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

In 2019, the International Conference on the EU Cybersecurity Act was launched to help standards community prepare for the evolution of risk-based frameworks meant 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 Comprehensive Look at a Shifting Regulatory Landscape

The conference will take 24 March 2021, starting with a plenary keynote session then breaking into separate tracks covering a range of issues:

- **Cloud and GDPR Frameworks**
  - Cloud scheme initiatives and efforts to leverage existing certifications in frameworks that align with international privacy regulations.

- **IoT Challenges**
  - The certification landscape for connected devices and cost, performance, and power constraints that necessitate compromises.

- **Public Policy**
  - Updates from public schemes and associations on the development of standards in response to evolving security risks.

- **Industry Alignment**
  - Efforts by the ITC to align frameworks with government standards while responding to the needs of the market.

- **Standards for Success**
  - Standardization efforts under various frameworks and the limitations of standards in a real-world environment.

- **Industrial Strategies**
  - Current certification standards for industrial automation and energy, and transitions to mandatory international certification.

- **Innovations in Assurance**
  - Maintaining certification in the face of new cybersecurity regulations, expanding product lines, and frequent product updates.

- **Outlook/Opportunities**
  - Updates on leading government initiatives for global certification and perspectives on the business benefits of security evaluations.

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.

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.

Uniting the Industry Value Chain

**Who Attends:** The conference will be of interest to the entire standards community, including Certification Bodies, Evaluation Laboratories, Researchers, Evaluators, Policy Makers, Product Developers, Sellers and Buyers interested in the specification, development, evaluation, and certification of IT security. The Cybersecurity Act will also affect organizations beyond the EU, including government schemes, testing laboratories, product developers, and technology companies in North America and Asia.

**Presented by Industry Leaders**

The 2021 International Conference on the EU Cybersecurity Act is produced by Cnxtd (“connected”) Event Media Corp, and presented with the support of ENISA, ECSO and other industry 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, the Commercial Solutions for Classified (CSfC)Conference and the Certified InfoSec Conference.
Sponsorship Opportunities Are Limited—Reserve Today

**Title Sponsorships**
Title sponsorship puts your branding front and center, next to the conference title. Title sponsors receive exclusive branding opportunities prior to, during, and after the event.

**Platinum Sponsor (Exclusive)**

**PRE-EVENT**
- Over-conference-title logo billing on all marketing materials, web site, and during the event.
- Six (6) Complimentary passes to EUCA Virtual (€1980 value)
- Three (3) posts to conference social media (Twitter, Facebook, LinkedIn) promoting sponsor participation and presentations.
- Listing on conference sponsor page, including logo, 75-word description, and company URL link.
- Opportunity to schedule one (1) 15-minute presentation or discussion session, on any topic, during a conference break, to appear in the conference schedule.

**DURING EVENT**
- Opportunity to moderate conference track (1 day long), introduce each session and speakers, conduct Q&A.
- Opportunity to include a 75-word message to attendees in post-conference email.
- Virtual booth space including video overview of sponsor company, company description, link to sponsor home page, documents available for download, ability to meet and chat publicly with attendees.
- Opportunity to include a 75-word message to attendees in post-conference email.
- Opportunity to moderate conference session (1.5-2 hours long), introduce the session and speakers, conduct Q&A.

**POST EVENT**
- Virtual booth space including video overview of sponsor company, company description, link to sponsor home page, documents available for download, ability to meet and chat publicly with attendees.
- Opportunity to moderate conference session (1.5-2 hours long), introduce the session and speakers, conduct Q&A.

Sponsorship Fee.......... €9570

**Gold Sponsor (Limit 2 Sponsors)**

**PRE-EVENT**
- Premium under-conference-title logo billing on all marketing materials, web site, and during the event.
- Five (5) Complimentary passes to EUCA Virtual (€1650 value)
- One (1) post to conference social media (Twitter, Facebook, LinkedIn) promoting sponsor participation and presentations.
- Listing on conference sponsor page, including logo, 75-word description, and company URL link.
- Opportunity to schedule one (1) 15-minute presentation or discussion session, on any topic, during a conference break, to appear in the conference schedule.

**DURING EVENT**
- Private online meeting room with opportunity to invite attendees to meet and ability to meet and chat privately with attendees.
- Virtual booth space including video overview of sponsor company, company description, link to sponsor home page, documents available for download, ability to meet and chat publicly with attendees.
- Opportunity to moderate conference session (1.5-2 hours long), introduce the session and speakers, conduct Q&A.

**POST EVENT**
- Private online meeting room with opportunity to invite attendees to meet privately and ability to meet and chat privately with attendees.
- Virtual booth space including video overview of sponsor company, company description, link to sponsor home page, documents available for download, ability to meet and chat publicly with attendees.
- Opportunity to schedule one (1) 15-minute presentation or discussion session, on any topic, during a conference break, to appear in the conference schedule.

**Silver Sponsor (Limit 4 Sponsors)**

**PRE-EVENT**
- Under-conference-title logo billing on all marketing materials, web site, and during the event.
- Two (2) Complimentary passes to EUCA Virtual (€660 value).
- One post to conference social media (Twitter, Facebook, LinkedIn) promoting sponsor participation and presentations.
- Listing on conference sponsor page, including logo, 75-word description, and company URL link.
- Opportunity to schedule one (1) 15-minute presentation or discussion session, on any topic, during a conference break, to appear in the conference schedule.

**DURING EVENT**
- Private online meeting room with opportunity to invite attendees to meet privately and ability to meet and chat privately with attendees.
- Virtual booth space including video overview of sponsor company, company description, link to sponsor home page, documents available for download, ability to meet and chat publicly with attendees.
- Opportunity to schedule one (1) 15-minute presentation or discussion session, on any topic, during a conference break, to appear in the conference schedule.
• Opportunity to moderate conference session (1.5-2 hours long), introduce the session and speakers, conduct Q&A.

**POST EVENT**
• Opportunity to include a 75-word message to attendees in post-conference email.
• Sponsor-moderated session video made available to general public, post-event. Opportunity to include 30 Second video pre-roll on video archive presentations for sponsor-moderated conference session.
• One post to conference social media (Twitter, Facebook, LinkedIn) promoting availability of sponsor-moderated session video archive.

Sponsorship Fee........... €5720

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

**Track Sponsor**

**PRE-EVENT**
• One (1) Complimentary pass to EUCA Virtual (€330 value).
• One (1) post to conference social media (Twitter, Facebook, LinkedIn) promoting sponsor participation and presentations.
• Listing on conference sponsor page, including logo, 75-word description, and company URL link.

**DURING EVENT**
• Virtual booth space including video overview of sponsor company, company description, link to sponsor home page, documents available for download, ability to meet and chat publicly with attendees.
• Opportunity to schedule one (1) 15 minute in-booth presentation or discussion session, on any topic, during a conference break, to appear in the conference schedule.
• Logo featured in welcome graphic in conference virtual reception area. Logo featured on interstitial PowerPoint displayed between sessions.
• Opportunity to moderate conference session (1.5-2 hours long), introduce the session and speakers, conduct Q&A.

Sponsorship Fee........... €5390

**POST EVENT**
• Sponsor moderated track video made available to general public, post-event. Opportunity to include 30 Second video pre-roll on video archive presentations for sponsor-moderated conference track. One (1) post to conference social media (Twitter, Facebook, LinkedIn) promoting sponsor moderated track video archive.

Sponsorship Fee........... €6,700

**Supporting Sponsor**

**PRE-EVENT**
• Two (2) Complimentary passes to EUCA Virtual (€660 value).
• One (1) post to conference social media (Twitter, Facebook, LinkedIn) promoting sponsor participation and presentations.
• Listing on conference sponsor page, including logo, 75-word description, and company URL link.

**DURING EVENT**
• Virtual booth space including video overview of sponsor company, company description, link to sponsor home page, documents available for download, ability to meet and chat publicly with attendees.
• Logo featured in welcome graphic in conference virtual reception area. Logo featured on interstitial PowerPoint displayed between sessions.

Sponsorship Fee........... €1490

**Event Sponsor**

**PRE-EVENT**
• One (1) Complimentary pass to EUCA Virtual (€330 value).
• One (1) post to conference social media (Twitter, Facebook, LinkedIn) promoting sponsor participation and presentations.
• Listing on conference sponsor page, including logo, 75-word description, and company URL link.

**DURING EVENT**
• Logo featured in welcome graphic in conference virtual reception area. Logo featured on interstitial PowerPoint displayed between sessions.

Sponsorship Fee........... €1,320

**Exhibiting Sponsor**

**PRE-EVENT**
• One (1) Complimentary pass to EUCA Virtual (€330 value).
• Listing on conference sponsor page, including logo, 75-word description, and company URL link.

**DURING EVENT**
• Virtual booth space including video overview of sponsor company, company description, link to sponsor home page, documents available for download, ability to meet and chat publicly with attendees.
• Logo featured in welcome graphic in conference virtual reception area. Logo featured on interstitial PowerPoint displayed between sessions.

Sponsorship Fee........... €3470