Showcase Your Company at the Global Forum on the Changing Future of Cross-Border Certification

The 2019 International Conference on the EU Cybersecurity Act has been developed to help standards community prepare for the evolution of risk-based frameworks aimed to address market fragmentation in the EU. The EU Cybersecurity Act, now in the early stages of development, will eventually create a wide-ranging, independent European body of cybersecurity regulation as part of the “single digital market” goal. This landmark regulatory mandate will have a wide-ranging effect on the international standards community—now is the time to begin planning for and participating in ongoing changes.

A Unique Promotion Opportunity

Promotion opportunities are available for leading companies offering products, technologies and services in this evolving field. It’s a unique opportunity to showcase your company to an engaged and highly responsive audience. The event features an efficient two-day participation format that respects your busy schedule.

Two Days to Cover a Shifting Regulatory Landscape

The conference will take place in Brussels on November 12-13, starting with a plenary keynote session then breaking into 2 separate tracks covering technology and certification issues, customer requirements, policy, and market issues.

Technology Issues
The evolving challenges facing the international standards community and the solutions developed to meet them.

Meeting Customer Requirements
Improving engagement between the standards community, government policy makers, end-users of ICT products, services and processes.

Updates from Schemes
Updates from relevant public schemes, private schemes, and members of the international technical community involved in the development of schemes.

Market Issues
Perspectives on the market benefits and challenges of certification in today's accelerated product development environment.

A Survey of Current Frameworks and Candidate Schemes

The Cybersecurity Act will establish a European cybersecurity certification framework for ICT products, services and processes. Current schemes may be incorporated into this new framework or may need to evolve to fit the regulatory changes. The Conference will cover the potential effect on current schemes and regulatory mandates like Common Criteria, eIDAS, Payment Services Directive 2, GDPR, ISO 27001, and EU standards for cryptographic modules. The conference will also cover the effect on current private schemes like GSMA, GlobalPlatform, EMVCo, PCI PTS, PCI SPoC, Eurosmart, Felica, Mifare, and OWASP and will discuss the new potential candidate schemes for key industry verticals such as IoT, cloud, communications, payments, automotive, and more.

In the European Capital of Politics and Culture

The conference is conveniently located in Central Brussels—steps away from the Gare Centrale and may of the top attractions in the city, including: Galeries Royales Saint-Hubert featuring shopping, cafes and a theatre; Place du Grand Sablon, one of the oldest neighborhoods of Brussels with two lovely squares, a neo-gothic church and many old streets and houses with art galleries, pastry shops, cafes, and a weekend antiques market; and Rue Antoine Dansaert, home to fine jewellers and edgy European fashion boutiques.

Presented by Industry Leaders

The 2019 International Conference on the EU Cybersecurity Act is produced by Cnxtd Inc. Event Media Services and presented with the support of the industry’s leading associations. Cnxtd is a producer of international conferences for the global standards community including the International Cryptographic Module Conference, the International Common Criteria Conference, and the Certified InfoSec Conference.
Electrical and Internet services may be ordered. Full time staffing of booths is not required.

Important Notice:
- Enter the meeting room entrance directly in front of the conference.
- To select from premium booths, choose from premium booths, located at the front of the hall.

Sponsorships Make a Strong Impression

Take your conference profile to the next level with sponsorship. Your sponsorship helps provide additional conference amenities—appreciated by all participants. Leading sponsorships include the option to select from premium sponsor booths located directly in front of the meeting room entrance.

**Title Sponsorships**

Title sponsorship puts your branding front and center, next to the conference title. Title sponsors receive exclusive branding opportunities prior to, and during the event, and may choose from premium booths, located at the front of the hall.

**Platinum Sponsor**

This premium package incorporates “under-conference-title” logo billing and a combination of extensive brand exposure, content input and excellent networking opportunities. Highlights include a welcome address during the plenary presentation and significant branding throughout pre- and post-event. Includes: [PRE-EVENT] 
- Digital: Premium “under-conference-title” logo on all registration and web site pages • Lead logo and 150 word description on website sponsor page • Link from website to your website • Logon on all email collateral 
- Print: Premium “under-conference-title” logo on all relevant hard copy collateral 
- Acknowledgement during opening plenary keynote presentation • Opportunity to make a 10 minute welcome address at the opening of the event

**Gold Sponsor (Limit 2)**

Incorporates “under-conference-title” logo billing and a combination of extensive brand exposure and excellent networking opportunities. Includes: [PRE-EVENT] Digital: 
- Premium “under-conference-title” logo on all registration and web site pages • Lead logo and 150 word description on website sponsor page • Link from website to your website • Logon on all email collateral 
- Print: Premium “under-conference-title” logo on all relevant hard copy collateral

**Silver Sponsor (Limit 4)**

Incorporates “under-conference-title” logo billing and a combination of extensive brand exposure and excellent networking opportunities. Includes: [PRE-EVENT] Digital: 
- Premium “under-conference-title” logo on all registration and web site pages • Lead logo and 150 word description on website sponsor page • Link from website to your website • Logon on all email collateral 
- Print: Premium “under-conference-title” logo on all relevant hard copy collateral

**Sponsorship Fee**

- Platinum Sponsor: €17,400
- Gold Sponsor: €13,900
- Silver Sponsor: €10,400

**Exhibit and Sponsorship Opportunities Are Limited—Reserve Today**

**Exhibit Booth Space**

**Includes:** Exhibit booth space with 5’ x 30” high table, chair, and company ID sign. • One complimentary conference pass • Admission to all conference activities • Inclusion on email, web and collateral—over 800,000 impressions.

**Exhibit Fee** €1,900

**Bulk Space Discount:** Two or more booths receive additional 10% off.

**Exhibit Floor Plan**

![Exhibit Floor Plan](image)

Important Notice: Each exhibit space is complete with 2 m table, 2 chairs, company sign in a carpeted space. Electrical and Internet services may be ordered. Full time staffing of booths is not required.
LEADING SPONSORSHIPS

Leading sponsorship opportunities are a great way to make a targeted, unique, or personal marketing impression on conference participants.

Exclusive Badge/Lanyard Sponsor

This striking and memorable collateral sponsorship opportunity places your logo next to the name of the conference and each attendee, with the opportunity to provide branded lanyards.

Includes: [PRE-EVENT] Digital: registration and web site pages • Logo and 150 word description on website sponsor page • Link from website to your website • Logo on all email collateral Print: Logo on all hard copy collateral [ON-SITE] Logo on conference badges • Opportunity to supply logo lanyards • Logo and up to 500-word description in Conference Guide Branding: Sponsor sign in registration area • One page insert in conference handouts • Logo on applicable plenary PowerPoint • Logo on welcome signage • Logo on back cover of Conference Guide • Logo and up to 500-word description in Conference Guide Networking and Exhibition: One exhibit space • Two complimentary delegate passes [POST-EVENT] Logo and 150 words on sponsor page of post-event web site • PowerPoint presentation uploaded on post-event web site

Sponsorship Fee ............................. €6,900

Exclusive Networking Sponsor

You'll receive exclusive branding during networking breaks and lunches on both days of the conference. Includes: [PRE-EVENT] Digital: Logo on all registration and web site pages • Logo and 150 word description on website sponsor page • Link from website to your website • Logo on all email collateral Print: Logo on all relevant hard copy collateral [ON-SITE] Lead branding on pre-event week of meetings • Logo and up to 500-word description in Conference Guide • Lead branding on lunch networking Branding: Logo on all applicable networking signage • Sponsor sign in lunches • One page insert in conference handouts • Logo on applicable plenary PowerPoint • Logo on agenda adjacent to applicable networking and plenary sessions • Logo on welcome signage • Logo and up to 500-word description in Conference Guide • Full page advertisement in Conference Guide Networking and Exhibition: One exhibit space • Two complimentary delegate passes [POST-EVENT] Logo and 150 words on sponsor page of post-event web site • PowerPoint presentation uploaded on post-event web site

Sponsorship Fee ............................. €6,700

Exclusive Logo Water Bottle Sponsor

Your company logo will be printed on a special bottle, distributed at conference. Includes: [PRE-EVENT] Digital: Logo on all registration and web site pages • Logo and 150 word description on website sponsor page • Link from website to your website • Logo on all email collateral Print: Logo on all hard copy collateral [ON-SITE] Includes: [PRE-EVENT] Digital: Logo and up to 100-word description in Conference Guide • Half page advertisement in Conference Guide Networking and Exhibition: One exhibit space • Two complimentary delegate passes [POST-EVENT] Logo and 150 words on sponsor page of post-event web site • PowerPoint presentation uploaded on post-event web site

Sponsorship Fee ............................. €4,400

Exclusive Conference Program Sponsor

We are producing a high-quality Conference Program featuring the agenda, speaker profiles relevant networking information. The sponsor will be invited to provide a 150-word forward which will appear in the introduction to the guide. Includes: [PRE-EVENT] Digital: Logo and 100 word description on website sponsor page • Link from website to your website • Logo on all email collateral Print: Logo on cover of Conference Program • 150-word foreword Branding: Logo on welcome signage • Logo and up to 100-word description in Conference Guide • Half page advertisement in Conference Guide Networking and Exhibition: One exhibit space • Two complimentary delegate passes [POST-EVENT] Logo and 100 words on sponsor page of post-event web site

Sponsorship Fee ............................. €4,400

Exclusive Opening Reception Sponsor

Your sponsorship will add a reception to the schedule of activities for Monday evening—a greatly appreciated amenity for all attendees.

Includes: [PRE-EVENT] Digital: Logo on all registration and web site pages • Logo and 150 word description on website sponsor page • Link from website to your website • Logo on all email collateral Print: Logo on all hard copy collateral [ON-SITE] Logo printed on conference bag (bag selected by conference event services management) • One page insert in conference handouts Branding: Logo on welcome signage • Logo and up to 100-word description in Conference Guide • Half page advertisement in Conference Guide Networking and Exhibition: One exhibit space • Two complimentary delegate passes [POST-EVENT] Logo and 100 words on sponsor page of post-event web site

Sponsorship Fee ............................. €4,400

Exclusive Digital Archive Sponsor

The conference audio archive includes high-quality audio recordings of all conference presentations. Sponsor will have the opportunity to brand this important post-conference site.
participants. Includes: [PRE-EVENT] Digital: Logo on all registration and web site pages • Logo and 150 word description on website sponsor page • Link from website to your website • Logo on all email collateral Print: Logo on all hard copy collateral [ON-SITE] Branding as exclusive Internet cafe sponsor • Sponsor logo on screensaver of Internet Cafe workstations • Opportunity to hang a banner (up to 2 x 2 m) inside Internet Cafe area • One page insert in conference handouts Branding: Logo on welcome signage • Logo and up to 100-word description in Conference Guide • Half page advertisement in Conference Guide Networking and Exhibition: One exhibit space • Two complimentary delegate passes Sponsorship Fee ....................... €6,000

Exclusive WiFi Provider
Sponsorship makes WiFi service available to all conference attendees. Sponsor may distribute flyer with login code from exhibit space. Includes: [PRE-EVENT] Digital: Logo on all registration and web site pages • Logo and 150 word description on website sponsor page • Link from website to your website • Logo on all email collateral Print: Logo on all hard copy collateral [ON-SITE] Branding as exclusive Wi-Fi Sponsor • Opportunity to distribute flyer with login code from booth • One page insert in conference handouts Branding: Logo on welcome signage • Logo and up to 100-word description in Conference Guide • Half page advertisement in Conference Guide Networking and Exhibition: One exhibit space • Two complimentary delegate passes Sponsorship Fee ....................... €3,600

Exclusive Dine-Around Host Sponsor
The Dine-Around, scheduled for Monday evening, is an opportunity for conference attendees to go out with colleagues for a fun night of dinner on the town, featuring the best of the local restaurant scene. RESTAURANT sign-up options are made available to attendees when they register and when they arrive on site. On Monday evening attendees will meet at the registration desk. From there, they will depart in groups to go to their chosen restaurant. Includes: [PRE-EVENT] Digital: Logo on all registration and web site pages • Logo and 150 word description on website sponsor page • Link from website to your website • Logo on all email collateral Print: Logo on all hard copy collateral [ON-SITE] Branding as exclusive Internet cafe sponsor • Sponsor logo on screensaver of Internet Cafe workstations • Opportunity to hang a banner (up to 2 x 2 m) inside Internet Cafe area • One page insert in conference handouts Branding: Logo on welcome signage • Logo and up to 100-word description in Conference Guide • Half page advertisement in Conference Guide Networking and Exhibition: One complimentary delegate pass Sponsorship Fee ....................... €2,600

Supporting Sponsorships
Supporting sponsorships help to reinforce your branding and presence at the event.

Event Sponsor
Take advantage of a discount package of our most popular branding opportunities. Includes: Sponsor sign in registration area • One conference pass • One insert into handout materials • 1/4-page b/w ad or sponsor message in the program guide • Logo on conference web site • Inclusion in all conference promo Sponsorship Fee ....................... €1,700

Private Meeting Area (Four Available)
Private meeting area for up to four people during exhibit hours, with table and four chairs • One conference pass Sponsorship Fee ....................... €2,000

Hanging Banner
Banner (sponsor provides, up to 2 x 2 meters) to be hung in conference registration area. Sponsorship Fee ....................... €1,200

Conference Bag Insertion Advertising
All conference attendees receive an official welcome packet of conference materials. Includes: One insert into handout materials placed in packet. Sponsorship Fee ....................... €900

Program Guide Advertising
The conference program guide is distributed to all attendees and it kept as an information resource long after the conference is over. 1 Page Black & White ............... €1,400 1/2 Page Black & White ............. €900 1/4 Page Black & White .............. €500

Advertising Specifications
Art Deadline: October 28, 2019
Mechanical Requirements: 1 Page Ad Trim Size: 7 ¾” x 9 ¾”; Live Area: 6 ¼” x 9”; Half Page Ad, 7 ½” x 4 ¾”; Quarter Page Ad, 3 ½” x 4 ¾”
File Format: High-resolution PDF file required. Almost any high-resolution PDF file acceptable. Files in Adobe’s PDF format created from an Adobe application using the PDF/X-1a:2001 specification preferred. Typically, PDF files are created from Postscript files utilizing Adobe Acrobat Distiller, but PDF’s created from InDesign will work as well.
Line Screen, Binding: 133 for 4/c ads, 280% maximum density. 120 for BW and 2/c ads, 180% maximum density. Saddlestitch.
File Submission Instructions: Email preferred. Send to bill@cnxtd.com. Files received will be confirmed. To mail, send memory device to Cnxtd Event Media Services, 421 Seventh Ave, #1012, New York, NY 10001. To FTP: We recommend Hightail, a free online FTP service. Visit www.hightail.com for instructions. For assistance call 212-866-2169.