



# ITASEC23 Sponsorship Package



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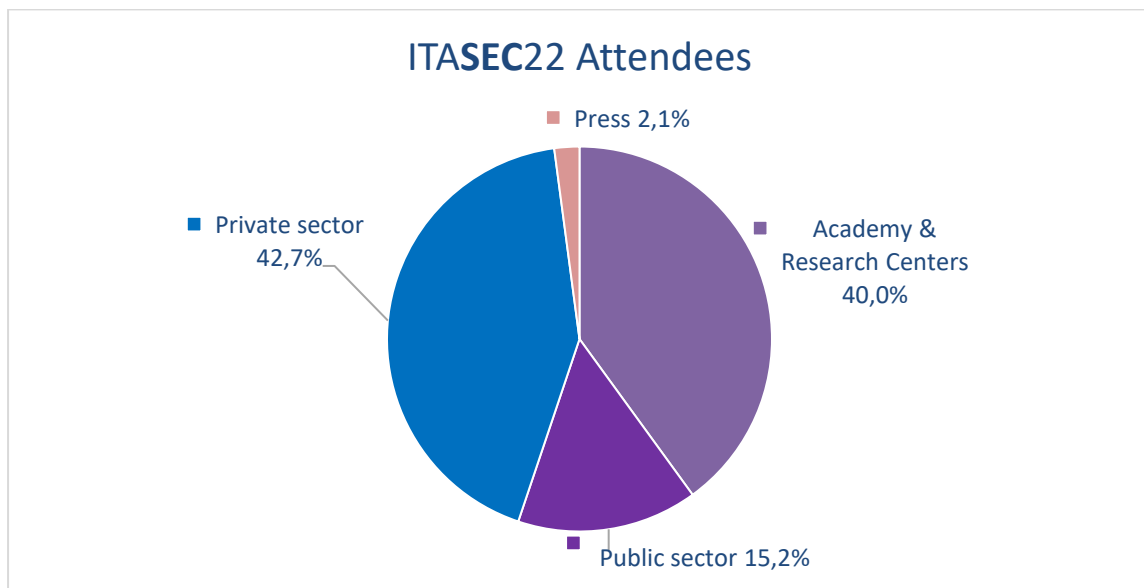
## 1 ITASEC Presentation

The **Italian Conference on CyberSecurity (ITASEC)**<sup>1</sup> is an annual event organized by the CINI Cybersecurity National Laboratory<sup>2</sup> and supported by the ACN<sup>3</sup> (Italian Cybersecurity National Agency).

The 2023 edition will take place in Bari in presence, from May 3<sup>rd</sup> to May 5<sup>th</sup>, 2023, with additional events on May 2<sup>nd</sup>.

ITASEC23 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 figure summarizes the affiliations of the attendees of the 2022 edition.



## 2 ITASEC23 Structure

ITASEC23 will include:

- *Side Events*: May 2 and May 5
- *Conference*: May 3-5

The Conference will include two main tracks:

- *Institutional track*, which includes *Keynotes Speeches, Invited Talks and Thematic Panels*;
- *Scientific & Technical track (S&T)*, with scientific and technical contributions on all the aspects of cybersecurity, including interdisciplinary and multidisciplinary hot topics;

The 2 tracks will be structured in such a way as NOT to have parallels.

The Side Events will include:

- Meeting dedicated to PA and local stakeholders;

<sup>1</sup> <https://itasec.it>

<sup>2</sup> <https://cybersecnatlab.it>

<sup>3</sup> <https://www.acn.gov.it>

- Training seminars for High School students;
- *Special sessions*, devoted to hot topics on cybersecurity.

ITASEC23 shall be accessible only after a registration via the event website, compliant with the event registration policy.

### 3 ITASEC23 Sponsorship

Three levels of sponsorships are possible for ITASEC23, 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 ITASEC23 Publicity campaign (see 4.5);
  - in all ITASEC23 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 one of the dedicated *Sponsor spaces* in the *Exhibition Space* (see 4.2);
  - display company logo in the ITASEC23 areas and social events;
  - display company logo in the ITASEC23 banner during online sessions;
  - exploit the ITASEC23 *Media Facilities* (see 4.4);
  - get the ITASEC23 *Participant List* (see 4.3);
  - provide company folders to be included in the *conference bag* that will be distributed to ITASEC23 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;
  - Shooting of two (2) interview videos. Company's representatives will be invited to give two (2) interviews during the event. These will be disseminated through the social media and the conference website;
  - Six (6) complimentary registrations for its employees (or customers) to attend all the ITASEC23 activities;
  - Possibility to buy five (5) more registrations for its employees (or customers) to attend all ITASEC23 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 ITASEC23 Publicity campaign (see 4.5);
  - in all ITASEC23 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:
  - display company logo in the ITASEC23 banner during online sessions;
  - exploit the ITASEC23 *Media Facilities* (see 4.4);
  - provide company folders to be included in the *conference bag* that will be

- distributed to ITASEC23 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;
- Shooting of one (1) interview video. Company's representatives will be invited to give one (1) interview during the event. This will be disseminated through the social media and the conference Website;
- Four (4) complimentary registrations for its employees (or customers) to attend all the ITASEC23 activities;
- Possibility to buy five (5) more registrations for its employees (or customers) to attend all ITASEC23 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 ITASEC23 Publicity campaign (see 4.5);
  - in all ITASEC23 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:
  - display company logo in the ITASEC23 banner during online sessions;
  - exploit the ITASEC23 *Media Facilities* (see 4.4);
  - provide company folders to be included in the *conference bag* that will be distributed to ITASEC23 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;
  - Two (2) complimentary registrations for its employees (or customers) to attend all the ITASEC23 activities;
  - Possibility to buy five (5) more registrations for its employees (or customers) to attend all ITASEC23 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

ITASEC23 Communication materials include:

- Billboard:



Figure 4.1 – ITASEC22 Billboard (cm 200 x 200)

- Signage



Figure 4.2 – ITASEC22 Roll Up (cm 100 x 200)

- 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 ITASEC23 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 ITASEC23 sponsors in terms of visibility and privileged access to ITASEC23 *Media Partners* and *accredited journalists*, include, among the others:

- Sponsors will be acknowledged during the Press Conferences scheduled during the event;
- Sponsors names and logos will be included in the main Press Releases at the beginning and closing of the event;
- Sponsors will be given the opportunity to deliver joint Press Releases with ITASEC23 Organizers;
- Sponsors will be invited to attend a dedicated cocktail party with the accredited journalists and Media Partners.

#### 4.5 Publicity campaigns

ITASEC23 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:
  - <https://itasec.it>
  - [CINI Cybersecurity National Lab](#)
- Main Press releases (before and after the event)
- Event news.

## 5 Contacts

### **CINI – Cybersecurity National Laboratory**

Sponsorship Chair:

Dr Gabriella CARAMAGNO

[gabriella.caramagno@consorzio-cini.it](mailto:gabriella.caramagno@consorzio-cini.it)

Cell: +39 338 7802181

Websites: <https://itasec.it>

Email: [sponsorship@consorzio-cini.it](mailto:sponsorship@consorzio-cini.it)