CYBERSEC EXPO 2019

WHERE CYBER MEETS SECURITY

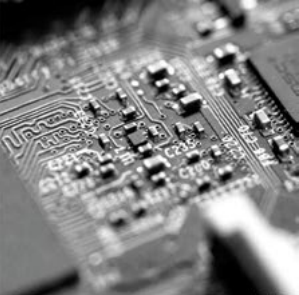**15-16 May 2019**
GlobalEXPO Warsaw

ORGANIZED BY:

THE KOSCIUSZKO INSTITUTE

PRODUCED BY:

DRY FOREST EXPO

WHERE CYBER MEETS SECURITY

Cybersecurity has long ago ceased being a niche domain for software geeks. As the division between what's digital and what's physical blurs into nonexistence, cybersecurity won't be a different discipline from security in a couple of years. Ensuring the security of people, places and processes will soon require the combined know-how of software and hardware protection, smart city technologies, behavioural analytics along with constantly evolving surveillance and monitoring all driven by IoT, AI and machine learning. Anticipating this trend, we created CYBERSEC EXPO.

Cybersecurity is among the fastest-growing sectors of the ICT industry. In 2017, global expenditures on services related to cybersecurity amounted to over **120 billion dollars.** The last decade saw the market develop by on average 8–10% per year, and forecasts for 2017–2020 suggest further stable growth up to a total, cumulative sum of **1 trillion dollars** within this period. It is estimated that between 2015 and 2020, the total value of products and services designed to secure the Internet of Things (IoT) alone will reach an astounding **120 billion dollars**, or the current value of the entire cybersecurity market. But even though investments into digital security are rising, the increase is not enough in light of the growing number of threats. According to a report by Symantec, about a million malicious programs are created every day. Furthermore, Hackmageddon's monitoring of the Web indicates that more than three large-scale cyber attacks are carried out daily. While the total global losses of the public and private sector due to cybercrime are difficult to determine, they are currently estimated at about **1% of global GDP.** Analysts predict that by 2021, the losses will exceed **6 trillion dollars per year.**

Another significant catalyst for the development of the cybersecurity market is the constantly evolving regulatory ecosystem. The year 2018 is when two vital EU legal acts, **GDPR** and **NIS**, are going to enter into force. Both acts impose a range of restrictions and duties related to establishing a minimal level of cybersecurity among private and public entities throughout the EU. What is more, a cybersecurity talent gap on the labour market constitutes an additional growth factor for the demand for comprehensive cybersecurity products and services.

Cybersecurity is no longer a distant technical problem, only relevant for IT departments; it is now an integral part of corporate strategies and a deciding factor for corporate continuity. We have realised that cybersecurity is going to be one of the essential challenges for the upcoming decades. **This challenge is at the same time a great business opportunity for innovative companies and startups whose products and services will prove essential for small and large companies from different sectors. We have created CYBERSEC EXPO for all those who want to seize this opportunity!**

Looking forward to working together with you, the CYBERSEC EXPO Team

CYBERSEC EXPO 2019
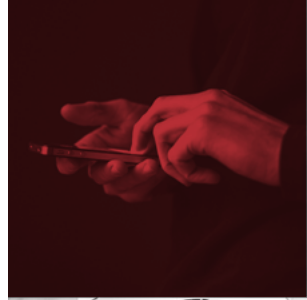
HOW IS THE ICT MARKET CHANGING?

In 2015, the global ICT market was valued at **75 billion USD**, with an estimated increase in revenues to **170 billion USD** in 2020

The growth rate of the European ICT market was **11.3%** in 2016, expected to reach **12.7%** in 2021

The significant increase in sales of ICT products –in 2016, sales in Europe were valued around **158 billion EUR**, over **640 billion EUR globally**

The value of polish ICT market reached over **8 billion USD** in 2016

The amount of the annual statistical investment of a Polish company in cyber security is approx. **7 thousand EUR**

A steady increase in the number of companies from the cyber security industry: globally in 2016, there were approx. **222 thousand enterprises**, including over 60 thousand European - an increase of more than **18%** compared to the previous year

The forecasted volume of imports of products related to the ICT and cyber security market will reach over **3.3 billion USD** only for the Three Seas Countries in 2021

WHAT DOES THIS MEAN FOR POLISH ICT COMPANIES?

In the coming years, it is expected that the demand for products and services for the security of networks and IT systems will increase. This change is mostly influenced by national, as well as EU regulations. CYBERSEC EXPO builds awareness of needs among consumers and gives the opportunity for IT companies and startups to present a wide range of solutions.

JOIN THE

CYBERSEC EXPO 2019

BUILD BUSINESS RELATIONS

dedicated networking sessions and badge scanners will help you to maximise interactions with the visitors, develop your current contacts and establish new ones.

PRESENT YOUR SOLUTIONS

join the agenda to take part in a session of plenary presentations or organise a presentation at your own booth.

DEVELOP YOUR BRAND

join forces with us to create a unique atmosphere of the event, which will let you build a positive image of your brand.

SELL!

CYBERSEC EXPO 2019 not only brings you long-term benefits for your brand, it also gives you the opportunity to meet real clients, sign contracts and make your sales grow.

CYBERSEC EXPO 2019

MORE THAN
JUST A TRADE FAIR

Over **5,000 square meters** of exposition space full of cutting--edge technology

Keynotes and presentations in the dedicated conference section that will boost your chances to reach clients

Networking events, including a special evening gala for partners, exhibitors and guests

An opportunity to organise **training sessions and workshops** for current and new users of your solutions
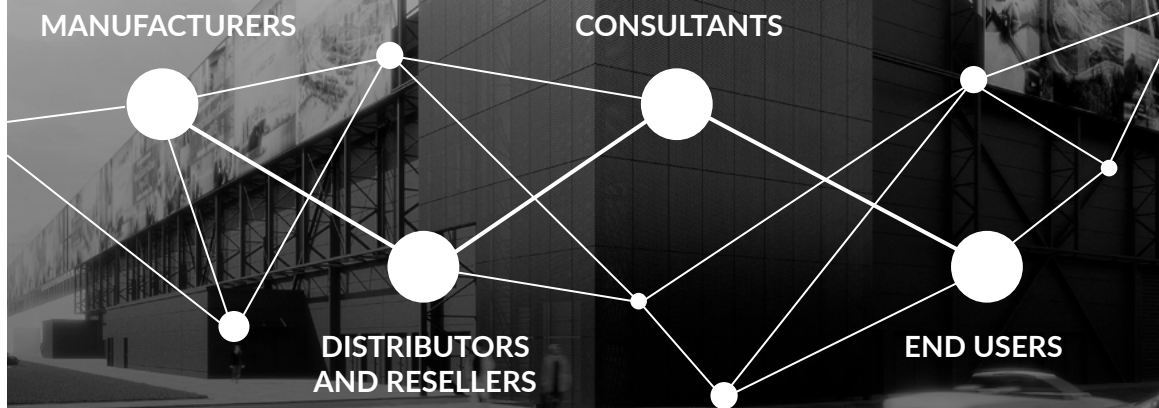
COMPLETE VALUE CHAIN

FOR ALL SIZES

STARTUPS

SMEs

LARGE COMPANIES

MANUFACTURERS

CONSULTANTS

DISTRIBUTORS AND RESELLERS

END USERS

Global EXPO

wszystko pod klucz

PEOPLE AT CYBERSEC EXPO 2019

CORPORATE POSITIONS

- CSOs, CIOs and CTOs
- Presidents and Vice Presidents
- Members of the Boards
- Cybersecurity, Security and IT Directors and Managers
- Personal Data Protection Inspectors
- Compliance Directors and Managers
- Cybersecurity experts and enthusiasts

PUBLIC SECTOR

- Public administration
- Police and uniformed service
- Military and security sector
- Fire and emergency services
- Health care and hospitals
- Local governments
- State companies

PRIVATE SECTOR

- Energy, oil and gas
- Transport
- Pharmacy
- IT and Telcos;
- Law
- Security
- Manufacturing
- Services

CYBERSEC

EUROPEAN CYBER SECURITY FORUM

CYBERSECURITY PRODUCTS AND SERVICES PROVIDERS

- Access management
- Mobile security
- Anti-DDoS services
- Cloud security
- Network and endpoint protection
- Cybersecurity management automation
- Behavioural detection
- Predictive intelligence
- IoT/IIoT cybersecurity
- Risk management and cyber insurance
- Personal data management (including dedicated GDPR services)
- Smart homes security
- Advanced monitoring and CCTV technologies
- Security integration systems

PROTECTING CYBERSECURITY ON EVERY LAYER

CYBERSECURITY OF INFRASTRUCTURE

CYBERSECURITY OF HARDWARE

CYBERSECURITY OF SOFTWARE

CYBERSECURITY OF PEOPLE

010110
111010
011010

CYBERSEC EXPO 2019

VENUE

CYBERSEC EXPO 2019 will take place in the brand-new **Global Expo** in Warsaw.

The venue is located nearby the well accessible communication node in the north of Warsaw, namely **intersection of freeway S8 and Modlinska street.** This location provides excellent access for Warsaw agglomeration as well as for the rest of Poland. In the proximity of the location one can find the railway station connected with Okęcie and Modlin airports.

The venue will be unique thanks to the mix of the functional aspects of modern trade fair space with post-industrial architecture of old warehouses that once belonged to national car manufacturer FSO. The exhibition hall will house a total of **12.5k sqm** under one roof. The first floor offers conference space that represents **4k sqm** and additionally you will be able to find there an event hall of **2k sqm** that can accommodate **2.6k guests**. The surroundings of the venue offer **1400** parking spots for the exhibitors and guests.

NETWORKING

- Engage participants
- Organise lotteries
- Scan badges and collect contacts
- Analyse effectiveness (our scanning system will give you access to analytics from your booth's activity based on scanned badges)
- Make a follow-up

CYBERSEC EXPO 2019
INDUSTRY MEETUP

A whole workday spent at a fair can really tire one out. That is why we invite you to for a relaxed evening at the CYBERSEC EXPO Industry Meetup.

SPONSORSHIP OFFER

	DIAMOND	GOLD	SILVER	EXHIBITORS	START-UP*
Packages available	5	10	15		
Net price	11 500 EUR + price of the exhibition space	5 750 EUR + price of the exhibition space	2 750 EUR + price of the exhibition space	price of the exhibition space	800 EUR
Exhibition spot[1]	According to the chosen area size - in the center of the expo venue (Prime Zone)	According to the chosen area size - in the center of the expo venue (Prime Zone)	According to the chosen area size	According to the chosen area size	2m x 1m stand in Start Ups' zone with the equipment
20-minute presentation – Prime Time[2]	X2	X			3 minute presentation in a Pitch Deck format – Hyde Park
Announcement of the presentation taking place on the stage or the company's stand by the PA system in the entire expo venue + info on the agenda	X	X			
Opportunity to organise a workshop for a group of up to 36 people – 1,5 hour-long[3]	X	X			
Company name on the exhibition map	X	X	X	X	X
Branding on the stage	X	X	X		
Logo among sponsors on the website (www.cybersecexpo.eu)	X	X	X		
The company's name on the list of exhibitors on the website along with a description	X	X	X	X	X
Logo on the cover of the brochure	X				
Logo on the badge	X				
Logo and profile in the brochure (description up to 350 characters)	X	X	X	Only profile	Only profile

	DIAMOND	GOLD	SILVER	EXHIBITORS	START-UP*
Space for additional information in the newsletter prior to the event	X				
Advert inside the event brochure	One page	Half a page	Half a page		
Application with the identity card scanner	X	X	X	X	X
Additional tickets for the event	25	15	10		3
Invitation to the evening's CYBERSEC EXPO PARTY	10	7	5	1	1

* Verification of the company's state before purchasing

1   The price for 1 sq. m. 350-420 PLN

2   Sponsor diamond – Prime Time slots cover the time during the busiest hours

3   – Publicly, announced on the agenda;
     – Privately, with the possibility to invite customers.

CYBERSEC CONFERENCES

CYBERSEC LEADERS' FORESIGHT
MARCH 2019

● WASHINGTON

CYBERSEC LEADERS' FORESIGHT
20 FEBRUARY 2019

● BRUSSELS

CYBERSEC EXPO
15-16 MAY 2019

● WARSAW

● KRAKOW

EUROPEAN CYBERSECURITY FORUM – CYBERSEC
29 - 30 OCTOBER 2019

CYBERSEC
is one of the

TOP 5

cybersecurity conferences
in Europe
*according to
Infosec Conferences*
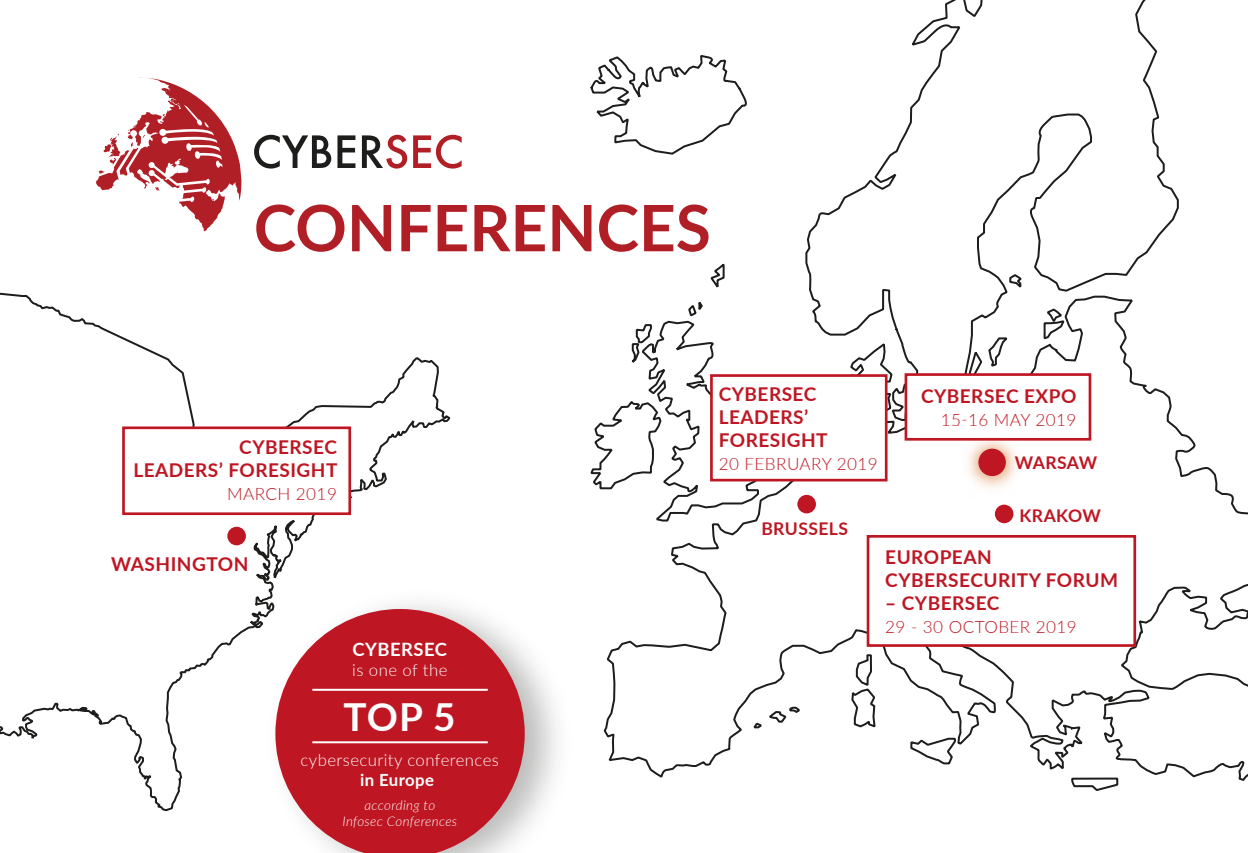
CYBERSEC IN NUMBERS

4
years of experience

30
countries represented

>400
speakers

6
organised events

>100
partners and patrons

>1500
reports about CYBERSEC in the Internet, press, radio and TV

Learn more: **www.cybersecforum.eu**   Visit us at: Ⓕ 🐦

CYBERSEC CONFERENCES WERE TRUSTED BY

- Microsoft
- Deloitte
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- Raytheon
- Google
- SANS Institute

- IBM
- EY
- Exatel
- PwC
- FireEye
- Palo Alto Networks
- Siemens
- Comarch
- Alior Bank
- Bank Pekao
- Orlen

- PZU
- PGZ
- PKO Bank Polski
- PGNiG
- PKP Cargo
- KGHM
- PERN
- Enea
- Asseco
- Vodafone

SAVE THE DATE

CYBERSEC BRUSSELS LEADERS' FORESIGHT 2019, Brussels, 20 Febuary 2019

CYBERSEC WASHINGTON LEADERS' FORSIGHT 2019, Washington, March 2019

CYBERSEC EXPO 2019 - WARSAW, 15 - 16 MAY 2019

V EUROPEAN CYBERSECURITY FORUM - CYBERSEC 2019, Krakow, 29 - 30 October 2019

GET IN TOUCH

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