Agenda

- 9.30am – 10.00am – coffee/tea
- 10am-10.05am – Introduction
- 10.05am – 10.25am – What’s new for 2019
- 10.25am-10.45am - Operations
- 10.45am-11.05am – Coffee break
- 11.05am-11.20am – Visitor behaviours at events and how to maximise the opportunity
- 11.20am-11.45am – Exhibitor Portal / Marketing / PR
- 11.45am-1pm – Visitor Focus
- 1pm-2pm – Refreshments/ Q&A
NEW FOR 2019
New for 2019

- Have listened to feedback and moved Keynote back to the main halls - on level 1 to the rear of Grand Hall
New for 2019

- To improve navigation small stand numbers will be printed on tiles and placed on aisle carpet around every stand – new exhibitors will also be highlighted (since we cannot “zone” floorplan)

- Lead scanning options to be improved with addition of scanning app and possibility to rent handsets for scanning app pre-show

- Visitor Registration opened 2 weeks earlier in February and is currently up 18% y-o-y

- Investigating possibility to add some sort of channel partner networking

- New way to target and pre-arrange meetings with prospect customers – more to follow
New for 2019

“FutureSec” on Day 3
FutureSec will be a series of features and sessions taking place at Infosecurity Europe addressing the future of the information security industry by focusing on two elements – People and Innovation

Innovation
• We will highlight all of the start-up companies showcasing their new technologies (including the Cyber Innovation Zone)
• We will have a new area at the event called the Launch Pad: a hub for innovation at the show.

People
• Talks to be given about people’s future in the industry e.g. Planning your Infosec Career, A Day in The Life of a CISO etc., Building the Security Team of the Future
• Recruitment Partner onsite (partner TBC) to offer CV advice and display vacancies; Training Partner onsite (SANS) to offer educational advice

All the above will be supported by a flyer handed to visitors at the show entrance.

Launch Pad… new product area
• All that is new in one place
  • Area of tablet product displays for exhibitors to show videos of innovations/products they have launched within the 12 months preceding the event.
  • One-stop-shop for visitors to explore all of the novelties at the show without being bombarded by sales people.
New for 2019

2019 content theme:

Cybersecurity 4.0: Complexity, Risk & Resilience
New for 2019

CAPTURE THE FLAG (SANS)

ESCAPE ROOM
OPERATIONS
AGENDA

- Show timetable
- Stand type – space or shell or smartspace?
- Regulations
- Exhibitor Manual
- Stand check system
- Deadlines
- Official Contractors
Exhibition Timetable

Build dates & times
Saturday 1st June 08.00 – 18.00 Space only stand construction
Sunday 2nd June 08.00 – 20.00 Space only stand construction
Monday 3rd June 08.00 – 22.00 Space only & shell scheme stand dressing

Open dates & times No functions are permitted outside these hours.
Tuesday 4TH June 07.30 – 17.30
Wednesday 5TH June 08.00 – 17.30
Thursday 6TH June 08.00 – 16.00

Breakdown dates & times Trolleys and barrows are permitted on the exhibition floor once the hall is empty of visitors. We estimate that this will be 16.45 on Thursday 6th June.
Thursday 6th June 16.15 – 18.00 Removal of portable, exhibits and displays
Thursday 6th June 17.00 – 22.00 General dismantling of standfitting
Friday 7th June 08.00 – 12.00 General dismantling of standfitting
Stand Types

Space Only

Premium Shell

Standard Shell

FTE / Discovery/ Start-up
SMARTSPACE

by

Reed Exhibitions

Ross Curran
SmartSpace
Account Manager
Reed Exhibitions in-house stand design & build service, available to ‘Space Only’ Exhibitors who have booked stands of 12m² and above.
- Part of the Organisers
- No-obligation design service
- Stand plans submission
- Dedicated Account Management
- In-depth knowledge and support
Designing your Exhibition stand

- Establish your objectives
- Understand your audience
- Consider your on-stand objectives
- Boost your brand
- Maximise your space
- Create a detailed brief
- Choose the right contractor
Contact us

Ross Curran
SmartSpace Account Manager
ross.curran@reedexpo.co.uk
T: +44 (0) 208 439 5682
M: +44 (0) 7876 390 423
Regulations

**Rigging**
- No branded items permitted (banners or lighting truss).
- Only rigging permitted is for structural support of stand fitting up to 6m as agreed with Operations team.

**Walling**
- Long runs of walling are not permitted. Just 1/3 of any open side can be solid walls. Where long runs of walling are present along open sides they must be relieved by display items. Any walling exceeding 1/3 of any open side should be set back 0.5m from the open perimeter of the site.
- Dividing walls can only be a maximum of 4m unless it is a two storey stand.
- Please always check the height you can build to in your location.

**Catering**
- Venue rules state all food and beverages (including alcohol) to be consumed or given away from stands MUST be purchased from the in-house caterer – this includes coffee machines. Please contact Levy Restaurants on +44 (0) 207 598 5700 for further information on any catering/give-aways you are planning.
Exhibitor Manual

Enter your Username and Password
1. Scroll down to Services
2. Under Services- Click on **Exhibitor manual**
Space Only (custom built & Two Storey/Double Decker)
Stand Plan Submission – Deadline 8th April

Requirements:
• Submit online using SCS - “Stand Check System”
• Elevation views with dimensions & visuals
• Over 4m and 2 storey stands – full technical drawings with structural calculations.
• Risk Assessment and Method Statement
Go to http://exhibitor.standplans.co.uk to submit space only designs & supporting documentation. If you’re not registered on the system or wish to add multiple contacts, please email infosec.operations@reedexpo.co.uk with your name, email address, stand number.

SCS – Stand Plans

To upload documents click on the upload file above the check status table or the upload tab at the top of the page.

**Status**

Summary of the status of your stand checking process. The checks are colour coded as follows:

**Red** - Either no information received or information submitted is not sufficient.

**Amber** - Information received but not sufficient or subject to an onsite check.

**Green** - Check completed.

We will only issue permission to commence build once we are happy with the level of information received.
Exhibitor Deadlines

8th April
• Space Only stand plans

3rd May
• Graphics

7th May
• IT and Comms
• Water and Waste

10th May
• Electrics and Lighting
• Furniture
• Shell Scheme Extras
• Shell Scheme Nameboard

17th May
• Rigging

20th May
• Floral
• AV
• Catering
• Lifting and Shipping
• Stand Presentation Form
Official Contractors

- Shell scheme, floorcovering & electrics
  - GES

- AV & IT equipment
  - DB Systems
  - aztec

- Cleaning & Waste
  - OLYMPIA London

- Furniture
  - Concept Furniture International
  - THorns

- Catering
  - Levy UK

- Graphics
  - INSITE Graphics
  - GES
Official Contractors

Freight forwarding, Storage & lifting

Internet & telephone

Floral

Temporary Staff

Rigging

Water, waste & air

Agility

Eforce

BOND associates

Freeman
Rebecca Spratley – Operations Manager
rebecca.spratley@reedexpo.co.uk
+44 (0)208 910 7798

Olivia Chard – Operations Exec
olivia.chard@reedexpo.co.uk
+44 (0)208 4395180
BEHAVIOURS AT EVENTS & HOW TO MAXIMISE THE OPPORTUNITY

Nicole Mills
Senior Exhibition Director
Infosecurity Europe will get you in front of senior buyers and decision makers.
7 event behaviours

**Targeting**
I met up with a few specific people to conduct business with to land specific business objectives

**Fishing**
I talked to as many suppliers as possible in order to achieve a specific business objective

**Exploring**
I visited different stands to see what is new and interesting in my industry

**Socialising**
I socialised and met up with existing contacts

**Building**
I met new people in order to create new opportunities

**Reconnecting**
I met up with existing suppliers to review business

**Learning**
I gathered inspiration and understanding of my industry, I attended training sessions that were required for professional development
Buying vs Learning & Networking

- Targeting: 10%
- Fishing: 6%
- Exploring: 22%

Total: 38%

- Learning: 42%
- Building: 8%
- Reconnecting: 9%
- Socialising: 3%
How?

Blanco UK Ltd
Stand: G230
Blanco Technology Group is the de facto standard in data erasure and mobile device diagnostics. The Blanco Data Eraser solutions provide thousands o...

Bob's Business Ltd
Stand: H100
Bob's Business is a cyber security awareness training and innovative phishing simulation provider on a mission to help you bridge the knowledge gap be...

Products from Bob's Business Ltd

Bespoke Modules  
Cyber Security...  
Think Before You...  
Learning & Policy...  
GDPR Awareness...
How?

66% More profile views
85% More product views
28% More online leads
3 new packages to meet 3 different objectives

We want you to have the best chance of being recognised by the 15,000+ visitors at Infosecurity Europe. So, to ensure you get maximum visibility for your brand - as well as quality visitor engagement - we've created this package to bolster your presence before and during the event through multiple touchpoints.

Exhibitors that have promoted themselves with Infosecurity before or at the show in 2018 saw on average:

- 30% increase in profile views
- 37% increase in product views
- 66% increase in leads

<table>
<thead>
<tr>
<th>All About The Branding</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Remarketing - 50,000</td>
<td>£3,000.00</td>
</tr>
<tr>
<td>Show Preview Full Page Ad</td>
<td>£900.00</td>
</tr>
<tr>
<td>Premium Plus Reg Listing</td>
<td>£1,955.00</td>
</tr>
<tr>
<td>4 x Carpet Tiles</td>
<td>£1,800.00</td>
</tr>
<tr>
<td>Gallery Banner</td>
<td>£2,750.00</td>
</tr>
<tr>
<td>Total Price</td>
<td>£10,405.00</td>
</tr>
<tr>
<td>15% Discount</td>
<td>£1,560.75</td>
</tr>
<tr>
<td>Package Price</td>
<td>£8,844.00</td>
</tr>
</tbody>
</table>
3 new packages to meet 3 different objectives

Showcase your expertise and stand out as a leader in your field in front of an audience of top security professionals. Become the first name that springs to mind when discussing your specialist area and a must-go-to for further insight.

An incredible opportunity to demonstrate your knowledge to an engaged audience and encourage discussions, debate and Q&A. We will share the contact details of all attendees to your presentations after your session, so you can easily keep in touch after Infosecurity Europe.

Exhibitors that have promoted themselves with Infosecurity before or at the show in 2018 saw on average:

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<table>
<thead>
<tr>
<th>All About The Thought Leadership</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Talking Tactics</td>
<td>£2,850.00</td>
</tr>
<tr>
<td>Insight Stage</td>
<td>£5,500.00</td>
</tr>
<tr>
<td>Women in CyberSecurity - Associate Partner</td>
<td>£3,995.00</td>
</tr>
<tr>
<td>Guest Blog</td>
<td>£1,250.00</td>
</tr>
<tr>
<td>Total Price</td>
<td>£13,595.00</td>
</tr>
<tr>
<td>15% Discount</td>
<td></td>
</tr>
<tr>
<td>Package Price</td>
<td>£11,556.00</td>
</tr>
</tbody>
</table>
3 new packages to meet 3 different objectives

We want you to have the best chance of converting Infosecurity Europe’s 15,000+ visitors into hard leads for your company. By maximising recognition for your brand before the show, as well as your opportunities to network at Infosecurity Europe, your target audience will make it a priority to meet you, and you will get even more chance to do business with potential customers.

Exhibitors that have promoted themselves with Infosecurity before or at the show in 2018 saw on average:

- 30% increase in profile views
- 37% increase in product views
- 66% increase in leads

Of visitors research and plan who they want to see at Infosecurity Europe and 62% of them do so using the exhibitor directory on our website.

You will be able to network directly with visitors/buyers.

<table>
<thead>
<tr>
<th>All About The Leads</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premium Plus Reg Listing</td>
<td>£1,955.00</td>
</tr>
<tr>
<td>Happy Hour</td>
<td>£4,500.00</td>
</tr>
<tr>
<td>Insight Stage</td>
<td>£5,500.00</td>
</tr>
<tr>
<td>Talking Tactics</td>
<td>£2,850.00</td>
</tr>
<tr>
<td>Total Price</td>
<td>£14,805.00</td>
</tr>
<tr>
<td>15% Discount</td>
<td>£2,220.00</td>
</tr>
<tr>
<td>Package Price</td>
<td>£12,585.00</td>
</tr>
</tbody>
</table>
MARKETING & PR
Meet your future customers

**22%**

**SENIOR STEVE**  
Senior IT / information security decision-maker: I am the most senior decision-maker for information security within my organisation and I am interested in the strategic, business-focused elements of information security. I like to network with senior expert peers.

**11%**

**ACTIVE ANDREW**  
Servicing end-user IT / information security buyers: I’m an IT professional with responsibility for managing multiple areas of IT / information security. I hold a budget or influence the purchasing decisions for information security solutions and services.

**30%**

**TECHIE TAREK**  
Technical expert practitioner: I’m a technical practitioner within IT / information security and I’m interested in new technology developments to stay on top of trends. The more technical the conversations, the better for me.

**20%**

**JUNIOR JAMES**  
New to IT / information security: I am fairly new to the field of IT / information security and I am looking to learn about the industry so that I can further develop my skills.

**16%**

**VENDOR VESNA**  
Servicing end-user IT / information security buyers. I am interested in networking and meeting potential buyers, so that I can position myself as an industry expert and learn more about end-user requirements.
Persona 1: Senior Steve

I am an IT Director for a mid-sized UK company with overseas interests. I am the most senior decision maker within my organisation and I need to think about all aspects of strategic and business elements of information and cyber security. It’s a fast changing industry and I can’t afford to be left behind.

Needs

- I need to make sure I keep up with the strategic direction of the industry.
- I need to keep on top of the latest tech innovations and find out what is new.
- I am the senior decision maker for my organisation.
- I work for a medium-large UK company with overseas interests and I am very comfortable with my role.
- I need to meet my peers for advice.

Job to be done / Decisions to be taken

- Because I’m stretched, I find it difficult to keep up with all the changes.
- There are lots of tech security led events but what I really need are business-led topics to support decision-making.
- I get the industry, know the people and am well known, but I want to be seen as a key player in technology security as I may want to head up a bigger business one day.
- Because I have a busy week and weekends are for family, I find it hard to have in-depth conversations with my peers – I would like more fringe activities and smaller events and year round networking opportunities where I can have those in-depth conversations.

Pain points / Unmet needs

- I need to make sure I keep up with the strategic direction of the industry.
- I need to keep on top of the latest tech innovations and find out what is new.
- I am the senior decision maker for my organisation.
- I work for a medium-large UK company with overseas interests and I am very comfortable with my role.
- I need to meet my peers for advice.

Value proposition

Infosecurity Europe helps me keep in touch with peers and up to speed with the strategic direction of the industry so that I can confidently guide information security strategy for my organisation.

Why Infosec?

- 2019 Expo Floor (exhibitors, features, networking etc)
- 2019 Conference Programme (theatres, on-stand demos, workshops etc)
- Year-round Content & Engagement (Brand awareness, lead gen/thought leadership)

How to reach/build relationships

Senior Steve is sick of getting his badge scanned and will often avoid the expo floor or hide his badge. He is also sick of cold calling and often screens his calls/uses anonymous emails when communicating. You can reach Senior Steve by:

- Pre-scheduled meetings via Infosecurity Smart Networking App (especially where there is an existing relationship)
- Sending targeted comms via the channels he already uses (Infosec Magazine, Infosecurity News, Leaders Programme etc)
- Demonstrating thought leadership at the event and year round (speaking sessions, white papers, webinars etc)
- Devising cross-channel, multi-touchpoint content marketing strategies to drive consideration/action
- Reaching out to his team since often purchasing decisions are made lower down the chain.

Pain relievers

Benefits/Values

- Curated Reputation of the Event
  - All the big players are there plus lots of new entrants/innovative companies
- Actionable (practical) insight, ideas and inspiration
  - Curated by the industry for the industry
  - Industry expertise to support your infosec strategy
  - Hear from CISOs facing the same challenges you are
- Relevant content all year round
  - Recognition and peer to peer networking
  - Key influencer in the industry (Advisory Board)
## Persona 2: Active Andrew

I am a Security Manager at a fairly large UK business. I have a very demanding job with a lot of day to day responsibility and I need to keep on top of industry trends.

### Needs

<table>
<thead>
<tr>
<th>Job to be done / Decisions to be taken</th>
<th>Pain points / Unmet needs</th>
</tr>
</thead>
<tbody>
<tr>
<td>• I need to keep on top of industry trends</td>
<td>• Because I have a lot of day to day responsibility I find it hard to keep on top of industry trends</td>
</tr>
<tr>
<td>• I need to ensure adequate protection for my company’s key resources, its people and assets</td>
<td>• Because I need to save time, it would be helpful to pre-arrange meetings before I get to an event</td>
</tr>
<tr>
<td>• I need to make sure we are getting the best out of our partner relationships</td>
<td>• I find it hard meet regularly with vendors</td>
</tr>
<tr>
<td>• I make decisions on Product Mgt, Risk Mgt, Project Mgt, Risk and Compliance.</td>
<td></td>
</tr>
</tbody>
</table>

### Why Infosec?

Infosecurity Europe helps me to keep on top of industry trends so that I can confidently make information and cyber security management decisions for my organisation.

### 2019 Expo Floor

<table>
<thead>
<tr>
<th>Curated Reputation of the Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>All the big players are there plus lots of new entrants/innovative companies</td>
</tr>
</tbody>
</table>

### 2019 Conference Programme

| Actionable (practical) insight, ideas and inspiration |
| Curated by the industry for the industry |
| Industry expertise to support your infosec strategy |
| Hear from peers facing the same challenges |

### Year-round Content & Engagement

| Relevant content all year round |
| Recognition/ Be the go-to person fro infosec |

### Active Andrew

Active Andrew is a multi-tasking project manager. Not only does he need to stay on top of the detail, he is constantly fighting off interruptions and internal budget/process changes, all of which take up his valuable time and introduce delays. Attending the event, he will plan his time to allow him to benchmark his own security posture as well as understand what challenges any new technology will introduce. He is actively looking for help and support but wants to have the right people on each stand so that he can have meaningful conversations, not long-winded sales pitches. While he doesn’t hide his badge, Andy is also sick of getting scanned randomly/cold-called — both of which will adversely affect consideration. You can reach Active Andrew by:

- Making yourself visible in advance of the event (website listings, pre-event sponsorship, onsite networking events etc)
- Pre-scheduled meetings via Infosecurity Smart Networking App (only where there is an existing relationship)
- Demonstrating thought leadership at the event and year round (speaking sessions, white papers, webinars etc)
Persona 3: **Techie Tarek**

I am a Systems Engineer for a medium sized UK firm. My job is to make sure the systems work perfectly and are the best they can be. I head up a small team and we need to be constantly on top of things.

### Needs

- **Job to be done / Decisions to be taken**
  - Ensure the systems are working perfectly as the business relies on my team
  - I advise on network infrastructure
  - I advise on system engineering and design
  - I make decisions on system admin
  - I am responsible for monitoring and testing systems

- **Pain points / Unmet needs**
  - I have big influence on system strategy but I am treated as a junior
  - Because I advise on network infrastructure and systems engineering and design, I need to look for what is new in the industry and source new solutions
  - I need to be able to ask technical questions about the tech and products

### Value proposition

**Infosecurity Europe helps me to keep on top of industry new technology developments and breakthroughs so that I can confidently advise my organisation on network infrastructure, as well as system engineering and design.**

### Pain relievers

**Benefits/Values**

- **2019 Expo Floor** (exhibitors, features, networking etc)
  - Reputation – he comes every year
  - Diversity of solutions on offer – lots to see
  - The hands-on sessions & learning opportunities

- **2019 Conference Programme** (theatres, on-stand demos, workshops etc)
  - Learning for you and your team, CPE credits
  - Curated by the industry for the industry
  - Find something new, interesting and cool to take back to the office

- **Year-round Content & Engagement** (Brand awareness, lead gen/thought leadership)
  - Relevant content all year round
  - Recognition/ Be the go-to person for infosec
  - Top up your education and learn from industry leaders

### Why Infosec?

**Techy Tarek knows his stuff. He understands how things work and is comfortable having very in-depth conversations. In fact, he prefers them. You won’t find Techy Tarek approaching your stand by chance. If he’s coming over, it’s because he’s really interested in your products and probably understands them better than you do. So if he does arrive, please (please) make sure there’s someone for him to talk to. It’s so important to engage on a deep technical level or you’ll lose him. And don’t assume that he has no influence - some of the most senior infosec professionals identify as Techy Tarek. On the plus side, it’s really easy to reach out to Techy Tarek:**

- Techy on stand presentations – drawing Techies in without the need to interact
- Thought-leadership in theatres – Tech Talks, Security Workshops, Geek Street to position the unique technology in your portfolio
- Sponsored webinars offering CPEs and new ideas, new tech.
## Persona 4: Junior James

I am a Junior Analyst in the IT security department of a large international bank in London. I am in charge of network analysis, privacy, research, compliance, data analysis and small projects.

### Needs

<table>
<thead>
<tr>
<th>Job to be done / Decisions to be taken</th>
<th>Pain points / Unmet needs</th>
</tr>
</thead>
</table>
| * Network analysis  
  * Privacy  
  * Research  
  * Compliance | * I need to keep up to date with the industry but it’s hard to keep up with the latest tech and news year round  
* I want to develop my career further so that I can stick around the industry  
* I want to get promoted and find the best job for me |
| * Data Analysis  
  * Small projects |

### Value proposition

Infosecurity Europe helps me to keep up with the industry – it is an exciting place to be and I am keen to stick around in it.

### Why Infosec?

### Pain relievers

- Diversity of solutions on offer – lots to see
- All the free education at each stand – and the fun features

### Benefits/Values

- Learning, CPE credits
- Inspirational industry thought leaders
- Find something new, impress your team back at the office

### How to reach/build relationships

- News and updates via email, Twitter, Facebook, Instagram. He wants to connect to the community.
- Free education via webinars and onsite speaking sessions
- Exhibitor Nvetes to establish new connections

Junior James is new and trying to find his feet. He’s after learning, he’s after CPEs and he’s only starting to get the lay of the land. However he’s important – not just to reach new organisations or target new talent but he’s the senior professional of the future. He wants to equip himself with enough knowledge to excel and impress his boss. He’s just as likely to sign up to year-round content and will take the time to read and learn.

- 2019 Expo Floor (exhibitors, features, networking etc)
- 2019 Conference Programme (theatres, on-stand demos, workshops etc)
- Year-round Content & Engagement (Brand awareness, lead gen/thought leadership)

- Relevant content all year round
- Free education – the tech, the issues, the CPEs
- News to keep up to date on new products, new opportunities, new jobs
**Persona 5: Vendor Vesna**

I am a Consultant Sales Executive with a medium sized European security business. My job is to identify business opportunities and to sell products by establishing contact and developing relationships with prospects.

<table>
<thead>
<tr>
<th>Needs</th>
<th>Value proposition</th>
<th>Pain points / Unmet needs</th>
</tr>
</thead>
<tbody>
<tr>
<td>• I need to keep up to date with the industry</td>
<td></td>
<td>• I need to keep up to date with the industry</td>
</tr>
<tr>
<td>• I need to keep my profile relevant and visible with future clients</td>
<td></td>
<td>• I need to keep my profile relevant and visible with future clients</td>
</tr>
<tr>
<td>• I feel there is a lack of women in the IT industry</td>
<td></td>
<td>• I feel there is a lack of women in the IT industry</td>
</tr>
<tr>
<td>• It is hard to keep up with the latest tech and news year round</td>
<td></td>
<td>• It is hard to keep up with the latest tech and news year round</td>
</tr>
<tr>
<td>• I want to find opportunities to get involved in trade shows without necessarily having a stand on the floor</td>
<td></td>
<td>• I want to find opportunities to get involved in trade shows without necessarily having a stand on the floor</td>
</tr>
</tbody>
</table>

**Infosecurity Europe helps me to keep up-to-date with the industry, to meet & network with new and existing clients.**

<table>
<thead>
<tr>
<th>何 2019 Expo Floor (exhibitors, features, networking etc)</th>
<th>2019 Conference Programme (theatres, on-stand demos, workshops etc)</th>
<th>Year-round Content &amp; Engagement (Brand awareness, lead gen/thought leadership)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sheer scale – all the key players, new people every year. See and be seen - Inspiration and diversity, opportunities to do business</td>
<td>Meet speakers and opportunities to network Learn and influence through deep understanding of the latest trends</td>
<td>Relevant content all year round Keep up to date on new products, new clients</td>
</tr>
</tbody>
</table>

**Vendor Vesna could be a great ally. Identifying new solutions, possible resellers or access to new leads could offer much larger sales opportunities. Establishing your brand with independent consultants or even competitors could lead to new ideas for mutual benefit:**

• Engage onsite and learn from each other
• Consider how new channels or resellers could grow your business
What are we doing for you?

• Integrated Marketing Campaign
• Giving you the tools to succeed
  • Exhibitor Directory
  • Lead scanners
  • Matchmaking visitors to you
• PR & media support
Start your journey

Welcome to Infosecurity Europe

Manage your pass

Finally, thank you for booking your pass. If you have booked a pass before or are joining us for the first time, we’re very much looking forward to welcoming you and are excited to catch up.

Your exhibition starts now. This page will help you do the following:

- Review your exhibition manual.
- Check all important exhibition deadlines.
- Review the ‘how to’ guide.
- View your exhibitor masterclass.
- View the exhibitor social media template.
- View the exhibitor media kit template.
- View all exhibitor logo templates.
- View all exhibitor graphics.

Make use of our exhibitor media kit templates and post about your stand at Infosecurity Europe.

Update your information in the Exhibitor Portal

Visitors are looking at the exhibitor and product information in the exhibitor and product information area on Infosecurity Europe. Add your company's information here.

Manage your lead appointments

Log in to the Exhibitor Portal and see which visitors are interested in your company or product.

How to be a successful exhibitor

View the presentations and videos from our exhibitor masterclass to ensure you have a
Exhibitor Directory & Portal

https://youtu.be/wRe53MqvAiQ
Fusion Microsite

DATA BARCODE SCANNER
- Pick up the scanner during build up from the registration desks
- Point and scan the barcode on your visitor’s badges
- Use a product sheet to categorise your leads
- Return the scanner at the end of the show to registration desks
- Download your data 24 hours after the show

LEAD CAPTURE APP
- Use your own mobile device using lead capture app or hire a mobile device. Details below
- Use the app to point and scan the QR code on your visitor’s badges
- Set up products to categorise your leads and/or use the powerful survey tool to capture visitor feedback
- Real-time access to your leads enabling you or your team back at the office to follow them up during the show
Mobile App and Matchmaking
What can you do for us?

COMMUNICATE YOUR PRESENCE!

UTILISE YOUR DATABASE

UTILISE OUR DATABASE

OTHER OPPORTUNITIES
Our role

Media engagement

• Raising awareness of the show – announcing initiatives, partnerships and show news, working with media partners; speakers; promoting the conference programme & regular liaison with Infosecurity Magazine
• Promote show themes and hot topics with monthly news releases & other content, e.g. complexity, cyber/physical, skills shortage etc
• Supporting your PR efforts, announcing your news & activities

Onsite press office

• Management of press registration and approvals
• Hosting journalist attendees
• Communicating news – both during and post show
What can you do? Pre-show PR

See Exhibitor Pack/PR Guide which includes opportunities such as:

• Blogs: 500-600 words, synopsis of relevant topics, non promotional engaging tone
• Social Media: templates for posts, hashtags, links to your own content, provide us with social media profiles
• Press List: which of your target media are coming to the show?
• Spokespeople: media engagement inc. social media video activity, who is available for comment?
• Media Alerts: what have you got planned for the show? Share activities with us and the media ahead of the show (for show previews)
During-the-show PR

• Provide the press office with a schedule of show activities
• List of willing and media-trained spokespeople including biographies, areas of expertise, social media profiles, contact details
• Speaking engagements at the show & your availability
• What’s happening on your stand? launches, stunts, beers...is it of interest to the media (even if under embargo)? We will let them know
Additional Support Resources

Do you need support with any of the following (cost on application):

• Media training
• Writing support – blogs, press releases etc
• Media kit templates or other press materials
• SMB PR support
• Social Media support
Further Information

Contact:
Origin Comms, t. 020 3814 2940, e. infosec2019@origincomms.com

For a copy of our research paper: How to reach information security professionals based on media consumption behaviour, providing key insights into the way that your target market consume and digest content, visit www.origincomms.com or pick up a hard copy today.

Thank you!
The Power of Live Events

YOU'RE MAKING A SOUND INVESTMENT!

WATCH SALES ROCKET
76% of visitors at B2B and B2C exhibitions make new purchasing decisions and have existing ones reinforced.

NOT BEING AT AN EVENT CAN DAMAGE YOUR BRAND!
The perception of a brand that is not represented at an event actually deteriorates by 5%. This is twice as severe for extremely well-known or global brands.

LIVE EVENTS PROVIDE A BIGGER WINDOW OF OPPORTUNITY
The average visitor spends 5.5 hours at a live event. This equates to watching or listening to 660 broadcast adverts.

LIVE EVENTS CHANGE MINDS
Before an event, 37% of people thought they would make new contacts and 28% thought attending the event would make buying easier. This doubled to 75% and 78% respectively following the event.

LIVE EVENTS BEAT OTHER FORMS OF MARKETING HANDS DOWN
- 2X more powerful than TV ads
- 3X more effective than print media
- 4X more effective than radio

SEEING IS BELIEVING
Visitors who encounter you at live events think your brand, product or service is 28% more innovative than they did before they attended.

LIVE EVENTS ARE GOOD FOR YOUR IMAGE
Perceptions of the quality and value of your brand, product or service is improved by 21% after visitors experience you at a show.

LIVE EVENTS LEAVE A LASTING IMPRESSION
69% of visitors surveyed two weeks after attending live events said they had already recommended or would be recommending brands they had seen at the event.
EXHIBITOR MASTERCLASS

**PRE-SHOW**

**SET OBJECTIVES**
Whether it’s meeting new prospects, shaking hands with current customers or raising your brand’s profile, make sure you’ve identified your goals before the show and that everyone knows how the Return on Objective will be measured.

**INFOGRAPHICS ARE POWERFUL**
You don’t need to have a big marketing budget to produce effective marketing tools. Infographics give digestible insight to whatever you’re selling in a format that people love to share.

**BE SOCIALLY SAVVY**
Connect with your prospects before the show. Follow them on LinkedIn and Twitter. Make your presence at the show known through these channels so they remember you, should they attend.

**TAILOR YOUR COMMUNICATIONS**
Identify who’s on your database and tailor your marketing communications. It’s unlikely you’ll want to send the same message to prospects that you do customers. You’ll be surprised at the impact a more customised message makes. An incentive to attract visitors to your stand is never a terrible idea either.

**DURING THE SHOW**

**MIX UP THE STAND STAFF**
Whether you’re sending internal staff down to the show or using a team of promotional staff, it’s important that everyone’s prepared for questions they’re likely to be asked on the day. Your stand staff are the face of your brand but think beyond stand staff – events are a great way to show off your experts.

**ENGAGE WITH THE SENSES**
Did you know that we recall what we smell for much longer than any of the other senses? Get those creative juices flowing and make people aware of your presence with more than just graphics.

**DON’T MISS OPPORTUNITIES**
Your offering is better than the competition. Well, that’s what visitors need to be convinced of before they buy into what you’re selling. Speaker sessions are a great way to demonstrate what makes your product/service special. If you’re exhibiting anyway, why not take advantage of them? This is your time to shine.

**KEEP IT SIMPLE**
Humans have specially wired brains which allow them to have ‘selective attention’ when they are overloaded. Keep your stand simple to avoid being lost in the information overload.

**WOW WITH TECHNOLOGY**
If your stand is small or your product or services tricky to exhibit, use tech to draw in the crowds. From wearable technology to interactive screens – get creative with what could work for you.

**POST SHOW**

**SAY THANK YOU AND NEVER GIVE UP!**
Finalise your database and use social media to thank all of those who visited you on the day, adding what a great success it was. It’s important to make those who didn’t visit feel like they missed out. Who knows, you might attract interest from unexpected places.

Pick up the phone to the leads you generated at the show once, twice, thrice does not make you a nuisance. In fact, 80% of sales are only made on the 11th to twelfth point of contact. Perseverance and persistence wins big!
VISITOR FOCUS
Feedback from visitors
Feedback from visitors
Feedback from visitors
Hi Victoria,

I understand that you attended the [conference] last month where [something] was present, and I was curious to see what triggered your interest.

Would you be free for a quick call sometime later this week or next week so I can understand what your Identity and Access Management initiatives are for the coming year, and see how [something] may be able to help with those?

Hi Victoria,

Thanks for stopping by at [conference] 2019. Just wanted to follow up and to see how your availability is looking for the coming weeks to connect with our Regional Director to discuss Open Source security and the remediation of the known security vulnerabilities and license obligations you currently have.

Furthermore, to discuss how we helped enterprise security professionals with their security strategies.

Look forward to knowing your availability.
Hello, Victoria,

Thanks for visiting our booth last week. I hope you enjoyed the various discussions and presentations about the security and privacy challenges we're all facing these days.

I'd like to share some additional materials that I think you'll find useful:

- [Ebook] 10 Questions
- [Ebook] Data-driven Security
- [In-Browser Demo] Security Platform

Don't hesitate to contact me if you'd like to discuss the challenges you're facing and learn more about our data-centric security solution.

Hi Victoria,

We are delighted you were able to join us [redacted] in London. We hope you enjoyed your time at the conference and found everything you were looking for.

If you didn't get a chance to visit our stand or missed our workshop on: [redacted] Our Chief Product Officer gave, we'd like to offer you a 1-2-1 online demonstration to explain how risk-based technologies can help businesses protect the data they share, meet compliance requirements and drive productivity. If this sounds interesting do you have some availability for this next week?
Exhibitor Behaviour Q&A – How do security decision makers want to be approached?

• Welcome to our guests:
  • Keith Awcock, CISO, Brit Group Services
  • Adam Gwinnett, Head of Enterprise Architecture & Cyber Security, Metropolitan Police Service

• What is your role in your company?
• How are security procurement decisions made?
• How do you / your team use events to find new suppliers?
• What is good / bad vendor behaviour?

Any more questions for our guests?
ANY QUESTIONS?
THANK YOU!!