0) 2920 783 029 . Fax: +44 (0) 2920 020 432 . Email: jessie.atkinson@forum-europe.com

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Exhibit at European Cyber Security 2014

Stand Size: 2.5m x 3m / Cost: €1500



Be recognised as an important sector leader with an exclusive exhibition space during this year's European Cyber Security Conference.

This 1 day conference will offer exhibiting organisations the opportunity to:

- Showcase, promote, and introduce products, technology and services to industry, legislators and media
- Increase industry exposure
- Discover new business opportunities
- Attract new clients and touch base with existing clients
- Form strategic alliances with other companies

Stands are prominently situated in the foyer area outside the conference room. All delegates will pass through this area on approach to the conference room. This area is also used to serve teas, coffee and refreshments. This ensures that delegates will be directly exposed to your company and will have the opportunity to explore your exhibitor display whilst enjoying drinks and snacks during the three separate refreshment breaks scheduled for the day.

As part of the exhibitor's package, you will receive:

- A unique exhibition space of 2.5m x 3m, including a display table
- Admittance to the exhibition area for one representative to act as a host/hostess on the stand
- A 25% discount off the standard conference fees for any organisation representatives who wish to attend the main event
- Listing of your company details in the Exhibitors Directory that is given to all delegates at the event, including a 50 word description of your organisation and the products and services that you offer
- Listing of your company details on the event website (www.eucybersecurity.com) along with contact details and a link to your homepage
- A special discounted rate of €250 for an advert in the main conference delegate handout

In addition, you will also receive a copy of the main conference handout, including a delegate list and details of the presentations made at the conference.

Exhibition details:

All stand areas are sized at 2.5m x 3m and the ceiling height in the room is 3m. The exhibition will be of a table top nature, not enclosed by a shell scheme.

Exhibitors may bring their own display stands but these must not extend beyond the area that has been reserved. All spaces have a display table sized approximately 1.8m x 1m included in the price.

To reserve your exhibition space at the event, please complete the form on page 10 and fax it back to us on **+44 (0) 2920 020432**.

You will then be contacted to confirm your reservation.

Please note: Exhibition space will be allocated strictly on a first-come, first-served basis so please book early to avoid disappointment.



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Exhibition Space Resevation Form

Please faxback to +44 (0) 2920 020 432 - we will contact you to confirm your reservation

Organisation Name:

Contact Person:

Address:

Postcode: City:

Country:

Tel: Fax: Email:

Description of organisation for Exhibitors Directory, alternatively you can email this on a separate document if necessary:

(max 50 words):

Please select the number and size of stand space below.

If you have any queries over this, please contact Jessie Atkinson on +44 (0) 2920 783 029.

I would like to reserve (please indicate number) large exhibition spaces (2.5m x 3.0m) @ €1500 each

Please tick here if you would also like to take advantage of the special exhibitors discounted rate of €250 for a full page advert in the main conference brochure.

By taking out an exhibition space, one organisation representative will be admitted into the venue to act as a host/hostess on your stand. Should any representatives of your organisation wish to attend the conference they will be entitled to a special 25% discount off the standard conference fees.

I would like to reserve (please indicate number) delegate passes for the main conference and claim a 25% discount off the usual delegate rate for each pass. Forum Europe will contact you shortly to take the details of delegates.

Payment schedule

An invoice for the full amount will be issued upon receipt of this booking form.

Exhibition space reservations are not confirmed until full payment is received by Forum Europe. The organisers reserve the right to reallocate exhibition space if deposit / full payment is not received by the due date.

Cancellation Policy

Cancellations must be made in writing.

If a cancellation is received 6 weeks before the event start date, a full refund will be given, subject to a €150 administration charge. However, there will be no refund for cancellations received after this date. No-shows will be charged the full amount.

The undersigned, representing the above mentioned company, hereby agrees to exhibit at The Annual European Cyber Security Conference, 25th March 2014, The Square, Brussels and accepts the terms and conditions stated above.

Signature

Date

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