



BARCELONA CYBERSECURITY CONGRESS

31 JANUARY - 2 FEBRUARY 2023
BARCELONA | GRAN VIA VENUE



Fira Barcelona

In partnership with



EVENT FOLDER
2023



THE PATH TO SECURITY

Zero Trust · Security-as-a-Service · Machine Learning
Cloud security · XDR · Threat Intelligence · End-point security

THE EUROPEAN - EMEA LEADING CYBERSECURITY PLATFORM

The Barcelona Cybersecurity Congress is the annual gathering where your peers, stakeholders, industry players and providers meet to discuss real solutions that respond to actual cybersecurity challenges, sector needs and find new ways of collaborating to build a better digital world.



OFFICIAL PARTNER:



CO-LOCATED EVENT:



DELEGATES PROFILE:

CEO CHIEF EXECUTIVE OFFICER

COO CHIEF OPERATING OFFICER

LAWYERS

CISO CHIEF INFORMATION SECURITY OFFICER

CTO CHIEF TECHNICAL OFFICER

CIO CHIEF INFORMATION OFFICER

DPO DATA PROTECTION OFFICER

IT/OT DIRECTORS

ENGINEERS

2023 PROJECTIONS

+16K

VISITORS TO JOINT EXHIBITION AREA

IOTSWC + BARCELONA CYBERSECURITY CONGRESS

60

SPEAKERS

30

SESSIONS

120
COUNTRIES

An event focused on targeted end-users

55%

DECISION-MAKERS

C-Level / Owner
VP / President /Chairman
Director
Senior Manager

TOP TEN COUNTRIES

- BELGIUM
- FRANCE
- GERMANY
- ITALY
- NETHERLANDS
- POLAND
- SPAIN
- SWITZERLAND
- UNITED KINGDOM
- UNITED STATES OF AMERICA

VISITING COMPANIES END-USERS

Information and communications technology	21,74%
Financial/Banking	17,39%
Healthcare and Pharmaceutical	15,21%
Manufacturing	8,70%
Consultancy	8,70%
Transportation and Logistics	8,70%
Energy and Utilities	4,35%
Chemical Industry	2,17%
Association/Cluster/NGO	2,17%
Wholesale/Retail	2,17%



Experiences that create opportunities for more leads!

HERE IS WHY YOU SHOULD PARTICIPATE



- Meet the right people. lead generation
- Increase your visibility & brand exposure
- Launch new products
- Global headquarters representation
- Speak to the right audience & meet thoughtful leaders!
- Solid partnership with ISA: International Society of Automation
- Enter new markets from more than 120 countries
- Gain media exposure
- Networking
- Showcase your solutions in Testbed Area
- Brand Positioning & recognition Awards
- Entertain clients - Side events

The event

CONGRESS

Practical knowledge about worldwide trends and new regulations cybersecurity



EXHIBITION AREA

Participation in our event will give you the visibility you need to reach your target audience and build your brand.



HACKING VILLAGE

The Hacking Village is a place for cybersecurity experts to come together to practice cybersecurity skills and learn new ones in an inspiring and interactive environment.



AREAS & ACTIVITIES

STARTUP PAVILION

TESTBEDS AREA

CO-LOCATED WITH:

The annual gathering where your peers, stakeholders, industry players and providers meet to discuss real solutions that respond to actual cybersecurity challenges, sector needs and find new ways of collaborating to build a better digital world



JOIN FORCES WITH ISE

The joint celebration of the two events provided a unique opportunity to explore the crossroads between two different sets of disruptive technologies. This cooperation highlights the two events' common ground that offers new ideas and means of collaboration for attendees and exhibitors.



The congress

We have gathered an international group of experts committed to put together a program that responds to actual and real challenges in cybersecurity. Members of this committee include industry visionaries, technology experts and executives who are dedicated to accelerating the awareness and deployment of cybersecurity technologies and possibilities.

Program Direction by 



TOPICS

- Cybersecurity risks of IOT applications in the Logistics of the Healthcare Industry
- Legacy System Vulnerabilities in the race to Industry 4.0
- IOT Smart Manufacturing Solutions to Absorb Supply Chain Disruptions
- Applying the Digital Twin to Map Cybersecurity Vulnerability in Plant Operations
- Addressing Cybersecurity vulnerabilities in AR and remote operations.
- Cybersecurity built into integrated IoT and Smart Cities Design

- Simplifying Systems to keep smart vehicles affordable and secure
- Smart Buildings: An evolution in Technology that must be built on strong, secure platforms
- Cybersecurity opens the door to remote operations, green energy, "demaning" of platforms and zero emissions.
- Green Energy requires secure IoT and connected transport systems to eliminate "range anxiety"

FACTS & FIGURES

 **+60**
SPEAKERS

 **30**
SESSIONS

Exhibition Area

AN EVENT TO FOSTER BUSINESS, NETWORKING AND PARTNERSHIPS

The exhibition area is undoubtedly one of the main attractions of the event, where exhibitors will have the opportunity to showcase new products and solutions, increase their market visibility, interact with key decision-makers in each of the sectors and make new contacts.

2022 SPONSORS

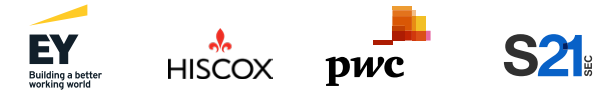
DIAMOND SPONSORS



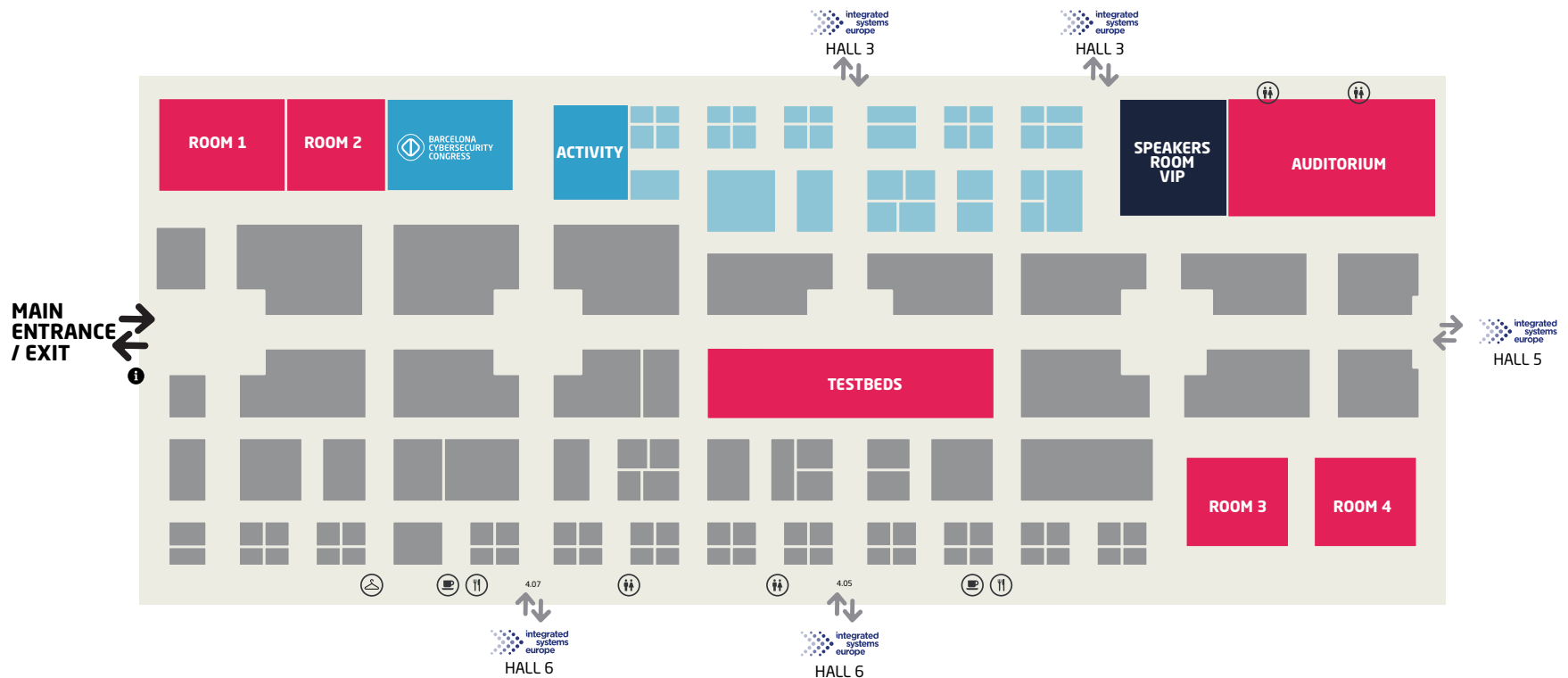
GOLD SPONSORS



BRONZE SPONSORS



FLOOR PLAN 2023 HALL 4



Sponsorship Options

DIAMOND



CONGRESS & EXHIBITION

- 1 Keynote session
- 1 Parallel use case session
- 150 Full Congress pass
- 500 Expo + pass
- 60m² Exhibiting Space (stand not included)

NETWORKING & ACTIVITIES

- 8 passes to the VIP lounge area
- 5 lead retrieval devices
- 25% discount meeting room rental (subject to availability)

ADVISORY BOARD

- 1 C-Level representative in Advisory Board
- Regular meetings with top Executives from the world's biggest tech companies to co-create the next edition of IOTSWC23

PREFERENTIAL TREATMENT

- Priority assistance at the exhibitor desk
- Priority for additional sponsorship opportunities

DIGITAL BRANDING

WEBSITE

- Logo on home page (1st level)
- 2 Use cases publications
- Publication of one interview on our blog site

DIGITAL EVENT PLATFORM

- 1st level visibility in the event app
- Push notification of the Keynote session
- Logo published on session descriptions in the event program

EMAIL MARKETING

- Exclusive promotional email
- Speakers featured on 1 email
- Logo on the footer of all promotional emailings

SOCIAL MEDIA

- Welcome Sponsor Banner
- Banner Featured Session Speaker(s)
- 2 Promotional social posts
- Use case diffusion* on LinkedIn and Twitter

DEDICATED RESOURCE

- Dedicated senior Marketing manager to help sponsors maximize the promotion of their participation

ONSITE BRANDING

MEDIA

- Video interview during the event
- HQ Picture pack of the stand & congress session
- Customized Sponsorship Report

SIGNAGE

- Logo on hall map
- Logo on general show signage
- Logo on the backdrop of Congress Rooms (1st level)
- Session Animation
- Priority for additional branding opportunities

PRESS

- 1 hour press room for sponsors' media event.
- Available space in the press room for your media kit/brochure
- Publications of media Events in BCC public agenda

REPORT

- Sponsor Logo on Event Report (post celebration)

70,000 € + 300 €/m²
 Early bird price (5 November 2022):
66,500 € + 285 €/m²

Sponsorship Options

SILVER



CONGRESS & EXHIBITION

- 1 Parallel use case session
- 50 Full Congress pass
- 300 Expo + pass
- 30m² Exhibiting Space (stand not included)

NETWORKING & ACTIVITIES

- 3 passes to the VIP lounge area
- 2 lead retrieval devices
- 15% discount meeting room rental (subject to availability)

PREFERENTIAL TREATMENT

- Priority assistance at the exhibitor desk
- Priority for additional sponsorships opportunities

DIGITAL BRANDING

WEBSITE

- Logo on home page (2nd level)
- 1 Use case publication

DIGITAL EVENT PLATFORM

- 2nd level visibility in the event app
- Logo published on session descriptions in the event program

EMAIL MARKETING

- Speaker featured on 1 email
- Logo on the footer of all promotional emailings(2nd level)

SOCIAL MEDIA

- Welcome Sponsor Banner
- Banner Featured Session Speaker(s)
- 1 Promotional social post. Use case distribution on LinkedIn and Twitter

RESOURCE

- 1 Personal meeting with the Marketing Department and assistance for the promotion of sponsor's participation.

ONSITE BRANDING

MEDIA

- Video interview during the event
- HQ Picture pack of the stand & congress session

SIGNAGE

- Logo on general show signage (2nd level)
- Logo on backdrop of Congress Rooms (2nd level)
- Session Animation
- Priority for additional branding opportunities

PRESS

- Available space in the press room for sponsors media kit / brochure
- Publications of media Events in BCC public agenda

REPORT

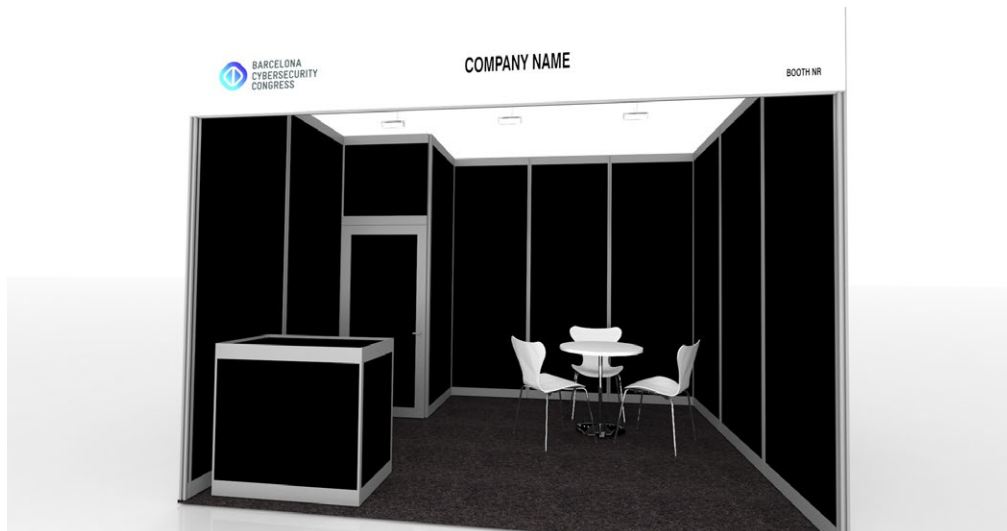
- Sponsor Logo on Event Report (post celebration)

27,000 € + 300 €/m²
 Early bird price (5 November 2022):
25,650 € + 285 €/m²

As an exhibitor

TREND

From 12m²



Products & services included:

- Space 12 m²
- Stand 3x4 m
- Insurance

Networking benefits:

- 2 Full Congress Pass
- 100 Expo +
- 5 Exhibitor passes

4,350 € + 350 €/m²

Early bird price (5 November 2022):

4,150 € + 332.5 €/m²

SPACE ONLY

Minimum space 12 m²

>120 m² special discount: 215€/m²

Early bird price (5 November 2022): 205€/m²

300 €/m²

Early bird price
(5 November 2022):

285 €/m²

TREND PLUS

From 16m²



Products & services included:

- Space 16 m²
- Stand 4x4 m
- Insurance

Networking benefits:

- 3 Full Congress Pass
- 100 Expo +
- 5 Exhibitor passes

6,785 € + 370 €/m²

Early bird price (5 November 2022):

6,445 € + 350 €/m²

As an exhibitor

ADVANCED

From 30m²



Products & services included:

- Space 30 m²
- Stand 6x5 m
- Insurance

Networking benefits:

- 5 Full Congress Pass
- 200 Expo +
- 10 Exhibitor passes

13,580 € + 400 €/m²
 Early bird price (5 November 2022):
12,900 € + 380 €/m²

OPTIMA

From 60m²



Products & services included

- Space 60 m²
- Stand 6x10 m
- Insurance

Networking benefits

- 10 Full Congress Pass
- 200 Expo +
- 15 Exhibitor passes

29,895 € + 440 €/m²
 Early bird price (5 November 2022):
28,400 € + 418 €/m²



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JOIN US IN 2023

CONTACT SALES

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MORE INFORMATION

www.barcelonacybersecuritycongress.com/