ITA**SEC**23 Sponsorship Package

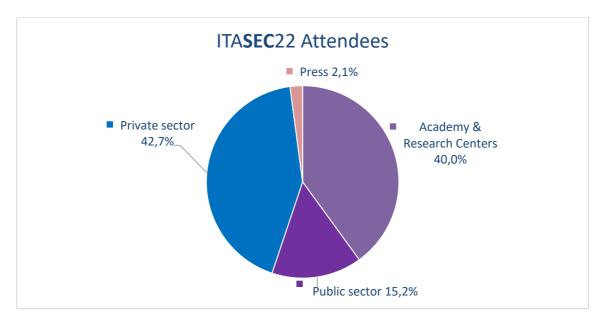# 1   ITASEC Presentation

The *Italian Conference on CyberSecurity* (ITA**SEC**)[1] is an annual event organized by the CINI *Cybersecurity National Lab*[2] and supported by the ACN[3] (Italian Cybersecurity National Agency). The 2023 edition will take place in Bari in presence, from May 3rd to May 5th, 2023, with additional satellite events on May 2nd.

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

ITA**SEC**23 will include:

- *Satellite Events*: May 2 and May 5

- *Conference*: May 3-5.

The Conference includes two main non-overlapping tracks:

- *Institutional track*, with *Keynotes Speeches, Invited Talks,* and *Thematic Panels;*

- *Scientific & Technical track (S&T)*, with scientific and technical contributions on several aspects of cybersecurity, including *Keynotes* on interdisciplinary and multidisciplinary hot topics.

The Satellite Events include:

- *Joint Training camp* for High School students and professors;
- *Training workshop* for journalists;

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[1] https://itasec.it

[2] https://cybersecnatlab.it

[3] https://www.acn.gov.it

● *Custom Meeting* for public and private local stakeholders.

ITA**SEC**23 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 ITA**SEC**23, 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 ITA**SEC**23 Publicity campaign (see 4.5);
    - in all ITA**SEC**23 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 the session dedicated to the Platinum Sponsor of the conference;
    - public the photo and a short bio of the speakers on the conference Website (maximum 1000 characters spaces included).
    - use one of the dedicated *Sponsor spaces* in the *Exhibition Space* (see 4.2);
    - display company logo in the ITA**SEC**23 areas and social events;
    - display company logo in the ITA**SEC**23 banner during the live connections;
    - exploit the ITA**SEC**23 *Media Facilities* (see 4.4);
    - get the ITA**SEC**23 *Participant List* (see 4.3);
    - provide company folders to be included in the *conference bag* that will be distributed to ITA**SEC**23 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 ITA**SEC**23 activities;
    - Possibility to buy five (5) more registrations for its employees (or customers) to attend all ITA**SEC**23 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 ITA**SEC**23 Publicity campaign (see 4.5);
    - in all ITA**SEC**23 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:

- o display company logo in the ITA**SEC**23 banner during online sessions;
- o exploit the ITA**SEC**23 *Media Facilities* (see 4.4);
- o provide company folders to be included in the *conference bag* that will be distributed to ITA**SEC**23 participants (see 4.1);
- o Company promotional material will be available for download in .pdf format from the conference website, both by event registrants and visitors to the website;
- o 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;
- o Four (4) complimentary registrations for its employees (or customers) to attend all the ITA**SEC**23 activities;
- o Possibility to buy five (5) more registrations for its employees (or customers) to attend all ITA**SEC**23 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:
  - o in all ITA**SEC**23 Publicity campaign (see 4.5);
  - o in all ITA**SEC**23 Communication materials (see 4.1);
  - o on the conference Website, with link to sponsor's Website;
  - o during the conference opening and closing ceremonies;
- ● It will be given the possibility to:
  - o display company logo in the ITA**SEC**23 banner during online sessions;
  - o exploit the ITA**SEC**23 *Media Facilities* (see 4.4);
  - o provide company folders to be included in the *conference bag* that will be distributed to ITA**SEC**23 participants (see 4.1);
  - o Company promotional material will be available for download in .pdf format from the conference website, both by event registrants and visitors to the website;
  - o Two (2) complimentary registrations for its employees (or customers) to attend all the ITA**SEC**23 activities;
  - o Possibility to buy five (5) more registrations for its employees (or customers) to attend all ITA**SEC**23 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

ITA**SEC**23 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 ITA**SEC**23 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 ITA**SEC23** sponsors in terms of visibility and privileged access to ITA**SEC23** *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 ITA**SEC**23 Organizers;

- Sponsors will be invited to attend a dedicated cocktail party with the accredited journalists and Media Partners.

4.5   Publicity campaigns

ITA**SEC**23 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

- o   Linkedin: @cybersecnatlab
- Websites:
  - o   https://itasec.it
  - o   CINI Cybersecurity National Lab
- Main Press releases (before and after the event)
- Event news.

5   Contacts

CINI – Cybersecurity National Lab

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