

11TH ANNUAL EUROPEAN CYBER SECURITY CONFERENCE 2024

Spring 2024 | Brussels »



Sponsorship Brochure

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#EUCyberSec

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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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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.



Why sponsor The 11th Annual European Cyber Security Conference?

- **Exclusive speaking positions** | Your organisation can contribute to the discussion
- **Engaging and Interactive format** | Engage in a fully immersive and interactive debate with decision makers, businesses and policymakers.
- **EU and global outreach** | Convey your message to a broad and international audience
- **Networking opportunities** | Connect with your fellow attendees during coffee and lunch breaks throughout the event
- **Visibility Opportunities** | Ensure maximum visibility through branding on the event website and marketing activities

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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Summary of the 10th Annual European Cyber Security Conference

Themes discussed at the previous edition:



> European Cyber Security, Resilience and Strategic Autonomy



> Aligning Cyber Security Efforts to Protect Critical Infrastructures



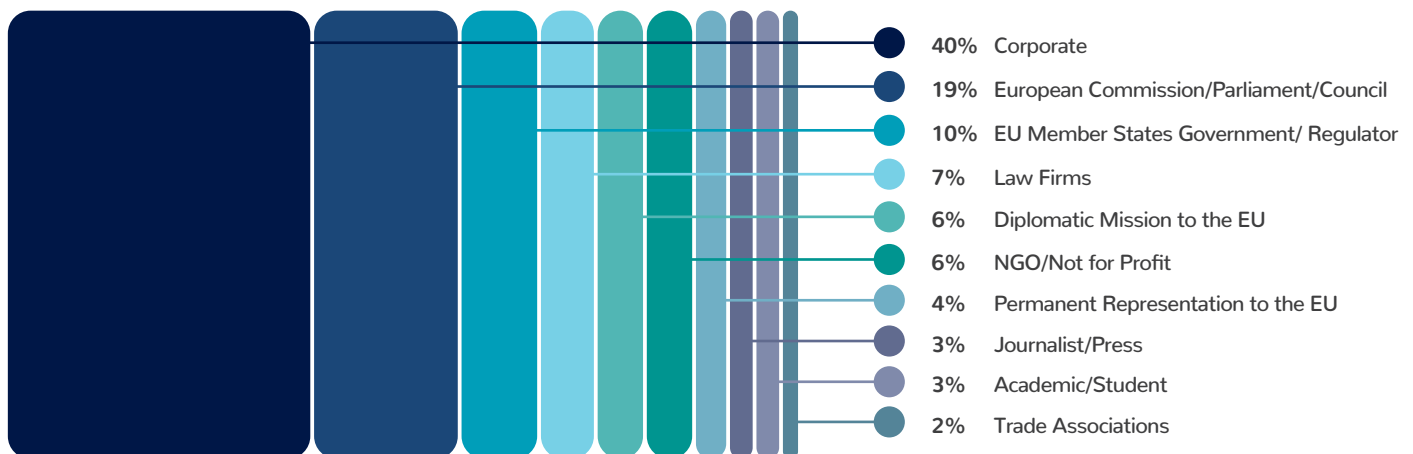
> People, Tech and Processes for Cyber Security



> Harnessing Tech and Cooperation for Cyber Defence

Audience Breakdown

The last edition of this conference was held in Brussels on 23rd March 2023 and gathered 219 participants, and 28 leaders, policymakers and experts speaking across 5 interactive sessions on cyber and public security, and saw the following audience breakdown:



Sponsors over the years have included



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Previous speakers

*Positions and organisations at time of contribution

Past speakers at the Cyber Security Conference have included...



Margaritis Schinas

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



Ylva Johansson

Commissioner for Home Affairs, European Commission



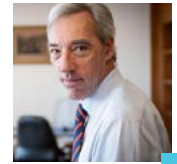
Anne Neuberger

Deputy National Security Advisor, Cyber & Emerging Tech at National Security Council, The White House



Viktor Zhora

Deputy Chairman and Chief Digital Transformation Officer, State Service of Special Communication and Information Protection of Ukraine



Joao Gomes Cravinho

Minister of Defence, Republic of Portugal



Karol Okoński

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



Juhan Lepassaar

Executive Director, ENISA



Edvardas Šileris

Head of EC3, Europol



Roberto Viola

Director General, DG CONNECT, European Commission



David van Weel

Assistant Secretary General, NATO



Tarja Fernández

Ambassador for Cyber Affairs, Ministry for Foreign Affairs of Finland



Heli Tiirmaa-Klaar

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



André Erich Denk

Deputy Chief Executive, European Defence Agency



James Appathurai

Deputy Assistant Secretary General for Emerging Security Challenges, NATO



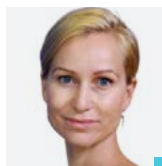
Stefan Schnorr

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



Miguel Angel Amutio Gómez

Deputy Director General for Cybersecurity Planning and Coordination, Ministry of Economic Affairs and Digital Transformation, Spain



Christiane Kirketerp de Viron

Head of Unit, Cybersecurity and Digital Privacy Policy, DG CONNECT



Marina Kaljurand

Member, European Parliament



Scott Friedman

Deputy Assistant Secretary, Department of Homeland Security, USA



Edward Christie

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



Julie Ruff

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



Royal Hansen

VP of Privacy, Safety and Security Engineering, Google



Rigo Van den Broeck

Executive Vice President, Cyber Security Product Innovation, Mastercard



François Zamora

Chief Security Officer, European Division, Orange



John Fokker

Head of Threat Intelligence & Principal Engineer, Trellix

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Sponsorship Packages - Platinum

Platinum Package

€ 16,000

- Speaking position for a company representative during one of the main plenary sessions;
- 5 guaranteed and complementary delegate places for company representatives or guests to attend the main conference (please note: in case of restrictions 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, including:
 - **Conference website (with link to your website)**
 - **All marketing emails**
 - **Event day banners and stage backdrop at the conference venue**
 - **On all post event materials**
- Inclusion of company materials in delegate e-packs, which are distributed to all delegates participating on arrival;
- Advance access (1 week before the event) to the list of conference attendees;
- 2 places at the pre-conference VIP and speaker networking dinner (including speaker) – if organised.

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Sponsorship Packages - Gold

Gold Package

€ 10,000

- 2 guaranteed and complementary delegate places for company representatives or guests to attend the main conference (please note: in case of restrictions 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 'Gold 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 all post event materials](#)
- Inclusion of company materials in delegate e-packs, which are distributed to all delegates prior to arrival;
- Advance access (1 week before the event) to the list of attendees;
- 2 places at the pre-conference VIP and speaker networking dinner (including speaker) – if organised.

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Catering Packages

Exclusive Sponsorship of VIP & Speaker dinner

€ 12,000

We are pleased to offer the opportunity for an organisation to sponsor and host a pre-conference networking dinner. All speakers, high level guests and senior policy makers 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.

- Your organisation seen as the exclusive 'host' for the dinner;
- Three-course dinner for conference speakers and invited guests;
- The opportunity for a representative from your organisation to introduce the dinner and lead the discussion;
- Opportunity to provide input in the guest-list and dinner seating plan;
- Exclusive branding at the dinner venue on banners and menu cards;
- 3 places at the dinner reserved for your representatives or guests;
- 1 guaranteed and complementary delegate place for an organisation representative to attend the main conference.

Sponsorship of Cocktail Reception

€7,000

The Networking Reception will be opened to all attendees to join. The setting will be informal and relaxed, providing the opportunity to network and meet over drinks and canapés.

- Your organisation seen as the exclusive 'host' of the cocktail reception;
- Exclusive branding at the reception venue on a banner;
- The opportunity for a representative from your organisation to give welcome address;
- 3 places at the reception reserved for your representatives and guests;
- 1 guaranteed and complementary delegate place for an organisation representative to attend the main conference.

Exclusive Sponsorship of conference refreshments

€5,000

- Corporate identity displayed in the refreshments area during coffee break;
- 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);
- 1 complementary delegate place.

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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 the event.



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.