

Congress@it-sa

Technical services

Marketing services 1/2

Marketing services 2/2

Checklist and contact

The logo for 'it sa EXPO CONGRESS' features a blue stylized network icon above the text. 'it sa' is in a bold, lowercase sans-serif font, 'EXPO' is in a larger, blue, uppercase sans-serif font, and 'CONGRESS' is in a smaller, blue, uppercase sans-serif font below it.

CONGRESS@IT-SA

Overview of services

NÜRNBERG / MESSE

CONGRESS@IT-SA

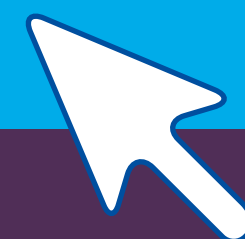


Your contribution to Congress@it-sa boosts your trade fair success! Make the most of the leading international trade fair for IT security to showcase your expertise on-site – for example, in a workshop.

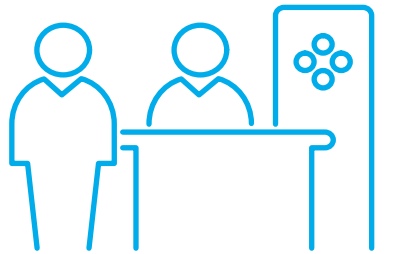
Congress@it-sa offers you the opportunity to present your IT security solutions to an engaged professional audience in all-day or half-day sessions.

Congress@it-sa starts the day before it-sa.

Register right away!



The all-inclusive price covers all premium services (see following pages). You'll be responsible for organisation (like your concept and speakers), implementation (including speaker and attendee support and checking attendees), and attendee processing (handing out documents and more).



The it-sa team will arrange for conference rooms and state-of-the-art technology for you. You'll also benefit from targeted marketing measures that promote the Congress@it-sa.

We welcome your participation:



if you are an exhibitor, partner, or trade publisher doing reciprocal business with it-sa 2024



if your lecture series, workshop, or round-table discussion provides a technical in-depth look at cybersecurity topics and isn't a product or company presentation

NürnbergMesse GmbH is not liable for the realization of your company's presentations or for any expenses incurred in conjunction with the application.

TECHNICAL SERVICES

We create the perfect venue for your Congress@it-sa programme with our state-of-the-art conference rooms.

Thanks to high-performance projectors, a high-quality sound system, and a reliable Internet connection, we offer the ideal technical environment for your event in an attractive setting.



- Conference room set up based on your requirements and preferences
- Rooms have air-conditioning, natural light and additional lighting
- Lectern, screen or whiteboard
- Projector with presenter
- Flip chart with paper
- Internet connection (LAN, 25 Mbit/s)



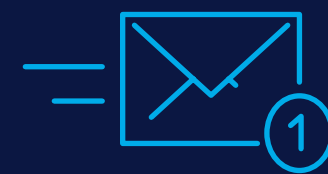
MARKETING SERVICES

Increase the visibility of your lecture series! Marketing services enable you to reach a broad target group. From articles in the it-sa News and newsletter formats to attractive email campaigns, targeted social



At the venue

- Signage for your event with a brief overview and your logo



it-sa Security Newsletter

- Promotes the Congress@it-sa programme in the it-sa Security Newsletter and it-sa 365 News with around 18,300 subscribers (as of Dec. 2023)

media activities, and online ads, we draw attention to the Congress@it-sa programme and attract a high-calibre audience.



Digital platform itsa365.de/en

Your lecture series is included in the programme overview in the digital trade fair guide and on a detailed “action” page in the supporting programme on itsa365.de/en.

The following information will be provided:

- Time and location of your lecture series
- Link to your corporate profile
- Link to details on your speakers
- Short and long description of your lecture series
- Your lecture series appears in the Congress@it-sa programme overview





Media activities

- Placement of online banners for Congress@it-sa as part of the media plan
- Mention in at least three press releases before and during it-sa Expo&Congress and during the official opening press conference



Email campaigns

- Promotion of Congress@it-sa in visitor emails to around 42,900 recipients (as of Dec. 2023) with link to the Congress@it-sa programme

We recommend inviting your customers to your lecture series and specifically promoting Congress@it-sa to ensure maximum participation and visibility.



Social media activities

- Promotion in social media posts on LinkedIn with more than 7,400 followers (as of Feb. 2024)
- Use our text samples, customisable social media assets, and banners for your social media posts to actively promote your lecture series



Voucher codes

- We provide you with a free voucher code that you can use to invite your visitors to your Congress@it-sa lecture series and to attend it-sa 2024



Always at your service –
your personal contact for all
questions about Congress@it-sa:

Sabine Storm

Congress@it-sa organization

T +49 9 11 86 06-88 35

it-sa@nuernbergmesse.de



Your checklist:

10 June 2024

Closing date for registrations

18 June 2024

The ticket shop goes online, and your visitors can register using the free e-code.

25 July 2024

Deadline for submitting presentation information for the detailed “action” page on the it-sa 365 platform.

You can only benefit from all planned advertising measures if you send us your lecture series details by the deadline.

September 2024

You’ll receive last-minute information on your event.

21–24 October 2024

Congress@it-sa on-site

Cancellation deadlines:

By 9 September 2024

Free of charge

After 10 September 2024

50% cancellation fee

After 4 October 2024

100% cancellation fee

Organizer

NürnbergMesse GmbH

Exhibition Centre

90471 Nuremberg, Germany

T +49 9 11 86 06-84 69

it-sa@nuernbergmesse.de

All prices (unless specified otherwise) are exclusive of German sales tax at the statutory rate, insofar as the service is taxable in Germany. The special and general conditions of participation and the general conditions of use for the it-sa 365 dialogue platform shall apply, including the information on data privacy. We have taken note of the admission criteria and accept them on all points. The data you provide may already be published prior to the event, in particular to advertise your presentation on the it-sa 365 platform.

We can object to the use of your data by NürnbergMesse GmbH for advertising purposes at any time. Further information on data protection, in particular on exercising your rights as a data subject and on how to contact us, can be found at: www.nuernbergmesse.de/en/dataprotection