ITP.net

SECURITY LEADERSHIP

FORUM & AWARDS

Thursday 29th June

Grosvenor House Dubai

PREPARING FOR A CYBER PANDEMIC

MEDIA PACK

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EVENT SYNOPSIS

SHIFTING THE FOCUS FROM CYBERSECURITY TO CYBER RESILIENCE

Recent global events have underscored the importance of innovation and preparation as enterprises look to survive and flourish in the digital era.

Cyber-attacks continue to increase in volume and velocity, and the types of threats continue to evolve. Organisations must shift their focus and employ strategies to deter, detect, and combat information and operational technology attacks.

It is no longer a matter of if, but when a business will suffer a security-related incident.

ITP.net's in-person Cybersecurity event will provide practical advice to help the region's organisations upgrade their traditional security strategy and become cyber-resilient. The half-day event consists of a CISO key-note, and two-panel discussions with industry thought-leaders

The event culminates with an awards ceremony to recognise and celebrate the region's defenders.

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EVENT AGENDA

08:30	**REGISTRATION, BREAKFAST AND NETWORKING**
09:30	**OPENING REMARKS AND WELCOME FROM ITP.NET**
09:35	**KEYNOTE SPEECH**
09:55	**PRESENTATION 1**
10:25	**REFRESHMENTS AND NETWORKING**
10:40	**PRESENTATION 2**
11:10	**PANEL DISCUSSION: EXPLORING MODELS TO SAFEGUARD CRITICAL INFRASTRUCTURE IN THE MIDDLE EAST**

- What's the current landscape and where are the gaps?
- How does the Middle East cyber security landscape differ from other regions?
- How do businesses stand to gain from cyberresilient?
- Practical steps for a business to take today to become cyberresilient?

11:40	**AWARDS CEREMONY**
12:10	**LUNCH AND EVENT CLOSES**

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PLATINUM SPONSORSHIP PACKAGE [$20,000]

PRE-EVENT MARKETING AND EDITORIAL COVERAGE
- Logo appears ahead of all other sponsor logos on branding
- Logo appears on conference website landing page
- Logo, website link and 130 word company profile appears at the top of the sponsorship page
- Corporate YouTube video embedded on conference website
- Logo to appear on all conference communications and marketing collateral banners
- Quote from industry expert to feature on conference website homepage about the event, industry or topic of discussion
- Quote from the participating sponsor about the event, industry or topic of discussion to feature on conference website
- Editorial announcement on **ITP.net** to announce the participating industry expert will be featured in conference's speaker line-up, with speaker's personalised infographic quote to showcase the knowledge and expertise of the designated company spokesperson (if applicable). Company logo will also be included in the artwork.
- Social media announcement, with personalised infographic on sponsor's quote on the event, industry or topic of discussion
- Infographic of speaker's quote to be shared on the **ITP.net** social media accounts (if applicable)
- Up-to-the-minute reporting ahead of the conference **ITP.net**, including article to highlight the session the featured speaker will participate in (if applicable)
- CEO / Thought Leader Video Interview & Supporting Article - 4-minute video interview filmed pre-event at ITP Media HQ.

ON SITE MARKETING
- Sponsors to be acknowledged and thanked during the editor's opening remarks
- Logo inclusion on conference bag
- Marketing collateral to be including in conference bag, e.g. branded pen and notebook (Subject to COVID-19 compliance)
- Logo to appear on event media wall
- 130 word company profile and logo to appear in event guide
- Full page advert to appear in event guide

- Corporate video (up to 3 minutes) to be played during the break in the conference room
- Logo to be included in main stage area along with conference branding
- Logos to feature on all branding strategically located throughout the venue

EXCLUSIVE CONFERENCE EXPERIENCE
- 2m x 2m exhibition space to be allocated in main networking area, located strategically in key location with social distancing measures to facilitate plenty of face to face interaction with potential clients. Free Wi-Fi and power points included.
- Personalised invitation from ITP.net on behalf of sponsor to invite their clients, partners or prospects

POST CONFERENCE MARKETING
- Promotion on ITP.net social media post event
- Key highlights from the event to be uploaded to YouTube and conference website
- Video interview with sponsors to feature on conference website
- Articles on ITP.net of each panel discussion
- Logo to be included in post conference thank you email to attendees
- Sponsors to feature in conference post-show report
- MQL Lead Generation - Qualified data from those who registered their interest. 200 MQLs OR 100,000 Brand Ad Impression
- Please adjust the background design, the blue diamond's make the text hard to read

PRE & POST EVENT EDITORIAL COVERAGE FOR GUARANTEED MARKETING ROI

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Thursday 29th June

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GOLD SPONSORSHIP PACKAGE [$15,000]

PRE-EVENT MARKETING AND EDITORIAL COVERAGE

- Logo, 80 words company profile to appear on sponsorship page
- Logo to appear on all conference communications and
- marketing collateral
- Quote from industry expert to feature on conference website homepage about the event, industry or topic of discussion (if applicable)
- Quote from the participating sponsor about the event, industry or topic of discussion to feature on conference website
- Editorial announcement on **ITP.net** to announce the participating industry expert will be featured in conference's speaker line-up, along with speaker's personalised infographic quote to showcase the knowledge and expertise of the designated company spokesperson (if applicable). Company logo will also be included in the artwork.
- Social media announcement, with personalised infographic on sponsor's quote on the event, industry or topic of discussion
- Infographic of speaker's quote to be shared on the **ITP.net** social media accounts
- Up-to-the-minute reporting ahead of the conference on **ITP.net**, including article to highlight the session the featured speaker will participate in (if applicable)
- CEO / Thought Leader Written Interview

ON SITE MARKETING

- Sponsors to be acknowledged and thanked during the editor's opening remarks
- Logo to appear on event media wall
- 80 words company profile and logo to appear in event guide
- Corporate video (up to 3 minutes) to be played during the break in the conference room
- Logo to be included in main stage area along with conference branding
- Logos to feature on all branding strategically located throughout the venue

EXCLUSIVE CONFERENCE EXPERIENCE

- 2m x 2m exhibition space to be allocated in main networking area, located strategically in key location with social distancing measures to facilitate plenty of face to face interaction with potential clients. Free Wi-Fi and power points included.
- Personalised invitation from ITP.net on behalf of sponsor to invite their clients, partners or prospects

POST CONFERENCE MARKETING

- Promotion on the ITP.net social media channels post event
- Key highlights from the event to be uploaded to YouTube and conference website
- Video interview with sponsors to feature on conference website
- Articles on ITP.net online of each panel discussion
- Logo to be included in post conference thank you email to attendees
- Sponsors to feature in conference post-show report
- MQL Lead Generation – Qualified Data from those who registered their Interest. 200 MQLs OR 50,000 Brand Ad Impression
- Please adjust the background design, the blue diamond's make the text hard to read

PRE & POST EVENT **EDITORIAL COVERAGE** FOR **GUARANTEED** MARKETING ROI

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SILVER SPONSORSHIP PACKAGE [$10,000]

PRE-EVENT MARKETING AND EDITORIAL COVERAGE
- Logo, 60 words company profile to appear on sponsorship page
- Logo to appear on all conference communications and marketing collateral
- Social media announcement, with personalised infographic on sponsor's quote on the event or sponsors.
- Up-to-the-minute reporting ahead of the conference on **ITP.net** including article an in-depth to highlight the session the featured speaker will participate in.
- Additional Press Release & Advertorial

ON SITE MARKETING
- Sponsors to be acknowledged and thanked during the editor's opening remarks
- Logo to appear on event media wall
- 60 words company profile and logo to appear in event guide
- Logo to be included in main stage area along with conference branding
- Logos to feature on all conference banners which will strategically be located in key locations throughout the designated conference

EXCLUSIVE CONFERENCE EXPERIENCE
- 2m x 2m exhibition space to be allocated in main networking area, located strategically in key location with social distancing measures to facilitate plenty of face to face interaction with potential clients. Free Wi-Fi and power points included.
- Personalised invitation from **ITP.net** on behalf of sponsor to invite their clients, partners or prospects

POST CONFERENCE MARKETING
- Promotion on **ITP.net** social media post event
- Key highlights from the event to be uploaded to YouTube and conference website
- Video interview with sponsors to feature on conference website
- Articles on **ITP.net** of each panel discussion
- Logo to be included in post conference thank you email to attendees
- Sponsors to feature in conference post-show report

PRE & POST EVENT EDITORIAL COVERAGE FOR GUARANTEED MARKETING ROI

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ITP.net

551,471	551,471	95%
OUR REACH	SENIOR DECISION MAKER AUDIENCE	OF READERS ADVISE ON TECHNOLOGY EVERY MONTH

Launched in 1997, ITP.net is a digital-only platform and the market leading enterprise technology news brand in the Middle East & Africa.

A pioneer of online publishing, ITP.net is built using responsive web design. Content seamlessly renders to different devices to ensure we deliver the best possible experience for our audience and advertisers.

By putting the reader first with an editorial philosophy built on the foundations of being authentic, knowledgeable and always interesting, ITP.net now engages the largest digital audience in its 25-year history.

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