THE 9TH ANNUAL EUROPEAN CYBER SECURITY CONFERENCE 2022

24 March 2022 | Brussels & Online

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Sponsorship Brochure
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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 maximizing 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 organization.
Introduction

Gathering leading policy-makers, industry players, high level cyber security and defence experts, this Forum Europe conference explores annually Europe's response to cyber security issues in a dynamically evolving global risk landscape and what the next steps for all actors of the ecosystem should be to create a safe and secure environment allowing Europe to leverage the tremendous socio-economic benefits offered by digital technologies.

Sponsorship of a Hybrid Event

As the world slowly begins to emerge from the pandemic, we are cautiously optimistic about returning to some element of in-person participation at our events in 2022. All events for the foreseeable future however will also retain a virtual/online element in order to ensure that those individuals who are unable or do not wish to travel are not excluded.

Given this transition to a 'hybrid' format, we are delighted to put forward a revised package of sponsorship and visibility opportunities, with options for organisations to get involved in the event either in-person or virtually.

Our packages have been designed to enable sponsors to take advantage of the enhanced face-to-face networking benefits that are made possible by a physical meeting environment, whilst also benefiting from the additional exposure and outreach that virtual events offer in terms of larger audience numbers.

Most importantly, by offering flexibility in this way, our aim is to provide sponsors and partners with the opportunity to select the level and method of involvement that best fits their needs. As ever, the packages that are proposed are only meant as a guide to the benefits that are available, and we are always able to work with any organisation to tailor a bespoke package of benefits that best fit their needs and enable them to ensure that their key aims and objectives from involvement at an event are achieved.

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.
Summary of 8th Edition

The 8th edition of this conference took place as part of European Security Summit which was held virtually over 3 days between 13 - 15 October and gathered over 380 delegates and 57 leaders, policymakers and experts speaking across 9 interactive sessions on cyber and public security.

Themes discussed at the European Security Summit included:

- The EU’s developing cyber security policy and how this is cutting across the broader security ecosystem
- Fighting organised crime, utilising digital technologies and enhanced law enforcement to tackle child sexual abuse, the sale of illicit goods and other on and offline, criminal activity
- Building new information architectures and information sharing systems to facilitate safe and legal border management, customs and migration
- Tackling terrorism and extremism
- Cyber skills and education as the elephant in the room when trying to enhance cyber resilience
- Global supply chain security and international cooperation
- AI and 5G deployment as economic and cyber security tools
- R&D and technological development

Audience Breakdown

The last edition of our Cyber security conference took place in 2020 online, forming part of the European Security Summit, and saw the following audience breakdown:

- Corporate Organisations - 35%
- European Commission/Parliament/Council - 21%
- NGO/Not for Profit - 14%
- National Government/Regulator - 11%
- Academic/Student - 9%
- Diplomatic Mission to the EU - 4%
- Journalist/Press - 3%
- EU Permanent Representations - 2%

Sponsors over the years have included

Contact: Anne-Lise Simon
+44 (0) 2920 783 023    anne-lise.simon@forum-europe.com
www.forum-europe.com
Previous speakers

Margaritis Schinas
Vice President, Promoting our European Way of Life, European Commission

Ylva Johansson
Commissioner for Home Affairs, European Commission

Sir Julian King
Commissioner for the Security Union, European Commission

Joao Gomes Cravinho
Minister of Defence, Republic of Portugal

Karol Okoński
Secretary of State, Ministry of Digital Affairs, Government Plenipotentiary for Cybersecurity, Poland

Julian Lepassaa
Executive Director, ENISA

Edvardas Šileris
Head of EC3, Europol

Roberto Viola
Director General, DG CONNECT, European Commission

Antonio Missiroli
Assistant Secretary General for Emerging Security Challenges, NATO

Stefan Schnorr
Director General of Digital and Innovation Policy, German Federal Ministry for Economic Affairs and Energy

Heli Tiirmaa Klaar
Ambassador at Large for Cyber Diplomacy, Estonian Ministry of Foreign Affairs

Marina Kaljurand
Member, European Parliament

Raj Samani
Chief Scientist and Fellow, McAfee

Mikko Karikytö
Chief Product Security Officer, Ericsson

Thomas Tsirtsch
Chief Information Security Officer, Deutsche Telekom

Rosa Kariger
CISO, Raedtola

Reinhard Posch
Chief Information Officer, Austrian Federal Government

Robert Hannigan
Former Director General, GCHQ

Nathalie Jaarsma
Ambassador at-Large for Security Policy and Cyber, Kingdom of the Netherlands

Scott Friedman
Deputy Assistant Secretary, Department of Homeland Security, USA

Jakub Boratyński
Acting Director, Digital Society, Trust and Cybersecurity, DG CONNECT European Commission

Edward Christie
Deputy Head, Innovation Unit, Emerging Security Challenges Division, NATO

Līga Rozentāle
Senior Director, Cybersecurity Policy, Microsoft

Julie Ruff
Head of Sector, Secure Value Chain, DG CONNECT, European Commission

Margaritis Schinas
Vice President, Promoting our European Way of Life, European Commission

Ylva Johansson
Commissioner for Home Affairs, European Commission

Sir Julian King
Commissioner for the Security Union, European Commission

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Rosa Kariger
CISO, Raedtola

Reinhard Posch
Chief Information Officer, Austrian Federal Government

Robert Hannigan
Former Director General, GCHQ
# Sponsorship Packages

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<tr>
<th>Platinum In Person</th>
<th>€14,000</th>
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- Speaking position for a company representative to participate in-person during one of the main plenary sessions;

- 3 guaranteed and complementary delegate places for company representatives or guests to attend the main conference (please note: in cases restrictions remain in place on the number of attendees who can attend events, you will be in the priority group to receive delegate places, alongside speakers, policymakers / regulators and other sponsor organisations);

- Inclusion of your organisation logo as a ‘platinum sponsor’ across all pre-event and event day materials (both on the virtual platform and the physical venue), including:
  - Conference website (with link to your website)
  - All marketing emails
  - Event day banners and stage backdrop at the conference venue
  - On the virtual event platform - in the ‘reception’ area / home page; and in the ‘stage’ area
  - On all post event materials, including recorded version of all sessions that are uploaded post-event on social media

- Inclusion of company materials in delegate e-packs, which are distributed to all delegates participating in-person and virtually on arrival;

- Opportunity to take both a physical and a virtual exhibition stand, with the chance to link these by broadcasting live or hosting Q&A sessions from your physical stand onto the virtual platform;

- Advance access (1 week before the event) to the list of attendees who will be participating both in-person and virtually;

- 2 places at the pre-conference VIP and speaker networking dinner (including speaker) – if organised.
Sponsorship Packages

Platinum Package with virtual participation

→ Speaking position for a company representative to participate remotely / virtually during one of the main plenary sessions;

→ Opportunity to provide a short promotional video (maximum 5 minutes) to be played on the main screen at both the physical venue and on the virtual platform during breaks;

→ Inclusion of your organisation logo as a ‘platinum sponsor’ across all pre-event and event day materials (both on the virtual platform and the physical venue), including:
  • Conference website (with link to your website)
  • All marketing emails
  • Event day banners and stage backdrop at the conference venue
  • On the virtual event platform - in the ‘reception’ area / home page; and in the ‘stage’ area
  • On all post event materials, including recorded version of all sessions that are uploaded post-event on social media

→ A private virtual meeting room set up on your behalf on the event platform for you to use to hold either private one-to-one or group video meetings. An attendee list will be sent to you in advance of the event to enable you to select those people who you would like to set up meetings with and to start pre-arranging those. Personal invitations will be sent on your behalf by the Forum Europe team to up to 10 attendees to assist with this and to help with setting up meetings;

→ Advance access (1 week before the event) to the list of attendees who will be participating both in-person and virtually;

→ Inclusion of company materials in delegate e-packs, which are distributed to all delegates participating in-person and virtually on arrival;

→ Opportunity to take a ‘virtual’ exhibition booth, where you can display video content or a live video chat with team members (and can switch between the 2 during the event), link to promotional materials, websites and social media pages, and include company descriptions and information.

€12,000
### Catering Packages

<table>
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<tr>
<th>Exclusive Sponsorship of VIP &amp; Speaker dinner</th>
<th>€9,000</th>
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<tbody>
<tr>
<td>We are pleased to offer the opportunity for an organization to sponsor and host a pre-conference networking dinner. All speakers, high-level guests and senior policymakers who are participating at the event in-person meet for a 3-course sit-down dinner, which will include time for informal networking and a room-wide discussion on issues relating to the conference topics.</td>
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<tr>
<td>➔ Your organization seen as the exclusive ‘host’ for the dinner;</td>
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<tr>
<td>➔ Three-course dinner for conference speakers and invited guests;</td>
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<td>➔ The opportunity for a representative from your organization to introduce the dinner and lead the discussion;</td>
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<td>➔ Opportunity to provide input in the guest-list and dinner seating plan;</td>
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<td>➔ Exclusive branding at the dinner venue on banners and menu cards;</td>
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<tr>
<td>➔ 3 places at the dinner reserved for your representatives or guests;</td>
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<tr>
<td>➔ 1 guaranteed and complementary delegate place for an organisation representative to attend the main conference.</td>
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<tr>
<th>Sponsorship of Cocktail Reception</th>
<th>€6,500</th>
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<td>The Networking Reception will (as long as the Covid protocol at the venue allows it) be opened to all in-person attendees to join. The setting will be informal and relaxed, providing the opportunity to network and meet over drinks and canapés.</td>
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<tr>
<td>➔ Your organization seen as the exclusive ‘host’ of the cocktail reception;</td>
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<td>➔ Exclusive branding at the reception venue on a banner;</td>
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<tr>
<td>➔ The opportunity for a representative from your organisation to give welcome address;</td>
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</tr>
<tr>
<td>➔ 3 places at the reception reserved for your representatives and guests;</td>
<td></td>
</tr>
<tr>
<td>➔ 1 guaranteed and complementary delegate place for an organisation representative to attend the main conference.</td>
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<tr>
<th>Exclusive Sponsorship of conference refreshments</th>
<th>€5,000</th>
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<td>➔ Corporate identity displayed in the refreshments area during coffee break;</td>
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<td>➔ 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);</td>
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<tr>
<td>➔ 1 complementary delegate place.</td>
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In addition to the above benefits, all catering sponsors will also be included in the sponsor section of the event program.
Product Sponsorship

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.

**Hand Sanitizer Sponsorship €1800**

- Company logo in full colour printed on individual hand sanitizer bottles distributed to all attendees on their arrival at the venue. **Cost of production is included.**
- Recognition on exclusive “Thank you for helping to keep us safe” signage at event.

**Face Mask Sponsorship €2450**

- Company logo in one colour printed on face masks distributed to all attendees on their arrival at the venue. **Cost of production is included.**
- Recognition on exclusive “Thank you for helping to keep us safe” signage at event.

Please note: joint sponsorship of both hand sanitizer and face masks is available at the discounted rate of €4,000.

**Sponsorship of lanyards €2000 + cost of production**

- Company logo printed in full colour on all lanyards.
- Option of having the lanyard production organised by Forum Europe (production costs to be covered by your organisation) or to provide the lanyards yourself.
- Lanyards are distributed to all in-person delegates on arrival at the conference and worn at all times, ensuring high visibility of your brand throughout the event.

**Sponsorship of conference badges €1,500**

- Company logo printed in full colour on all delegate badges.
- Badges are distributed to all in-person delegates on arrival at the conference and worn at all times, ensuring high visibility of your brand throughout the event.

Please note: joint sponsorship of both lanyards and badges is available at the discounted rate of €3,000.