

# ITASEC Sponsorship Package

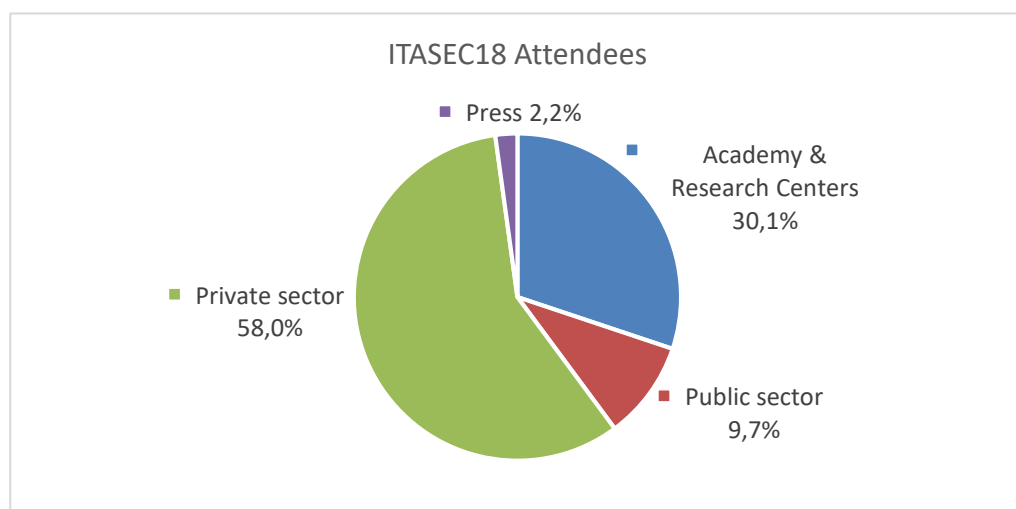
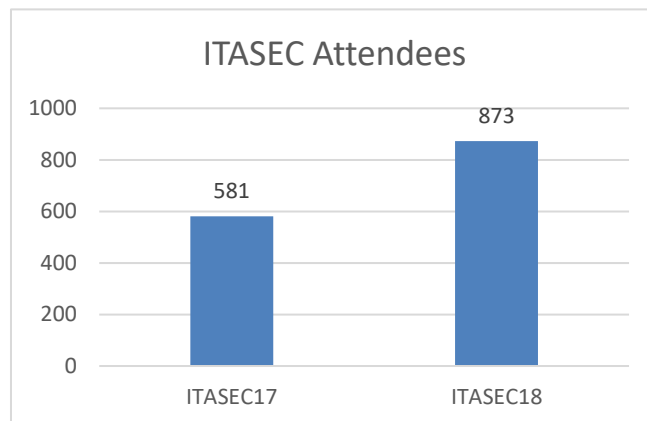


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## 1. ITASEC Presentation

The **Italian Conference on Cyber Security** (ITASEC) is an annual event supported and organized by the CINI *Cybersecurity National Laboratory*<sup>1</sup>.

The 2019 edition will take place in Pisa, from February 12<sup>th</sup> to February 15<sup>th</sup>, and will gather Italian researchers and professionals working in the field of cybersecurity, from both private and public sectors, including academia, industries, research institutions, and government.



<sup>1</sup> <https://www.consortio-cini.it/index.php/en/national-laboratories/labcs-home>

## 2. ITASEC19 Structure

ITASEC19 will include:

- *Workshop & Tutorial Day*: February 12
- *Conference*: February 13-15

The Workshop & Tutorial Day will consist of:

- *Scientific workshops*, gathering specialists on hot and advanced topics in cybersecurity;
- *Tutorials*, focusing on cybersecurity related aspects of potential interest to the conference attendees at large.

The Conference will include parallel and concurrent tracks:

- *Scientific & Technical track*, with scientific and technical contributions on all the aspects of cybersecurity, including interdisciplinary and multidisciplinary hot topics;
- *Stakeholder track*, that will include *Keynotes Speeches, Invited Talks, Vision Speeches, Panels, and Special Sessions*;
- *Demo track*: prototypes developed by industries, and research groups will be presented;
- *Start-up track*: a stage for domestic cybersecurity startups;
- *Vendor sessions track*: commercial products from the event's sponsors will be presented.

ITASEC19 shall be accessible only after a registration via the event website, compliant with the event registration policy.

## 3. ITASEC Sponsorship

Three levels of sponsorships are possible for ITASEC19, characterized by different exposures and recognition: *Platinum, Gold, and Silver*, respectively.

### 3.1 Platinum Plan (€ 12,000.00)

A *Platinum Sponsor* will receive exposure and recognition through the following:

- The sponsor will be mentioned as *Platinum Sponsor* and a large company logo will be included:
  - in all ITASEC19 *Publicity campaign* (see 4.5);
  - in all ITASEC19 *Communication materials* (see 4.1);
  - In the conference formal proceedings;
  - on the conference Website, with link to sponsor's Web site;
  - during the conference opening ceremony;
- The sponsor will be given the possibility to:
  - appoint one of its executive personnel as a speaker in one of the *Vision speech*

- sessions at the conference (see 4.7);
- use one of the dedicated *Sponsor spaces* in the *Exhibition Space* (see 4.5);
  - use 3 (three) slots of 15 minutes each, within the *Vendor Session Track* (see 4.2);
  - display company signage in ITASEC19 areas and social events;
  - exploit the ITASEC19 *Media Facilities* (see 4.3);
  - get the ITASEC19 *Participant List* (see 4.3);
  - provide company folders to be included in the *conference bag* that will be distributed to ITASEC19 participants (see 4.1);
  - get 5 (five) complimentary registrations for its employees (or customers) to attend all the ITASEC19 activities;
  - buy packages of 5 registrations for its employees (or customers) to attend all ITASEC19 activities with a 10% discount w.r.t. their nominal prices.

### 3.2 Golden Plan (€ 6,000.00)

A *Gold Sponsor* will receive exposure and recognition through the following:

- The sponsor will be mentioned as *Gold Sponsor* and a large company logo will be included:
  - in all ITASEC19 *Publicity campaign* (see 4.5);
  - in all ITASEC19 *Communication materials* (see 4.1);
  - In the conference formal proceedings;
  - on the conference Website, with link to sponsor's Web site;
  - during the conference opening ceremony;
- The sponsor will be given the possibility to:
  - appoint one of its executive personnel as a speaker in one of the *Panel sessions* at the conference;
  - use 2 (two) slots of 15 minutes each, within the *Vendor Session Track* (see 4.2);
  - exploit the ITASEC19 *Media Facilities* (see 4.3);
  - get 3 (three) complimentary registrations for its employees (or customers) to attend all the ITASEC19 activities;
  - buy packages of 5 registrations for its employees (or customers) to attend all ITASEC19 activities with a 10% discount w.r.t. their nominal prices.

### 3.3 Silver Plan (€ 3,000.00)

A *Silver Sponsor* will receive exposure and recognition through the following:

- The sponsor will be mentioned as *Silver Sponsor* and a large company logo will be included:
  - in all ITASEC19 *Publicity campaign* (see 4.5);
  - in all ITASEC19 *Communication materials* (see 4.1);
  - In the conference formal proceedings;

- on the conference Website, with link to sponsor's Web site;
- during the conference opening ceremony;
- The sponsor will be given the possibility to:
  - use 1 (one) slots of 15 minutes within the *Vendor Session Track* (see 4.2);
  - exploit the *ITASEC19 Media Facilities* (see 4.3);
  - get 1 (one) complimentary registrations for its employees (or customers) to attend all the *ITASEC19* activities;
  - buy packages of 5 registrations for its employees (or customers) to attend all *ITASEC19* activities with a 10% discount w.r.t. their nominal prices.

## 4. Sponsorship-related items

### 4.1 Communication materials

ITASEC19 Communication materials include:

- Billboard:



Figure 4.1 - ITASEC18 Registration desk (cm 200 x 110)



- Signage:



Figure 4.2 - ITASEC18 Sign (cm 80 x 180)

- Conference Bags:



Figure 4.3 - ITASEC18 Conference Bags



## 4.2 Exhibition Space

The *Exhibition Space* shall include several *Sponsor spaces* (available for Platinum Sponsors, only).

Each *Sponsor Space* will include:

- A desk
- 2 chairs
- A front panel with company's Logo and name
- Internet connection
- Power supply plug-in

## 4.3 Media Facilities

The facilities offered to ITASEC19 sponsors in terms of visibility and privileged access to ITASEC19 *Media Partners* and *accredited journalists*, include, among the others:

- Sponsors will be presented and acknowledged during the *Press Conferences* scheduled at the opening and closing of the event;
- Sponsors names and logos will be included in the *Press Releases* before, during, and after the event;
- Sponsors will be given the opportunity to deliver joint *Press Releases* with ITASEC19 Organizers;
- Sponsors will be invited to attend a dedicated cocktail party with the accredited journalists;
- Sponsors will be granted with free access to a dedicated space where they can meet accredited journalists;
- Sponsors will be invited to the daily *Press Briefing* with ITASEC19 Media Partner at the end of each day of the event.

## 4.4 Participant List

The *Participant List* includes:

- Name and Family name
- Affiliation
- Email

of all the ITASEC19 attendees that will have granted the organizers with the authorization to distribute their data to the sponsors.

## 4.5 Publicity campaigns

ITASEC19 will be advertised via several campaigns, resorting to:

- Direct Mailing to the event mailing lists, which includes 10,000+ contacts
- Social Media:
  - Twitter: [@CyberSecNatLab](https://twitter.com/CyberSecNatLab)
  - Facebook: [@cybersecnatlab](https://facebook.com/cybersecnatlab)
- Websites:
  - [ITASEC](#)
  - [CINI Cybersecurity National Lab](#)
- Press releases (before, during, and after the event)
- Event news
- Interviews

## 4.6 Vendor sessions

*Vendor Sessions* are aimed at providing Sponsors with the opportunity to deliver presentations in a parallel track, spanning through the whole conference. These presentations will be listed in the conference program and should be targeted to the ITASEC audience.

Vendor Sessions differ from other ITASEC presentations in that company names, logos, and product names may be mentioned explicitly. Typical content includes product descriptions, case studies, best practices, and user testimonials.

Attendance to the *Vendor Sessions* is open to all symposium attendees, and vendor representatives are allowed to deliver literature at the session.

## 4.7 Vision Speech sessions

*Vision Speech Sessions* are dedicated sessions in which eminent personnel of Platinum Sponsors (typically CEOs) are invited to share aspirational descriptions of what their company would like to achieve or accomplish in the mid- and long-term future, including their most relevant goals. Presentations are intended to be visionary and inspirational, but not commercial at all.