

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 place 8-9 March 2022, 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.

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, cafés 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, cafés, and a weekend antiques market; and Rue Antoine Dansaert, home to fine jewellers and edgy European fashion boutiques.



Located in Brussels, Belgium with access to the best of the city

Reserve
Your Space
Today



8-9 March 2022
Brussels, Belgium

Supporting Partners:



Sponsorship Opportunities Are Limited—Reserve Today

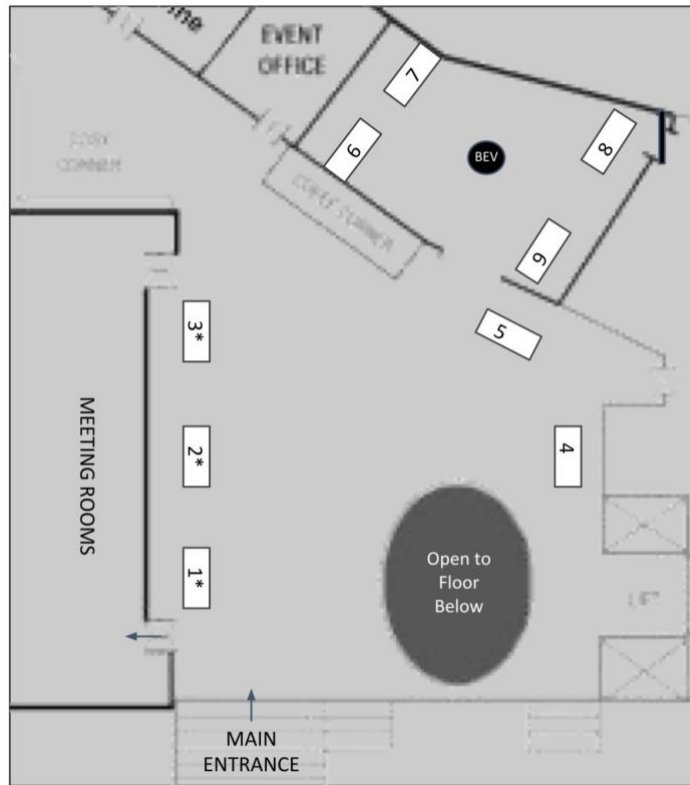
Your Booth Puts You in Front of Attendees

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

Exhibit Floor Plan



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.

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 (Exclusive)

This premium package incorporates “over-conference-title” logo billing and a combination of maximum 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 “over-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 “over-conference-title” logo on all relevant hard copy collateral **[ON-SITE]** Acknowledgement during opening plenary keynote presentation • Opportunity to make a 10 minute welcome address at the opening of the event **Branding:** Welcome letter in Conference Guide • Premium “over-conference-title” logo on welcome signage • Opportunity to hang an

exclusive banner (up to 2x2 m) in conference room • Opportunity to hang a banner (up to 2x2 m) in registration area • Logo on plenary PowerPoint • Logo on agenda adjacent to applicable plenary sessions • Logo on back cover of Conference Guide • Logo and up to 500-word description in Conference Guide • First choice of placement of full page advertisement in Conference Guide **Networking and Exhibition:** One premium position exhibit space • Six complimentary delegate passes **[POST-EVENT]** Lead logo and 250 words on sponsor page of post-event web site • PowerPoint presentation uploaded on post-event web site
Sponsorship Fee€17,400

Gold Sponsor (Limit 2 Sponsors)

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 • Logo on all email collateral **Print:** Premium “under-conference-title” logo on all relevant hard copy collateral **[ON-SITE]** Premium “under-conference-title” logo on

welcome signage • Opportunity to hang a banner (up to 2M x 2M) in registration area • Logo on plenary PowerPoint • Logo on agenda adjacent to applicable plenary sessions • Logo on back cover of Conference Guide • Logo and up to 500-word description in Conference Guide • Full page advertisement in Conference Guide **Networking and Exhibition:** One premium position exhibit space • Four complimentary delegate passes **[POST-EVENT]** Logo and 250 words on sponsor page of post-event web site • PowerPoint presentation uploaded on post-event web site
Sponsorship Fee€13,900

Silver Sponsor (Limit 4 Sponsors)

Incorporates “under-conference-title” logo billing and extensive brand exposure and 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 **[ON-SITE]** Premium “under-conference-title” logo on welcome signage • Logo on plenary PowerPoint • Logo on agenda adjacent to applicable plenary sessions • Logo on back cover of Conference Guide • Logo and up to 500-word description in Conference

Guide • Full page advertisement in Conference Guide Networking and Exhibition: One premium position exhibit space • Three complimentary delegate passes **[POST-EVENT]** Logo and 250 words on sponsor page of post-event web site • PowerPoint presentation uploaded on post-event web site
Sponsorship Fee €10,400

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 relevant 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 • Full page advertisement in Conference Guide **Networking and Exhibition:** One exhibit space • Three 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 Video Archive Sponsor

The conference video archive includes a high quality archive recordings of all conference presentations. Sponsor will have the opportunity to brand this important post-conference site. 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 • Logon on all email collateral **Print:** Logo on all hard copy collateral **[ON-SITE]** Logo next to relevant content in Conference Guide • 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]** Sponsor “splash page” on conference archive with link to sponsor website • Logo and

150 words on sponsor page of post-event web site • PowerPoint or video presentation uploaded on post-event web site
Sponsorship Fee €6,700

Exclusive Networking Break 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 €5,700

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]** Company logo printed on special bottle, distributed at conference including all ordering, graphics, shipping, and hotel handling service charges • 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 Conference Bag and Collateral Sponsor

With this sponsorship you gain extensive brand exposure with the entire conference delegation with your logo on the conference bag—a constant reminder of your support. 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 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 all hard copy collateral **[ON-SITE]** 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 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]** Lead branding on Opening Reception • Opportunity to welcome Reception attendees • 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

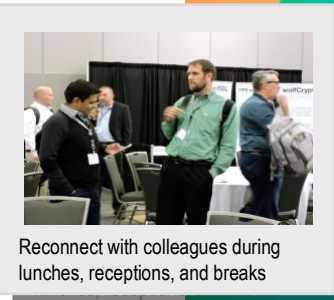
Exclusive Wi-Fi Service Provider

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 Internet Café Sponsor

Sponsorship makes internet terminals available to conference 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 2x2 m) inside Internet Cafe area • One page insert in conference handouts **Branding:** Logo on welcome signage • Logo and up to 100-word description in



Reconnect with colleagues during lunches, receptions, and breaks

Conference Guide • Half page advertisement in Conference Guide **Networking and Exhibition:** One exhibit space • One 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]** Opportunity to select restaurants • Sponsorship announced from the podium during the conference • Opportunity to address participants • Opportunity to host a special group of invitees on a “by invitation” basis • Sponsor sign in registration 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 passes
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

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: February 16, 2022

Mechanical

Requirements: 1 Page Ad Trim Size: 7 1/2" x 9 3/4", Live Area: 6 3/4" x 9"; Half Page Ad, 7 1/2" x 4 3/4"; Quarter Page Ad, 3 3/4" x 4 3/4"

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 B&W 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 Cnxted 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.



The comprehensive, two-day agenda features 40 speakers