ITASEC20 Sponsorship Package

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1. ITASEC Presentation

The Italian Conference on Cyber Security (ITASEC) is an annual event supported and organized by the CINI Cybersecurity National Laboratory\textsuperscript{1}.

The 2020 edition will take place in Ancona, from February 4\textsuperscript{th} to February 7\textsuperscript{th}, and will gather Italian researchers and professionals working in the field of cybersecurity, from both private and public sectors, including academia, industries, research institutions, and government.

\begin{figure}[h]
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\includegraphics[width=\textwidth]{ITASEC Attendees.png}
\caption{ITASEC Attendees}
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\begin{figure}[h]
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\includegraphics[width=\textwidth]{ITASEC19 Attendees.png}
\caption{ITASEC19 Attendees}
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\textsuperscript{1}https://cybersecnatlab.it
2. ITASEC20 Structure

ITASEC20 will include:

- **Workshop & Tutorial Day**: February 4
- **Conference**: February 5-7

The Workshop & Tutorial Day will consist of:

- **Scientific workshops**, gathering specialists on hot and advanced topics in cybersecurity;
- **Tutorials**, focusing on cybersecurity related aspects of potential interest to the conference attendees at large.

The Conference will include parallel and concurrent tracks:

- **Scientific & Technical track**, with scientific and technical contributions on all the aspects of cybersecurity, including interdisciplinary and multidisciplinary hot topics;
- **Stakeholder track**, that will include Keynotes Speeches, Invited Talks, Vision Speeches, Panels, and Special Sessions;
- **Special days**, devoted to hot topics on cybersecurity.

ITASEC20 shall be accessible only after a registration via the event website, compliant with the event registration policy.

3. ITASEC20 Sponsorship

Three levels of sponsorships are possible for ITASEC20, characterized by different exposures and recognition: **Platinum**, **Gold**, and **Silver**, respectively.

3.1 Platinum Plan (€ 12,000.00)

A **Platinum Sponsor** will receive exposure and recognition through the following:

- The sponsor will be mentioned as **Platinum Sponsor** and a large company logo will be included:
  - in all ITASEC20 **Publicity campaign** (see 4.5);
  - in all ITASEC20 **Communication materials** (see 4.1);
  - in the conference formal proceedings;
  - on the conference Website, with link to sponsor’s Web site;
  - during the conference opening ceremony;
- The sponsor will be given the possibility to:
  - appoint one of its executive personnel as a speaker in one of the **Vision speech sessions** at the conference (see 4.7);
  - use one of the dedicated **Sponsor spaces** in the **Exhibition Space** (see 4.5);
  - use 3 (three) slots of 30 minutes each, within the **Vendor Space** (see 4.2);
  - display company signage in ITASEC20 areas and social events;
  - exploit the **ITASEC20 Media Facilities** (see 4.3);
  - get the ITASEC20 **Participant List** (see 4.3);
  - provide company folders to be included in the **conference bag** that will be distributed to ITASEC20 participants (see 4.1);
  - get 5 (five) complimentary registrations for its employees (or customers) to attend all the ITASEC20 activities;
  - buy packages of 5 registrations for its employees (or customers) to attend all ITASEC20 activities with a 10% discount w.r.t. their nominal prices.
3.2 Golden Plan (€ 6,000.00)

A Gold Sponsor will receive exposure and recognition through the following:

- The sponsor will be mentioned as Gold Sponsor and a large company logo will be included:
  - in all ITASEC20 Publicity campaign (see 4.5);
  - in all ITASEC20 Communication materials (see 4.1);
  - in the conference formal proceedings;
  - on the conference Website, with link to sponsor’s Web site;
  - during the conference opening ceremony;
- The sponsor will be given the possibility to:
  - appoint one of its executive personnel as a speaker in one of the Panel sessions at the conference;
  - use 2 (two) slots of 30 minutes each, within the Vendor Space (see 4.2);
  - exploit the ITASEC20 Media Facilities (see 4.3);
  - get 3 (three) complimentary registrations for its employees (or customers) to attend all the ITASEC20 activities;
  - buy packages of 5 registrations for its employees (or customers) to attend all ITASEC20 activities with a 10% discount w.r.t. their nominal prices.

3.3 Silver Plan (€ 3,000.00)

A Silver Sponsor will receive exposure and recognition through the following:

- The sponsor will be mentioned as Silver Sponsor and a large company logo will be included:
  - in all ITASEC20 Publicity campaign (see 4.5);
  - in all ITASEC20 Communication materials (see 4.1);
  - in the conference formal proceedings;
  - on the conference Website, with link to sponsor’s Web site;
  - during the conference opening ceremony;
- The sponsor will be given the possibility to:
  - use 1 (one) slots of 30 minutes, within the Vendor Space (see 4.2);
  - exploit the ITASEC20 Media Facilities (see 4.3);
  - get 1 (one) complimentary registrations for its employees (or customers) to attend all the ITASEC20 activities;
  - buy packages of 5 registrations for its employees (or customers) to attend all ITASEC20 activities with a 10% discount w.r.t. their nominal prices.

4. Sponsorship-related items

4.1 Communication materials

ITA SEC20 Communication materials include:

- Billboard:
• Signage:

Figure 4.2 – ITASEC19 Sign (cm 80 x 180)

• Conference Bags:
4.2 **Exhibition Space**

The *Exhibition Space* shall include several *Sponsor spaces* (available for Platinum Sponsors, only). Each *Sponsor Space* will include:

- A desk
- 2 chairs
- A front panel with company’s Logo and name
- Internet connection
- Power supply plug-in

4.3 **Media Facilities**

The facilities offered to ITASEC20 sponsors in terms of visibility and privileged access to ITASEC20 *Media Partners* and *accredited journalists*, include, among the others:

- Sponsors will be presented and acknowledged during the *Press Conferences* scheduled at the opening and closing of the event;
• Sponsors names and logos will be included in the Press Releases before, during, and after the event;
• Sponsors will be given the opportunity to deliver joint Press Releases with ITASEC20 Organizers;
• Sponsors will be invited to attend a dedicated cocktail party with the accredited journalists;
• Sponsors will be granted with free access to a dedicated space where they can meet accredited journalists;
• Sponsors will be invited to the daily Press Briefing with ITASEC20 Media Partner at the end of each day of the event.

4.4 Participant List
The Participant List includes:
• Name and Family name
• Affiliation
• Email
of all the ITASEC20 attendees that will have granted the organizers with the authorization to distribute their data to the sponsors.

4.5 Publicity campaigns
ITASEC20 will be advertised via several campaigns, resorting to:
• Direct Mailing to the event mailing lists, which includes 6,000+ contacts
• Social Media:
  o Twitter: @CyberSecNatLab
  o Facebook: @cybersecnatlab
• Websites:
  o ITASEC
  o CINI Cybersecurity National Lab
• Press releases (before, during, and after the event)
• Event news
• Interviews

4.6 Vendor space
Vendor Space is a new opportunity offered to our sponsors aimed at providing them with the opportunity of using a location (i.e., a classroom) to freely meet their customers on a private B2B basis in 45-minute slots. The content of each time slot will be freely organized by the sponsor, including, for instance, B2B, product descriptions, case studies, best practices, and user testimonial.

On the basis of a specific request from the sponsor, the time-slot calendar can be made public.

4.7 Vision Speech sessions
Vision Speech Sessions are dedicated sessions in which eminent personnel of Platinum Sponsors (typically CEOs) are invited to share aspirational descriptions of what their company would like to achieve or accomplish in the mid- and long-term future, including their most relevant goals. Presentations are intended to be visionary and inspirational, but not commercial at all.