

INTERNATIONAL
CYBER
24 - 25 SEPT 2024
OLYMPIA LONDON **EXPO**

SPONSORSHIP OPPORTUNITIES

SOLUTIONS BEYOND YOUR STAND

INTERNATIONALCYBEREXPO.COM

BRAND AWARENESS



LANYARDS £6,129 +VAT

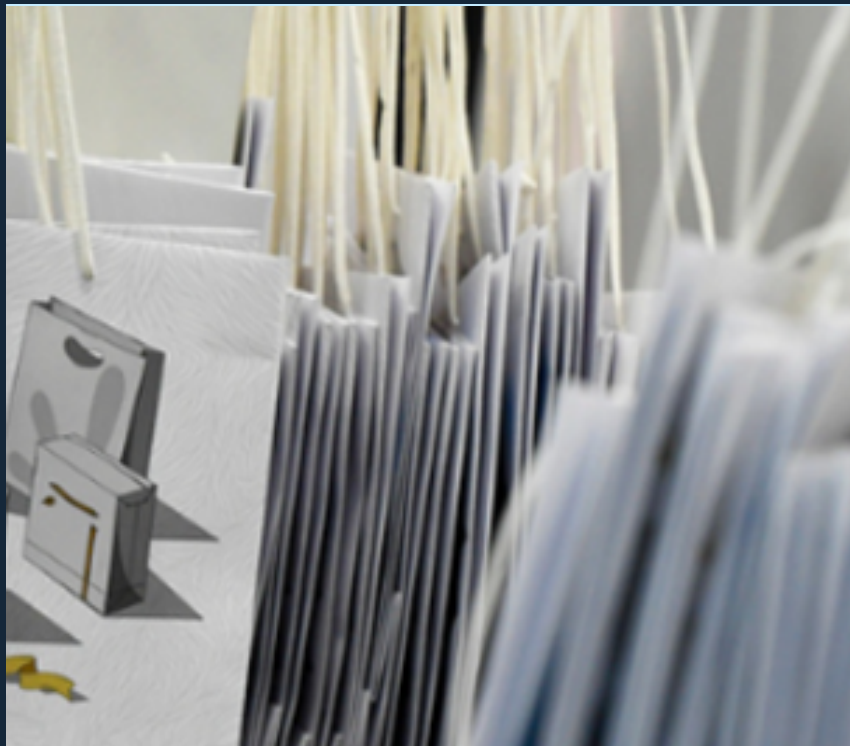
BADGES £3,299+VAT

** Sponsor to provide a minimum quantity of 6,000 lanyards*

Enjoy increased brand exposure and have all attendees wear your branded lanyards or badges across the exhibition floor for the entire duration of the event.

WHAT ARE THE BENEFITS?

- Brand awareness - additional exposure beyond your stand
- Strengthen your brand's recognition throughout the cyber security industry



SHOW BAGS

£3,999 +VAT

With each of our attendees being offered a show bag upon entry, gain unrivalled brand exposure throughout the show.

WHAT ARE THE BENEFITS?

- Increase your credibility as a brand
- Let our visitors act as walking adverts during and after the show

** Sponsor to provide a minimum quantity of 3,000 bags*

**ONLY 1 OPPORTUNITY
AVAILABLE PER ITEM**

BRAND AWARENESS



'YOU ARE HERE' BOARDS 5 X OPPORTUNITIES

Situated around the hall as attendees navigate the show, these boards are strategically placed in key areas to enhance your brand visibility.

WHAT ARE THE BENEFITS?

- Exceptional visibility in high traffic areas with your logo and pin of your stand location
- Increased brand awareness
- Drive engagement and footfall to your stand

£1,499 +VAT | 5 OPPORTUNITIES



FLOOR TILES [3]

Point your customers in the right direction. Your logo, branding and stand number will appear on 1m x 1m carpet tiles around the hall.

WHAT ARE THE BENEFITS?

- Repeated brand awareness across the show floor
- Create an impact and direct visitors straight to your stand.

£2,129 +VAT



HANGING BANNERS

A 9x1m banner suspended over the balcony of the National Hall at Olympia for brand promotion.

*The sponsor is responsible for providing the artwork for printing.

WHAT ARE THE BENEFITS?

- Cost-effective high-level exposure with our exclusive advertising banner
- Stand out against competitors with elevated branding
- Potential to drive traffic to your stand from all venue attendees

£1,499 +VAT

OFFICIAL REGISTRATION SPONSOR | EXCLUSIVE

Announce to the industry that you're a leader in the cyber community. Position your brand exclusively on all online registration forms and confirmation emails, reaching an anticipated audience of 6,000+ key buyers and influencers. Your logo will prominently feature in the registration area, and you will also receive an opt-in checkbox on the registration form, allowing attendees to request more information from you.

WHAT ARE THE BENEFITS?

- Exclusive opportunity to broadcast your brand to every visitor and promote your brand as a cyber leader
- Your sponsorship circulated to 6,000+ pre-registered visitors and leads of opt-in customers
- Drive traffic to your stand pre-event and onsite
- High-profile branding at entrance and registration areas
- Enjoy multiple touchpoints with all visitors during the show



NETWORKING CAFE & BAR AND DRINKS RECEPTION

THE NETWORKING BAR IS THE CENTRAL HUB OF THE SHOW AND A MEETING POINT FOR ALL OUR VISITORS, OFFERING AN IDEAL SPACE TO PROMOTE YOUR BRAND.

NETWORKING DRINKS

The day-one drinks reception from 4pm is an extremely popular networking event and a major draw for all attendees. Boost your visibility and welcome guests at this high-profile reception. Exclusive set list with Cyber House Party & their Resident DJ.

EXCLUSIVE

Enjoy exclusive sponsorship of this key networking area, with high-visibility of your branding throughout the bar. Distribute your marketing collateral across the area, and have your logo across all pre-show and onsite promotion.

WHAT ARE THE BENEFITS?

- Prominent branding Café & Bar throughout the event
- Listing as a Sponsor on the website and Event Guide and all relevant collateral
- Branding on all communication re Networking Drinks Reception.
- Promoted to exhibitors and visitors (website, email, direct mail, social media)
- Option to create a cocktail/signature drink - additional cost to be arranged if this is something you wish to move ahead with
- Option to provide branded uniform for catering staff to wear

SOLD

PRESS LOUNGE | EXCLUSIVE

Sponsoring the Press Lounge provides a unique opportunity to enhance your brand visibility and engagement. By associating your brand with the Press area, you gain exposure to journalists, media professionals, and industry influencers.

WHAT ARE THE BENEFITS?

- Elevate brand visibility in the press lounge.
- Connect with media figures for positive coverage.
- Establish brand leadership and access to industry media.

£7,999 +VAT



GLOBAL CYBER SUMMIT

**A PLATFORM FOR VITAL DISCUSSIONS
WITHIN THE CYBER COMMUNITY, INVITING
THOUGHT LEADERS AND PANELISTS TO
PROVIDE SOLUTIONS TO FUTURE-PROOF
ORGANISATION'S CYBER STRATEGY.**

Position yourself as a thought-leader and captivate a high-level audience seeking inspiration and invaluable insights. Enjoy sponsorship, featuring prominent branding around the theatre, digital seminar programme, presentation screen, and banner.

- Your branding showcased in all pre-show marketing communications
- Deliver a presentation or fireside chat with a customer, or opportunity to sit on a panel discussion (topics to be pre-approved with Head of Content)
- Seat drop (your chosen literature) on both days
- Receive attendee data from all sessions across the two days (based on third party opt in)

WHAT ARE THE BENEFITS?

- Align your brand with thought-leadership
- Exclusive opportunity to present to an audience who are looking to learn and be inspired
- Pre- and post-event marketing campaign promotion
- Branding displayed onsite and in the show Preview
- Receive all data from all attendees to this theatre

**£12,599 +VAT
2 OPPORTUNITIES LEFT**

ROUNDTABLES

OFFERING A UNIQUE AND EFFECTIVE WAY TO ENGAGE CYBER PROFESSIONALS BY FOSTERING MEANINGFUL DISCUSSIONS, FACILITATING TARGETED NETWORKING, AND PROVIDING VALUABLE BRANDING AND POST-EVENT CONTENT OPPORTUNITIES.

ROUNDTABLE AT ICE

A senior level round table would allow you to have an intimate sit-down with your ideal customers, we will work with you to understand your target customers and personally invite them from our extensive database to attend your roundtable. We know that senior professionals such as CISO and CIO see huge value in sitting in a room peer to peer, rather than going stand to stand.

- Curated closed door roundtable, between 8-10 participants.
- Nineteen Group to manage all guest communications and invites.
- Sponsor to set the topic and have a representative within the session and give 2-minute welcome address.
- Then a structured format with questions posed by the moderator, with discussion and exploration around a specific topic/ theme.
- Sponsor to provide branded notepads/pens and any other merchandise – Optional.
- Contact details of attendees shared post session.

£9,999 +VAT | 2 OPPORTUNITIES LEFT

ROUNDTABLE REPORT AVAILABLE AS AN ADD-ON

- Your round table session will be recorded using either the Zoom platform or AV equipment.
- A branded report will be written up by Nineteen Group on the roundtable and key findings, using Chatham House Rules.
- A 3-week campaign will follow with your report being promoted, behind a webform, to all databases. People will be able to download the report once they have submitted their details.
- We will share the leads with you.
- The report will remain on the website for a minimum of 3 months for people to access and download the content, all additional leads will be shared with the sponsor.

£2,125 +VAT | 2 OPPORTUNITIES LEFT

TECH HUB STAGE SPEAKER SESSIONS

Our Tech Talks offer practical advice and solutions curated by leading industry partners and suppliers. Position your brand as a trusted, knowledgeable cyber leader, and showcase it across the theatre and be included in our marketing campaign.

WHAT ARE THE BENEFITS?

- Receive a 20-minute speaking session to showcase your expertise
- Pre- and post-show promotion across the visitor campaign, and on our show website
- Branding displayed onsite, in the show Preview and official Show Guide
- Receive all attendee data from your session

26 OPPORTUNITIES AVAILABLE

£2,799 +VAT PER SESSION



DIGITAL OPPORTUNITIES – EMAIL

LEADERBOARD

Boost engagement, motivate through recognition, and build community with a leaderboard banner placed prominently at the top of our pre-registered emails..

£499 +VAT

SPONSORED EMAIL

Take center stage and feature prominently in our emails. Be highlighted to our actively engaged audience of pre-registered visitors, becoming the standout hero of our latest communication.

£499 +VAT

SOLUS EMAIL

*Limited to one per month

Send a dedicated html email to our highly engaged audience of approx. 50,000 contacts and re-registered data.

£5,099 +VAT



LEADERBOARD BANNER

Joining a membership pavilion is a cost-effective and hassle-free way to participate in the event - everything will be taken care of, you just need to turn up! Enjoy additional recognition on the pavilion page, and benefit from promotions by the associated organisations.

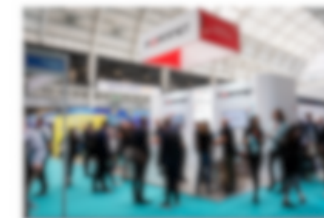
Pavilion spaces are very limited! Make sure to [contact us today](#) to discuss the opportunities available at International Cyber Expo 2024, taking place 24-25 September at Olympia London.

[EXPLORE PAVILION PACKAGES](#)

ABOUT OUR PAVILIONS



ADS & techUK



CREST

International Cyber Expo 2024
24-25 September
Olympia London
Contact us today to discuss the opportunities available at International Cyber Expo 2024, taking place 24-25 September at Olympia London.

[ENQUIRE HERE](#)

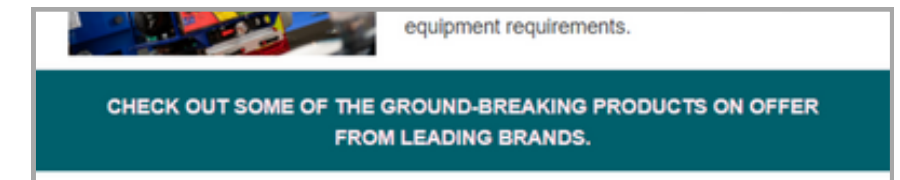
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[ENQUIRE ABOUT A STAND](#)

SPONSORED EMAIL

IMAGE
HERE

50 WORDS
& URL



PRODUCT
IMAGE HERE

PRODUCT
DESCRIPTION
HERE

BUTTON URL

PRODUCT SHOWCASE

Showcase your products and solutions well ahead of the show via our product showcase emails, offering attendees a first-look at your cyber security solutions.

WHAT DO YOU GET?

- Your product image and description, plus your company name, stand number and URL
- Sent to our full visitor database and all pre-registered visitors

£499 +VAT PER PRODUCT LISTING

DIGITAL OPPORTUNITIES

SOCIAL MEDIA

Give your content the promotion it deserves with a dedicated social media campaign. Promote your message and/or asset to International Cyber Expo's engaged social audiences leveraging our social accounts.

- LinkedIn
- Twitter
- Facebook

£749 +VAT | 3 POSTS

WEBSITE SPONSORSHIP

The exhibitor list holds the top spot as the most frequently visited page on the website, reaching a targeted audience. Be at the forefront of your customers' minds and be featured at the top of the webpage.

£799 +VAT PER MONTH

CATEGORY PARTNER

Become a sponsor for a product category and position yourself as a leader and expert in your industry. This presents an excellent opportunity to engage in targeted marketing campaigns directed towards your customer base.

WHAT DO YOU GET?

- Dedicated email to all pre-registered visitors expressing interest in your category. Sponsor to provide content in HTML format
- Logo highlighting on the website as Category Partner
- Logo inclusion in the Event Guide
- 3 x social media posts across all channels

£3,999 +VAT PER CATEGORY

MARKETING PACKAGES

AMPLIFY YOUR BRAND'S PRESENCE WITH OUR TOP-TIER MARKETING PACKAGES. DESIGNED FOR MAXIMUM EXPOSURE PRESHOW AND DURING THE MAIN EVENT, THESE SPONSORSHIPS GUARANTEE VISIBILITY AMONG YOUR TARGET CUSTOMERS. ELEVATE YOUR BRAND, CAPTURE ATTENTION, AND MAKE A LASTING IMPACT THROUGHOUT THE SHOW.

PREMIUM PACKAGE

- Email takeover - Leaderboard banner, sponsored section of image, 50 words to all preregistered visitors
- 3 x social posts
- Feature in product showcase email

£1,999 +VAT

DELUXE PACKAGE

- Email takeover - Leaderboard banner, sponsored section of image, 50 words to all preregistered visitors
- 3 x social posts
- Feature in product showcase email
- Enhanced listing on the exhibitor list on website
- Featured on 'You are Here' board
- Social media video interview onsite

£2,999 +VAT

ELITE PACKAGE

- Email takeover - Leaderboard banner, sponsored section of image, 50 words to all preregistered visitors
- 3 x social posts
- Feature in product showcase email
- Enhanced listing on the exhibitor list and pop up on webpage
- Featured on 'You are Here' board
- Category Partner
- Social media video interview onsite

£4,999 +VAT

INTERNATIONAL DELEGATION

CO-LOCATED WITH ///



The International Hosted Buyer Programme connects international delegations, buyers, key decision-makers, and influencers with vendors exhibiting at the event throughout the exhibition floor. Our VIP engagement team collaborates with esteemed partners to facilitate tailored meetings and visit programs for high-ranking officials worldwide.

Visiting delegations communicate their specific procurement needs or areas of interest, and we align them with exhibitors offering relevant products, services, and capabilities. This guarantees a well-coordinated, time-efficient, and pertinent experience for our VIP visitors, optimising the return on investment for exhibiting companies.

INTERNATIONAL DELEGATION CAMPAIGN

£4,999 +VAT

Gain priority access to the International Hosted Buyer's Programme, enjoy comprehensive pre-show and onsite marketing with prominent branding in the campaign, and strategically position your brand in front of these crucial international buyers.

INTERNATIONAL DELEGATION LUNCH

£2,999 +VAT

Co-host the international delegation lunch for exclusive networking with key decision-makers, elevating your brand's visibility and showcasing it to a targeted audience.

INTERNATIONAL DELEGATION CAMPAIGN

& LUNCH £5,799 +VAT

VIP PROGRAMME & LOUNGE SPONSOR | EXCLUSIVE

CO-LOCATED WITH ///



**INTERNATIONAL
SECURITY
EXPO** 24-25 SEPT 2024
OLYMPIA, LONDON

VIP LOUNGE – £11,129 +VAT

- Prominent branding pre-show, onsite and post-show
- Reach a high profile, high level audience
- Drive engagement and footfall to your stand
- 5 x VIP passes

VIP DRINKS – £2,129 +VAT

- Co-host the VIP networking drinks
- High visibility of branding for the drinks
- 2 minute welcome drinks speech
- 5 x exclusive access to the drinks only

VIP LOUNGE & VIP DRINKS £12,499 +VAT

ENHANCE YOUR COMPANY'S VISIBILITY
AMONG THE INDUSTRY'S FOREMOST
SPECIFIERS AND BUYERS BY SPONSORING
THE VIP LOUNGE OR RECEPTION DRINKS.
ALIGN YOUR BRAND AS A PIVOTAL PLAYER
IN THE SECURITY AND CYBER MARKET
THROUGH THIS STRATEGIC ASSOCIATION.



DIGITAL THOUGHT LEADERSHIP | WEBINARS

WEBINARS

Our team make webinars easy for you and these are the perfect option for metrics-driven companies that want to track the results of their marketing spend. Our in-house content, production and marketing experts will develop, host, and promote a custom event just for you across multiple digital channels.

- Nineteen Group will host an exclusive webinar on behalf of the sponsor.
- Nineteen Group to provide a char to introduce the session and introduce the presenters, also assisting with Q&A
- Nineteen Group would run an exclusive 6-week digital marketing campaign inviting the sponsor's key target audience.
- The campaign would start broad and go out to our wider database, this will give you brand awareness and exposure to our full database. Next, we will arrange a segmented marketing campaign to target your ideal sectors more specifically.
- The Sponsor will set the topic and provide the content and speaker, Nineteen Group can assist with suggestions.
- Sponsor's branding during webinar and on the registration form and on all promotional materials.
- An opt-in tick box to receive further information from the Sponsor will be provided in the registration form. The attendees will also have the chance to opt-in for further communication from the Sponsor via the poll during the webinar and feedback questions after the webinar. Those attendees who opt-in will be shared with the sponsor, these will be strong qualified leads of those who proactively demonstrated their interest.
- The webinar would be available on demand, on the internationalcyberexpo.com website for a minimum of 3 months as well as receiving promotion in emails and on social media. All opt-in data generated by this to be shared with the sponsor.

ONE WEBINAR £6,599 +VAT | TWO WEBINARS £10,599 +VAT

DIGITAL THOUGHT LEADERSHIP | ROUNDTABLE

DIGITAL ROUNDTABLE

Explore the capabilities of digital roundtables, integrating networking and expertise. Created to suit your specific subject matter, this platform will provide an ideal arena for showcasing thought leadership. Dive into personalised discussions to delve into crucial and current research and insights.

- A digital, senior level roundtable, organised and managed by Nineteen Group. This will give you the chance to generate high level leads, and content all year round.
- 8-10 participants
- Bottle of wine sent to each participant ahead of the roundtable
- Sponsor to set the topic and have a representative within the session, and give 2-minute welcome address
- Contact details of attendees shared post-session

£8,999 +VAT

ROUNDTABLE REPORT

AVAILABLE AS AN ADD-ON

- Your round table session will be recorded using either the Zoom platform or AV equipment.
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- A 3-week campaign will follow with your report being promoted, behind a webform, to all databases. People will be able to download the report once they have submitted their details.
- We will share the leads with you.
- The report will remain on the website for a minimum of 3 months for people to access and download the content, all additional leads will be shared with the sponsor.

£2,125 +VAT

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OLYMPIA LONDON

CO-LOCATED WITH ///



INTERNATIONAL
SECURITY
EXPO 24-25 SEPT 2024
OLYMPIA, LONDON

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MARKETING PACKAGE

Lead Scanners

Event Guide Listing

Online Exhibitor Listing

- Company profile – 50 words, website, telephone and email
- Company logo
- Stand number
- Product/services category listing
- Unlimited product uploads
- Unlimited press release uploads
- Unlimited video uploads

Marketing Toolkit

£499 +VAT

WWW.INTERNATIONALCYBEREXPO.COM