infosecurity DENMARK

VERSION2 DATA CLOUD EXPO | DENMARK

RATE CARD 2021

PHYSICAL & ONLINE TRADE SHOW AND SEMINARS ON: IT SECURITY, DATA AND CLOUD SOLUTIONS

29th - 30th September 2021 | Øksnehallen, Copenhagen & Online

Organized by

VERSION2

in co-operation with Reed Exhibitions and Jaarbeurs

VERSION2 WELCOMES YOU TO INFOSECURITY 2021

Infosecurity Denmark by Version2 welcomes you to Denmark's no. 1 expo & conference entirely dedicated to cyber security + data & cloud professionals, managers and specialists. We CONNECT visitors with products, services, and practical solutions for the future of critical IT infrastructure.

Dear Exhibitors,
Infosecurity is a trade show combined with conferences with editorial and commercial presentations that allows for engaging discussions with leading international IT experts. At Infosecurity the goal is to share ideas, techniques, services and visions on the most important IT topics of our time.

A new way of meeting each other
Infosecurity 2020 was an intense learning experience. We were challenged by having to execute an event in a hybrid form on a basis and in systems that were built for a physical event. We have now seen how the trend of virtual events has evolved, and we have a much better idea about what is to come and what our audience expect in the future. The way we meet has changed significantly over the recent period and therefore Version2 is transforming the frame of Infosecurity Denmark 2021.

A physical event with virtual offerings
Infosecurity Denmark 2021 will take place in Copenhagen on 29th and 30th September. We are hosting a physical trade show, with physical conferences including several virtual offerings such as livestreaming of your speaker sessions. In 2021 you will have the opportunity to connect even closer with your audience during the event – both inside Øksnehallen and online, as pre-booked 1:1 meetings can be set up between exhibitors and relevant visitors during the expo.

Safe participation for all
It is important to us that you and our visitors participation is safe. That is why we take all necessary measures into account and abiding by all official guidelines and instructions.

Bookings and options
As an exhibitor at Infosecurity Denmark 2021 you can now book your sessions and pre-book a stand.

On the following pages you will find the possibilities for participation. If you have any questions, please do not hesitate to contact me

Yours sincerely,
Helle Francois Andersen
Sales Manager, Infosecurity Denmark

Phone: +45 2034 1538
Email: hfa@version2.dk

TERMS AND CONDITIONS FOR BOOKING

Your online participation package: Mandatory for all exhibitors. You get a company profile with options to promote your company and content and more (view packages page 2 for more info).

Your sessions: You can book one or more sessions. All sessions are held on-site in Øksnehallen. You get leads on signups and participants. As a new addition you can add livestreaming of your physical session(s) to increase your reach and optimize lead quantity.

Your stand: You can safely pre-book a physical stand without any obligation until 30 April, 2021.

Payment & cancellation policies: Your complete participation is invoiced 1 May, 2021. Hereafter and untill 1 August if the authorities' guidelines in any way limits the execution of the exhibition with physical stands and conferences it is possible to cancel your stand package and get a refund. With no physical stand you become a virtual partner, which includes your online participation package and physical sessions.

ONLINE PARTICIPATION PACKAGES

The online participation packages are obligatory when participating.

BASIC Obligatory for all exhibitors.	STANDARD Obligatory for a stand from 30 m² and up	EXCLUSIVE
Basic needs, effective and concise. With the Basic participation package, you have all the tools you need for a thorough preparation. The package guarantees effective lead generation.	Standard needs, effective, concise and visible. Your products and services deserve to be seen by a bigger audience. Increase your visibility on and around the trade show.	Standard needs, effective and concise with ultimate visibility and extra promotion. Attain the ultimate visibility at Infosecurity without having to compromise your basic needs and efficiency.
DKK 9.500 · EUR 1.260	**DKK 17.500 · EUR 2.300**	**DKK 25.500 · EUR 3.400**

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.
- A personal registration link for your website to collect contacts in the run-up to the trade show.
- Three licenses for visitor scanning tool. Extra licenses can be purchased.
- Access to 1:1 meeting booking with visitors.

INCLUDES

THE BASIC PARTICIPATION PACKAGE

+

- Banner on the exhibition website with 10.000 impressions targeting all potential fair delegates.
- Banner on version2.dk with 20.000 impressions targeted to IT security, datac and cloud articles.

POPULAR

INCLUDES

THE STANDARD PARTICIPATION PACKAGE

+

- Promotion of your seminars & whitepapers on the frontpage of Version2.dk
- Direct mail with personal invitation promoting of speaker or seminar.

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STAND AND SESSION RATES INFOSECURITY DENMARK 2021

EXHIBITION RATES

STAND LOCATION RATES PER M²

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

...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."

OTHER RATES

Co-exhibitor	First co-exhibitor is free of charge, for every next	DKK 9.500 · EUR 1.260
Location surcharge	Rates per m² (charged for best located stands)	DKK 500 · EUR 70
Bulk discount	For stands larger than 40 m² – discount for every m² >40	DKK 250 · EUR 35

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.

Exhibitors with stands of 48 m² or theater sponsorships become official platinum partners of the expo (includes additional promotion and visibility).

SESSIONS - RATES

Your session lasts 30 minutes and can be either onsite or hybrid.

Both types of sessions will be held in Øksnehallen in a theater. **A hybrid session** will be recorded and livestreamed on our virtual expo platform expanding your reach and leads.

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 session provides inspiration, knowledge and insights that extend beyond your own product information.

Onsite (in theater)	DKK 20.000/EUR 2.650
Hybrid (livestream from the theater)	DKK 30.000/EUR 4.000

This year's program will be made official during June 2020. Therefore all speaker and session information must be delivered by 1st June.

1:1 MEETING RATES

In 2021 we are introducing a designated 1:1 meeting area at the expo. Through the virtual event platform you can invite visitors to meet your specialists and consultants. The meetings can take place on your stand or at our meeting facilities in Øksnehallen.

A meeting in our open space meeting area includes a manned reception, meeting space for 4 people, and we will serve water, coffee or tea.

30 min. meeting	DKK 525/EUR 70

COMFORT STAND PACKAGE

Comfort Stand Package is obligatory when you have a stand for 18m² or smaller. 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.

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.

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

9 M² STAND

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

12 M² STAND

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

15 M² STAND

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

18 M² STAND

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

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SPONSORSHIP RATES

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:

Keyhangers (1)	Keyhangers for visitor and exhibitor nametags. Sponsor delivers 3.500 pcs.	DKK 25.000 · EUR 3.350
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
Sponsor bag (1)	Exhibitor delivers 3.000 sponsorbags (with 1 flyer in).	DKK 10.000 · EUR 1.300
VIP Lounge (1)	Large banner in VIP Lounge. Sponsor delivers graphics.	DKK 20.000 · EUR 2.700

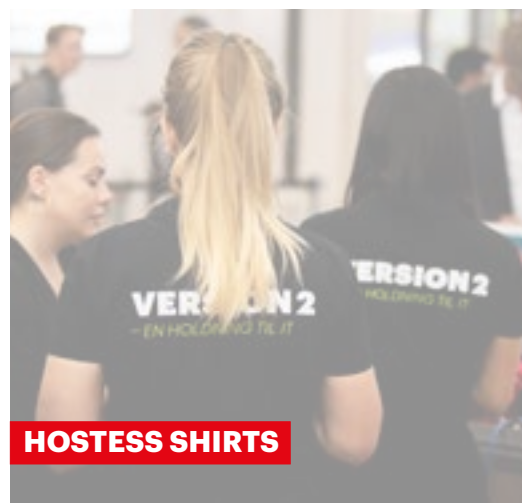* If there is no sponsor bag, flyers will be placed at the registration desk.

KEYHANGERS

REGISTRATION DESK

FLYERS

VIP LOUNGE

HOSTESS SHIRTS

WATER SPONSORSHIP