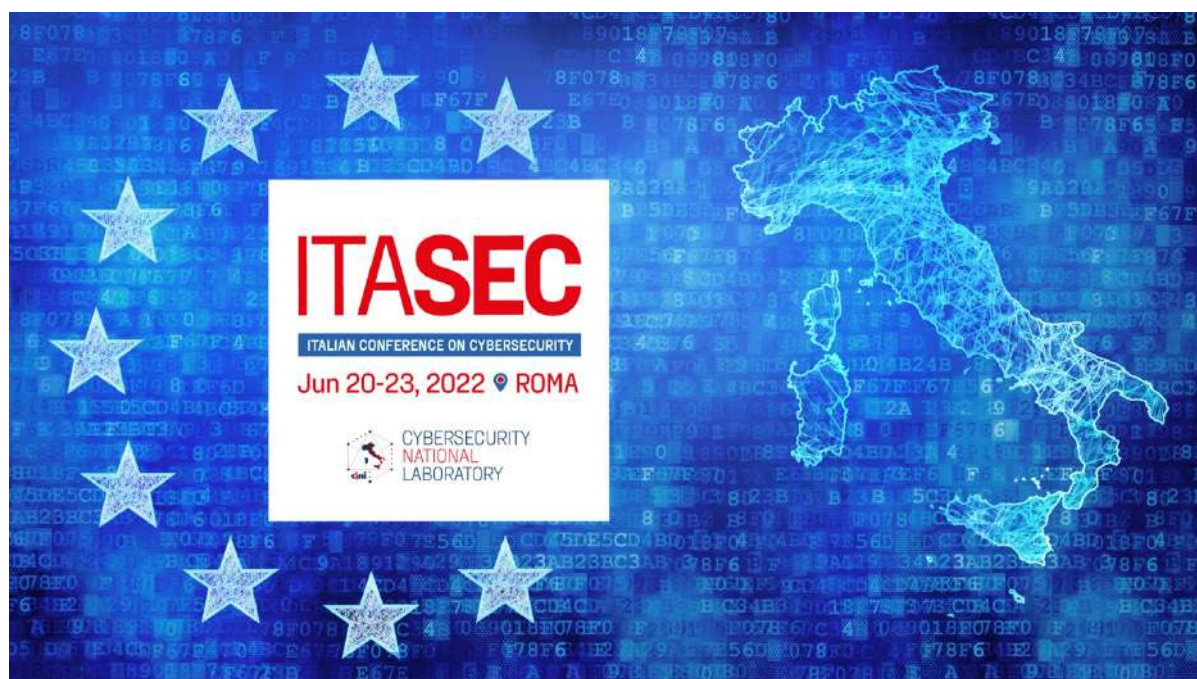




ITASEC22 Sponsorship Package



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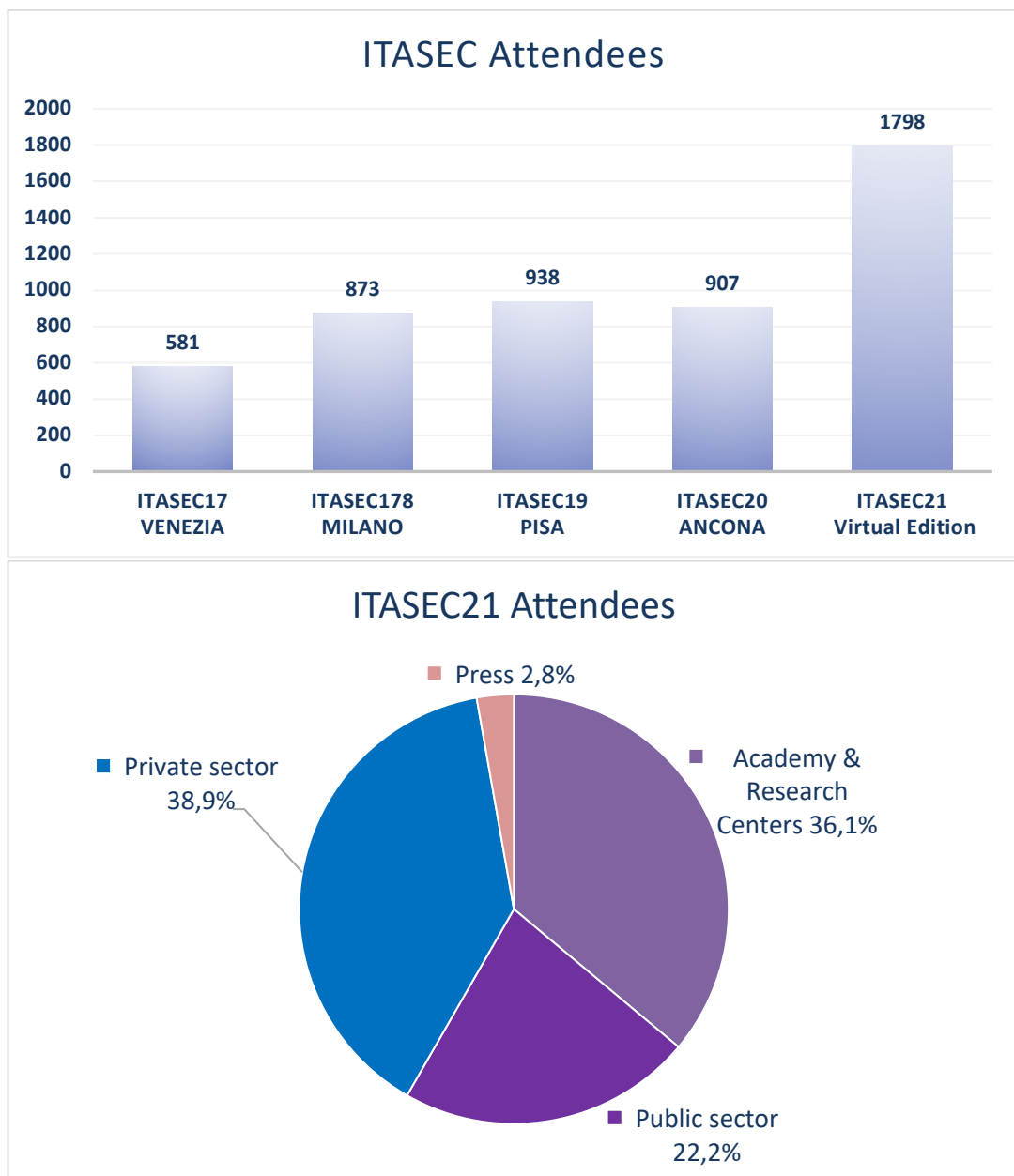
1. ITASEC Presentation

The **Italian Conference on CyberSecurity** (ITASEC)¹ is an annual event supported and organized by the CINI Cybersecurity National Laboratory².

The 2022 edition will take place in Roma in dual mode conference, from June 20th to June 23rd, 2022.

ITASEC22 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.

The next two figures summarize the evolution of ITASEC's attendees and the affiliations of the attendees of the last edition, respectively.



¹ <https://itasec.it>

² <https://cybersecnatlab.it>

2. ITASEC22 Structure

ITASEC22 will include:

- *Workshop and Tutorial Day*: June 20
- *Conference*: June 21-23

The *Workshop and Tutorial Day* will consist of:

- *Scientific and thematic workshops*, gathering specialists on hot and advanced topics in cybersecurity
- *Tutorials* for PhD and people interested in focusing on some peculiar topics related to cybersecurity.

The Conference will include two main 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*, *Panels* and *Special Sessions*;
- *Special days*, devoted to hot topics on cybersecurity.

ITASEC22 shall be accessible only after a registration via the event website, compliant with the event registration policy.

3. ITASEC22 Sponsorship

Three levels of sponsorships are possible for ITASEC22, characterized by different exposures and recognition: *Platinum*, *Gold*, and *Silver*, respectively.

3.1 Platinum Plan (€ 15,000.00)

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

- It will be mentioned as *Platinum Sponsor* and a large company logo will be included:
 - in all ITASEC22 Publicity campaign (see 4.5);
 - in all ITASEC22 Communication materials (see 4.1);
 - on the conference Website, with link to sponsor's Website;
 - during the conference opening and closing ceremonies;
- It will be given the possibility to:
 - appoint its CEO as a speaker in one of the *CEO panel* sessions at the conference (see 5.4);
 - use 3 (three) slot of 30 minutes each, within the *Vendor Space* (see 4.7);
 - use one of the dedicated *Sponsor spaces* in the *Exhibition Space* (see 4.2);
 - display company logo in the ITASEC22 areas and social events;
 - display company logo in the ITASEC22 banner during online sessions;
 - exploit the ITASEC22 *Media Facilities* (see 4.4);
 - get the ITASEC22 *Participant List* (see 4.3);
 - provide company folders to be included in the *conference bag* that will be distributed to ITASEC22 participants (see 4.1);
 - Company promotional material will be available for download in pdf format from

- the conference website, both by event registrants and visitors to the website;
- public the photo and a short bio of the speakers on the conference Website (maximum 1000 characters spaces included).
- shoot an interview video. Speakers will be invited to give interviews after the event. The interviews will be realized through streaming platform and disseminated through social media and conference Website.
- get 5 (five) complimentary registrations for its employees (or customers) to attend all the ITASEC22 activities;
- buy packages of 5 registrations for its employees (or customers) to attend all ITASEC22 activities with a 10% discount w.r.t. their nominal prices.

3.2 Golden Plan (€ 10,000.00)

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

- It will be mentioned as *Gold Sponsor* and a large company logo will be included:
 - in all ITASEC22 Publicity campaign (see 4.5);
 - in all ITASEC22 Communication materials (see 4.1);
 - on the conference Website, with link to sponsor's Website;
 - during the conference opening and closing ceremonies;
- It will be given the possibility to:
 - appoint one of its executive personnel as a speaker in one of the *thematic Panel sessions* at the conference which will be devoted to major cybersecurity issues;
 - Use 2 (two) slot of 30 minutes each, within the *Vendor Space* (see 4.7);
 - display company logo in the ITASEC22 banner during online sessions;
 - exploit the ITASEC22 *Media Facilities* (see 4.4);
 - provide company folders to be included in the *conference bag* that will be distributed to ITASEC22 participants (see see 4.1);
 - Company promotional material will be available for download in pdf format from the conference website, both by event registrants and visitors to the website;
 - public the photo and a short bio of the speaker on the conference Web site (maximum 1000 characters spaces included);
 - get 3 (three) complimentary registrations for its employees (or customers) to attend all the ITASEC22 activities;
 - buy packages of 5 registrations for its employees (or customers) to attend all ITASEC22 activities with a 10% discount w.r.t. their nominal prices.

3.3 Silver Plan (€ 6,000.00)

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

- It will be mentioned as *Silver Sponsor* and a large company logo will be included:
 - in all ITASEC22 Publicity campaign (see 4.5);
 - in all ITASEC22 Communication materials (see 4.1);
 - on the conference Website, with link to sponsor's Website;
 - during the conference opening and closing ceremonies;
- It will be given the possibility to:
 - use 1 (one) slots of 30 minutes, within the *Vendor Space* (see 4.7);
 - display company logo in the ITASEC22 banner during online sessions;

- exploit the ITASEC22 *Media Facilities* (see 4.4);
- provide company folders to be included in the *conference bag* that will be distributed to ITASEC22 participants (see see 4.1);
- Company promotional material will be available for download in pdf format from the conference website, both by event registrants and visitors to the website;
- get 1 (one) complimentary registration for its employees (or customers) to attend all the ITASEC22 activities;
- buy packages of 5 registrations for its employees (or customers) to attend all ITASEC22 activities with a 10% discount w.r.t. their nominal prices.

4. Sponsorship-related items

In this section we detail some of the most relevant items related to sponsorships.

4.1 Communication materials

ITASEC22 Communication materials include:

- Billboard:



Figure 4.1 – ITASEC18 Billboard(cm 200 x 110)

- Signage



Figure 4.2 – ITASEC19 Sign (cm 80 x 180)

- Conference Bags:



Figure 4.3 - ITASEC Conference Bags

4.2 Exhibition Space

The *Exhibition Space*, a brand opportunity for all our *Platinum* sponsors, shall include several *Sponsor spaces*.

Each *Sponsor Space* will include:

- A desk branded and customized according to the corporate brand identity
- A signage branded and customized according to the corporate brand identity
- 2 chairs
- A front panel with company's Logo and name
- Internet connection
- Power supply plug-in
- Company logo (provided by the sponsor)
- a monitor

4.3 Participant List

The *Participant List* includes:

- Name and Family name
- Affiliation
- Email

of all the ITASEC22 attendees that will have granted the organizers with the authorization to distribute their data to the sponsors.

4.4 Media Facilities

The facilities offered to ITASEC22 sponsors in terms of visibility and privileged access to ITASEC22 *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 main Press Releases before, during, and after the event;
- Sponsors will be given the opportunity to deliver joint Press Releases with ITASEC22 Organizers;
- Sponsors will be invited to attend a dedicated cocktail party with the accredited journalists and Media Partners.

4.5 Publicity campaigns

ITASEC22 will be advertised via several campaigns, resorting to:

- Direct Mailing to the event mailing lists, which includes 6,000+ contacts
- Social Media:
 - Twitter: [@Itasec](#), [@cybersecnatlab](#)
 - Facebook: [@cybersecnatlab](#)
 - Instagram: [@cybersecnatlab](#)
 - LinkedIn: [@cybersecnatlab](#)
- Websites:

- [ITASEC](#)
- [CINI Cybersecurity National Lab](#)
- Main Press releases (before and after the event)
- Event news
- Interviews.

4.6 CEO's Panel sessions

CEO's Panel Sessions are thematic sessions in which the CEOs of Platinum Sponsors are invited to tackle a relevant topic among those that characterize ITASEC22. Each Platinum sponsor will be able to express a preference on one of the topics proposed by the event organizers, and to access the panel discussing the chosen topic with his colleagues from other sponsor organizations. A moderator will coordinate the interventions and the design of the panel in the weeks leading up to the conference. Rather than being merely commercial, this space aims to visionary and inspirational talks.

4.7 Vendor Space

Vendor Session is an opportunity offered to the sponsors aimed at providing them the opportunity of using a location (i.e., a meeting room) or a web location to freely meet their customers on a private B2B basis, in 30-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.

The time-slot calendar will be made public.

5. Contacts

CINI – Cybersecurity National Laboratory

Sponsorship Chair:

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