

infosecurity
DENMARK

TRADE SHOWS AND SEMINARS ON
IT SECURITY, DATA AND CLOUD SOLUTIONS



RATE CARD 2020

VERSION2
DATA  **CLOUD**
EXPO | DENMARK

30th September - 1st October 2020 | Øksnehallen, Copenhagen

EXHIBITION RATES 2020

All rates excl. VAT

Infosecurity Denmark and Version2 Data & Cloud Expo welcomes you for the fifth time to an event entirely dedicated to IT professionals. It has proven to be Denmark's no. 1 exhibition and conference for IT managers and IT specialists. And we are growing each year.

Infosecurity Denmark and Version2 Data & Cloud Expo connects more than 3.000 visitors with products, services and practical solutions for the future of professional IT. Alongside the exhibition the independent and commercial presentations allow for engaging discussions with leading international IT experts.

This exhibition offers market leaders, suppliers, speakers and IT professionals the possibility of sharing ideas, techniques, services and visions on the most important IT topics of our time.

Your participation consists of m² hire and an exhibition participation package. Depending on the stand size, Version2 will either supply the stand construction or you can build your own stand. Please refer to options and pricing on the following pages.

STAND LOCATION RATES PER M²

M² RATES

Aisle stand	DKK 1.950 · EUR 260
Corner stand	DKK 2.000 · EUR 265
End of row stand	DKK 2.100 · EUR 280
Island stand	DKK 2.200 · EUR 295

OTHER RATES

Co-exhibitor	First co-exhibitor is free of charge, for every next	DKK 9.500 · EUR 1.260
Location surcharge	Rates per m ² (charged for best located stands)	DKK 300 · EUR 40
Bulk discount	For stands larger than 40 m ² – discount for every m ² >40	DKK 150 · EUR 20

All stands of 18 m² or less will include a comfort package (page 4). Only exhibitors with a stand larger than 18 m² can bring and build their own.



SEMINAR RATES

Your seminar lasts 30 minutes and could reach up to 200 pre-registrations. The data from the registrations are your leads to use in preparation and follow up activities. To attract pre-registrations and satisfy the professional audience at Infosecurity Denmark and Version2 Data & Cloud Expo, we recommend that your seminar provides inspiration, knowledge and insights that extend beyond your own product information. Using cross references to the activities and technology experts on your stand will give you great results.

30TH SEPTEMBER & 1ST OCTOBER

1 session 30 minutes

DKK 20.000 · EUR 2.600

”

...I'm really pleasantly surprised at how many good seminars there were. I only had one bad seminar experience with pure sales jargon and a terrible presenter.”

CONTACT

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SPONSORSHIP RATES

All rates excl. VAT

Become a sponsor and boost your brand and/or products! With our range of effective and creative sponsorships your company will become top of mind with visitors.

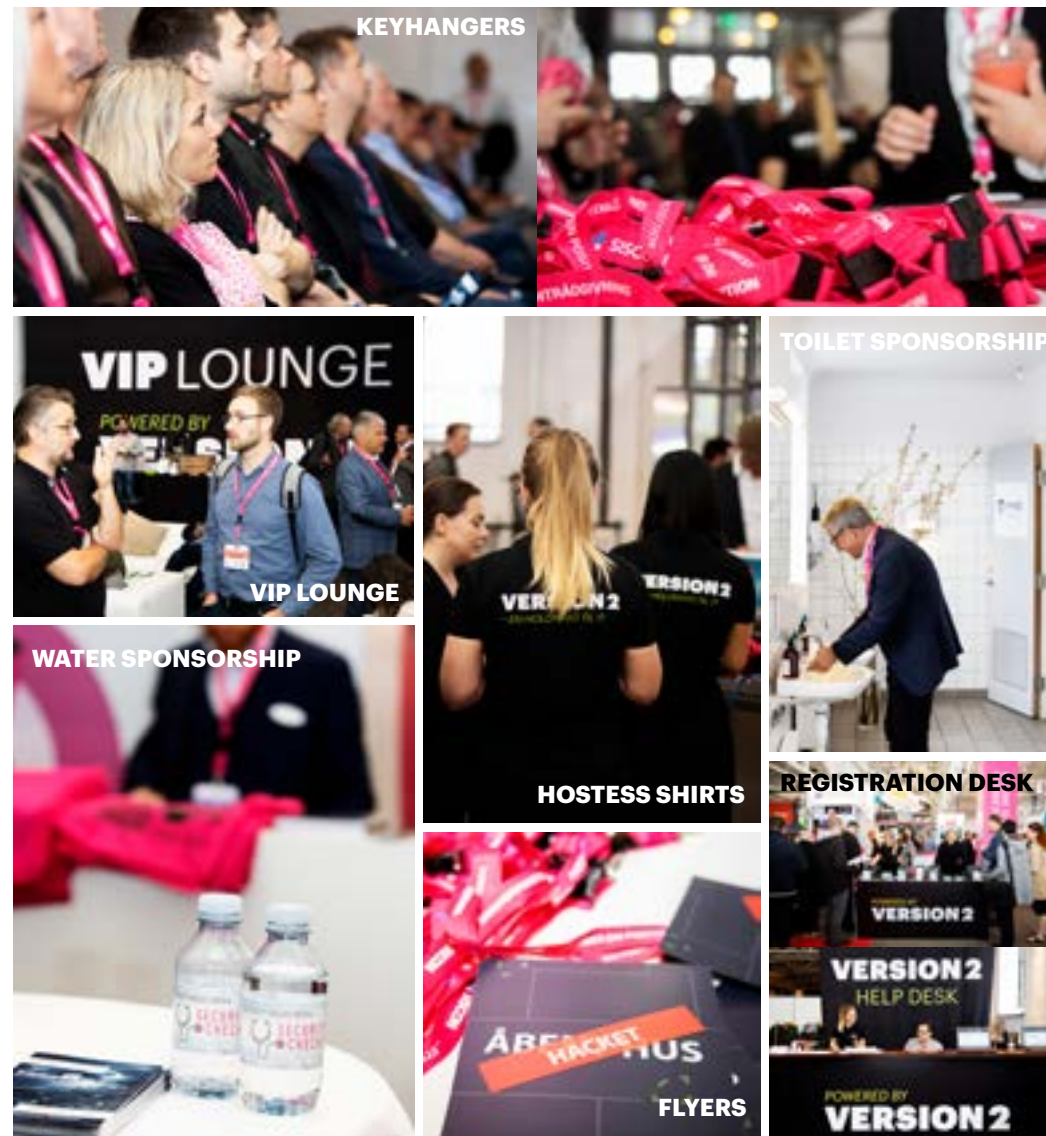
You can choose from:

Café sponsorship (1)	Decorate the café with a printed banner. Sponsor brings additional items: Cups, napkins etc.	DKK 35.000 · EUR 4.700
Keyhangers (1)	Keyhangers for visitor and exhibitor nametags. Sponsor delivers 4.000 pcs.	DKK 30.000 · EUR 4.000
Exhibitor drinks (1)	Incl. promotion in the program.	DKK 20.000 · EUR 2.500
Flyers (3)	Distribution of flyers throughout the exhibition. Sponsor delivers 3.500 pcs.	DKK 10.000 · EUR 1.300
Dress the hostesses (1)	Logo on the crew shirts. Sponsor delivers logo.	DKK 10.000 · EUR 1.300
Water sponsorships (4)	1 pallet of waterbottles with logo label. Sponsor delivers graphics.	DKK 20.000 · EUR 2.500
Registration desk (1)	Decoration of the registration counter. Sponsor delivers graphics.	DKK 20.000 · EUR 2.500
Toilet sponsorship (1)	Decorate the toilets with printed door posters. Sponsor delivers graphics. Sponsor brings additional items: hand soaps, scented candles, flowers etc.	DKK 30.000 · EUR 4.000
Sponsor bag (1)	Exhibitor delivers 3.500 sponsorbags (with 1 flyer in).	DKK 15.000 · EUR 2.000
Flyer in sponsorbag (10)	1 x flyer in sponsorbag. Sponsor delivers 3.500 pcs.	DKK 3.000 · EUR 400
VIP Lounge (1)	Large banner in VIP Lounge. Sponsor delivers graphics.	DKK 20.000 · EUR 2.700

* If there is no sponsor bag, flyers will be placed at the registration desk.

OTHER SPONSORSHIPS

Please contact sales representative for other proposals.



THE EXHIBITION PARTICIPATION RATES

All rates excl. VAT

The participation packages are obligatory when participating with a stand.

BUDGET	STANDARD	EXCLUSIVE
Basic needs, effective and concise. Obligatory for all exhibitors with a stand up to 29 m ²	Standard needs, effective, concise and visible. Obligatory for all exhibitors with a stand from 30 m ²	Standard needs, effective and concise with ultimate visibility and extra promotion.
DKK 9.500 · EUR 1.260	DKK 17.500 · EUR 2.300	DKK 22.500 · EUR 3.000
With the Budget participation package, you have all the tools you need for a thorough preparation. The package guarantees effective lead generation.	Your products and services deserve to be seen by a bigger audience. Increase your visibility on and around the trade show.	Attain the ultimate visibility at Infosecurity without having to compromise your basic needs and efficiency.
Includes Access to the Client Portal and the digital trade show catalogue: · Upload your company and product details and brands to the digital catalogue. · Free content uploads, e.g. whitepapers and case studies. Visitors can download this information, giving their contact details in return.	Includes <div style="text-align: center; border: 1px solid white; border-radius: 15px; padding: 10px; background-color: white; color: red; font-weight: bold;"> THE BUDGET PARTICIPATION PACKAGE </div> +	Includes <div style="text-align: center; border: 1px solid red; border-radius: 15px; padding: 10px; background-color: red; color: white; font-weight: bold;"> THE STANDARD PARTICIPATION PACKAGE </div> +
A personal registration button for your website to collect contacts in the run-up to the trade show.	Banner on the exhibition website with 10.000 impressions targeting all potential fair delegates.	Promotion of whitepapers
Three license for visitor scanning tool. Extra licenses can be purchased.	Banner on version2.dk with 20.000 impressions targeted to IT security, datacenter and cloud articles.	Promotion of your speaker or seminar through an advertorial on version2.dk
A complete report with your scanned visitor profiles after the trade show.	POPULAR	
Automatic participation in the Version2/ Marqit portal. Stay in contact with your target audience with: · 1 year company profile on My Expo. · Add your own whitepapers (max. 10).		



COMFORT STAND PACKAGE

All rates excl. VAT

All 18 m² or smaller stands include a Comfort Stand Package. The package includes a 4 color printed back wall drop banner with your own design, grey carpet, lockable counter, spotlights, electricity (230V, 10A), 1 tall table, 2 bar stools and free wifi.

9 M² STAND

3 m. wide drop banner + white side wall*

Grey carpet

Lockable counter

2 spotlights

1 tall table

2 bar stools

Free Wi-Fi

DKK 11.500 · EUR 1.550

12 M² STAND

4 m. wide drop banner + white side wall*

Grey carpet

Lockable counter

2 spotlights

1 tall table

2 bar stools

Free Wi-Fi

DKK 15.500 · EUR 2.075

15 M² STAND

5 m. wide drop banner + white side wall*

Grey carpet

Lockable counter

3 spotlights

1 tall table

2 bar stools

Free Wi-Fi

DKK 19.000 · EUR 2.550

18 M² STAND

6 m. wide drop banner + white side wall*

Grey carpet

Lockable counter

4 spotlights

1 tall table

2 bar stools

Free Wi-Fi

DKK 22.500 · EUR 3.000

*Side wall print, per wall DKK 3.500 · EUR 470



...This year I had more time to visit the stands and several of the stands I visited had some really good advice for me and my current project."

BRING YOUR OWN STAND

Would you like to bring and build your own stand? This is only possible with stands larger than 18 m². Your stand package includes free Wi-Fi and a main power supply. For all other equipment needs, please refer to the Øksnehallen technical order form.



GUIDED TOURS

All rates excl. VAT

The guided tours are targeted visitors who wish to get a quick overview of the exhibitors with specific products or skills. For you as an exhibitor, this means that groups of visitors, who actively seek knowledge or suppliers within your company's specialties, will visit your stand during the exhibition.

When booking a spot on a guided tour you will get 5 minutes on your stand to give a short and concrete presentation of your company, special skills and services to groups of professionals. The intention and goal of this introduction is to make the visitors return to your stand to engage in further conversations. One day before the guided tour starts, you will receive a list with names and companies (no contact information) of all the pre-registered visitors and a group profile description for your preparation.

All themes for Guided Tours 2020 will be announced at a later date. Last years tours included themes such as: Cloud Computing, IT-Talents, Tech Trends and Compliance/GDPR.

PRICES

1 st tour	DKK 3.000 · EUR 400
Additional tours	DKK 1.875 · EUR 250



“ I was pleasantly surprised at how many technical experts I could talk to on many of the stands.”

