

CYBERUK 2020 SPONSORSHIP & EXHIBITION OPPORTUNITIES

The UK Government's Flagship
Cyber Security Event



International Convention
Centre Wales, Newport

19-20 May 2020

CYBERUK 2020

Welcome Drinks **18 May**

Leaders Dinner **18 May**

Conference Days **19-20 May**

Networking Evening **19 May**

CYBERUK 2020

Dear Sponsor and Exhibitor,

CYBERUK is the UK Government's flagship cyber security event. Hosted by the National Cyber Security Centre (NCSC), this year it will be held at the brand-new International Convention Centre Wales.

As our industry partners, you are invited to join this event as sponsors and exhibitors. It is a unique occasion for wide brand exposure and messaging with a host of superb benefits for those involved. These include (package dependent) speaking opportunities, print and digital brand promotion pre and post event, an exhibition stand, inclusion of marketing material in delegate packs, plus complimentary speaker, delegate and exhibition passes.

This brochure outlines the range of sponsorship and exhibition opportunities available. If you can't see a package that currently meets your requirements, please contact us. We are happy to help you to build a bespoke package.

We look forward to working with you at CYBERUK 2020.

Thank you!

The Sponsorship and Exhibition Team

T: 0117 906 4554

E: cyberuk-sponsorship@brayleino.co.uk

 @NCSC
@CYBERUKevents
#CYBERUK20
 National Cyber
Security Centre

WELCOME TO CYBERUK 2020

The National Cyber Security Centre will host CYBERUK 2020 – our first conference of the new decade – in Newport, Wales.

Wales has a thriving cyber security sector characterised by internationally renowned academic excellence, multinational security businesses and a large, cohesive SME network encapsulated in the Wales Cyber Security Clusters.

The brand new, state-of-the-art International Convention Centre Wales in Newport is an ideal location for the NCSC's flagship event. The South Wales region is widely recognised as one of the primary locations in the UK for research and development, and the commercialisation of cyber related technologies and services.

On 19 and 20 May, CYBERUK 2020 will welcome the UK's cyber security community alongside partners from across the globe. The programme will feature world-class content and themed around the key emerging issues: a fast-evolving landscape for technology, threats and national resilience.

The event will provide a dynamic forum to challenge thinking, create debate and encourage collaboration with expert speakers, interactive workshops and networking opportunities.

As the national technical authority for cyber security, we look forward to a new decade with great optimism for the future.

We would like to thank all exhibitors and sponsors for their ongoing support and I look forward to welcoming you to CYBERUK 2020.

Ciaran Martin

"We have a mission – it is an historic mission – to secure our society for the next generation"

**Ciaran Martin,
CEO NCSC**

CYBERUK 2019 IN NUMBERS

"CYBERUK is a fantastic event, and with the entire UK security community under one roof it's a great opportunity to meet with professionals from across the whole industry"

BT

DELEGATES

87%

of delegates rated the stream sessions as excellent or good*

86%

of delegates rated the plenary sessions as excellent or good*

83%

of delegates rated CYBERUK's facilitation of delegate networking and collaboration as excellent or good*

SPONSORS AND EXHIBITORS

95%

of exhibitors thought the event's content was strong and relevant excellent or good*

95%

of sponsors and exhibitors said they would sponsor or exhibit again*

94%

of sponsors and exhibitors rated the organisation of CYBERUK as excellent or good*

*These percentages are of survey responses



CYBER SECURITY IN THE 2020s:

THE NEXT DECADE OF MAKING THE UK THE SAFEST PLACE TO LIVE AND WORK ONLINE

Profiling the latest cutting-edge thinking and solutions for protecting our nation's cyber security, CYBERUK 2020 brings together the Government's senior cyber security decision-makers with influential industry professionals and leading academics.

Held over two content packed days with more than 2,500 delegates in attendance, CYBERUK 2020 has a dynamic programme that has been carefully curated by NCSC content specialists to unite and strengthen all sections of the cyber community.

Plenary discussions with key figures in the industry will be held on the main stage, while streaming sessions on strategy, governance and risk will run throughout the event. There will also be technical sessions on emerging technology, its potential risks and exciting possibilities.

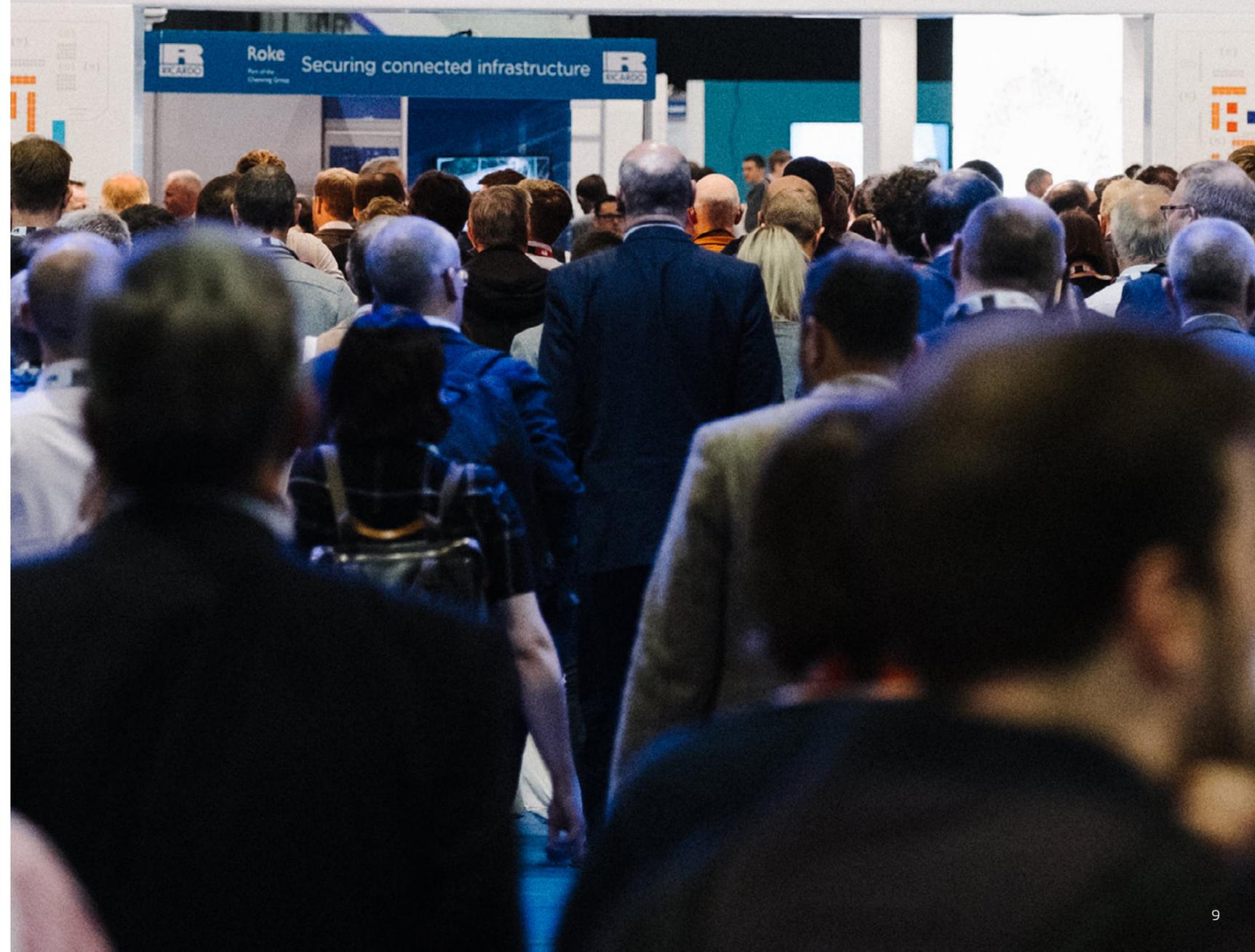
For you, our industry partner, CYBERUK 2020 is an incredible opportunity to showcase your products and solutions and place your brand at the heart of the most engaging event in the UK cyber security sector.

WELCOME TO



BRITAIN

a part of GCHQ



TRULY COLLABORATIVE CYBER SECURITY

As the UK enters a new era in its political history, continued and close collaboration with cyber leaders and professionals around the globe is ever more important.

The UK faces a serious and sustained cyber security threat from nation states as well as large-scale cyber activity. CYBERUK has become the authoritative event for the UK cyber security community to meet and work together to address this challenge.

CYBERUK 2020 will showcase the world-class cyber skills we have in the UK, profiling the NCSC as the global authority on cyber security through the delivery of technical thought leadership. The event demonstrates what we can do together as teams, as departments and as organisations to deliver a digital Britain that is world leading in cyber resilience.



THE CYBER SECURITY EVENT OF THE YEAR

CYBERUK 2020 will be the largest and most wide-ranging event for cyber security in the UK. It will attract the major players in government, academia and industry and offer unrivalled networking opportunities.

WORLD-CLASS CONTENT

The NCSC has established a cross-business team to develop an authoritative programme for CYBERUK 2020, developing plenary sessions and streams that are integrated in order to meet the needs of industry and government leaders and professionals. There will be demos, inspirational talks, workshop sessions with global experts and plenty of opportunity for discussion.

INTERACTIVE BY DESIGN

Every facet of CYBERUK 2020 will be designed to encourage debate, input and feedback. The event will utilise the Sli.do platform for live engagement, enabling the audience to submit questions using their own mobile devices. There will be interactive zones and many opportunities for attendees to voice their thoughts.

"Lots of businesses are being breached and I think understanding, collaborating, sharing information, being part of something innovative, vibrant, growing is really exciting"

Attivo Networks
CYBERUK 2019 Exhibitor





EVENT OUTLINE



“CYBERUK is a fantastic event. Having this community under one roof for two days is phenomenally exciting”
NCC Group

PLENARY SESSIONS

Featuring the UK Government’s most eminent cyber security experts and leading lights working in the cyber security industry. Speakers will showcase the latest thinking on hot topics, share personal insights and reflect on emerging opinions.

AUDIENCE-CENTRED STREAMS

Delegates will be offered many content-rich streams. All core stream content is owned by the NCSC. Stream sponsors are invited to work together with NCSC to create their bespoke joint industry and NCSC stream session.

CYBER DEN

A popular feature of the workshop stream, Cyber Den gives cyber security entrepreneurs the chance to pitch their products to a panel of NCSC technical experts and industry leaders. Cyber Den identifies and recognises the most innovative new digital solutions.

NETWORKING EVENING

Featuring live music and refreshments, the informal networking evening held on 19 May is an opportunity for individuals across the cyber security community to relax, meet and establish new contacts.

SPECIALIST EXHIBITION

National cyber security specialists and international guests will curate an exciting new exhibition for 2020. It will be designed and located to maximise networking opportunities throughout the event.

LIGHTNING TALKS

Thought-provoking lightning talks on the Spotlight Stage provide a concise briefing on key topics, latest innovations and pioneering ideas. A call for papers will be issued early in 2020, inviting contributions from attending delegates.

DRAFT AGENDA

DAY 1 TUESDAY 19 MAY 2020

| TIME | ACTIVITY | | | | | |
|-------------|---|--|---|---|--|--|
| 08:30–10:00 | Registration and Exhibition opens | | | | | |
| 10:00–10:45 | Plenary | | | | | |
| 10:45–11:30 | Coffee break and Exhibition | | | | | |
| 11:30–12:30 | Plenary | | Deep Dive Technical Session | | | |
| 12:30–14:00 | Networking lunch and Exhibition | | | | WORKSHOPS | |
| | STREAMS | | | | | |
| | CHANGING DIGITAL ENVIRONMENT Build cyber resilience across the UK | | CHANGING TECHNOLOGY Promote the development of a trusted and secure technological environment | | CHANGING THREAT Deter, disrupt and pursue threat actors seeking to harm the UK and its interests | |
| | STREAM A | STREAM B | STREAM C | STREAM D | STREAM E | STREAM F |
| | Building cyber resilience Supporting organisations to manage their cyber security risk and take protective measures | Equipping the nation People are given the confidence and tools to protect themselves and those around them | Safeguarding the biggest risks Using technology to protect the institutions, infrastructure and services that people rely on day to day | Emerging Technologies Influencing the technologies and standards that will shape the next decades to protect the majority from online harm ever reaching them | Countering the adversary Countering and disrupting the UK's adversaries, capabilities and operations | Workshops Industry and NCSC curated workshops create a compelling take on the theme of Changing Threat in the UK. This stream also features the Cyber Den |
| 14:00–14:40 | SESSION 1 | | | | | |
| 14:50–15:30 | SESSION 2 | | | | | |
| 15:30–16:15 | Coffee break and Exhibition | | | | | |
| 16:15–16:55 | SESSION 3 | | | | | |
| 17:05–17:45 | SESSION 4 | | | | | |
| 17:55–18:30 | Plenary | | | | | |
| 18:30–21:00 | Informal Networking Evening | | | | | |
| 21:00 | Close of Day 1 | | | | | |

DAY 2 WEDNESDAY 20 MAY 2020

| TIME | ACTIVITY | | | | | |
|-------------|---|--|---|---|--|--|
| 08:15–09:00 | Registration and Exhibition opens | | | | | |
| 09:00–10:15 | Plenary | | | | | |
| 10:15–11:00 | Coffee break and Exhibition | | | | | |
| 11:00–11:40 | Plenary | | | Deep Dive Technical Session | | |
| 11:50–12:30 | SESSION 5 | | | | | |
| | CHANGING DIGITAL ENVIRONMENT Build cyber resilience across the UK | | CHANGING TECHNOLOGY Promote the development of a trusted and secure technological environment | | CHANGING THREAT Deter, disrupt and pursue threat actors seeking to harm the UK and its interests | |
| | STREAM A | STREAM B | STREAM C | STREAM D | STREAM E | STREAM F |
| | Building cyber resilience Supporting organisations to manage their cyber security risk and take protective measures | Equipping the nation People are given the confidence and tools to protect themselves and those around them | Safeguarding the biggest risks Using technology to protect the institutions, infrastructure and services that people rely on day to day | Emerging Technologies Influencing the technologies and standards that will shape the next decades to protect the majority from online harm ever reaching them | Countering the adversary Countering and disrupting the UK's adversaries, capabilities and operations | Workshops Industry and NCSC curated workshops create a compelling take on the theme of Changing Threat in the UK. This stream also features the Cyber Den |
| 12:30–14:00 | Networking lunch and Exhibition | | | | WORKSHOPS | |
| 14:00–14:40 | SESSION 6 | | | | | |
| 14:50–15:30 | SESSION 7 | | | | | |
| 15:30–16:15 | Plenary | | | | | |
| 16:15 | Close of CYBERUK 2020 | | | | | |

The outline agenda is provided as guidance and is subject to change. Updates to the agenda will be provided on the event website in the lead up to CYBERUK 2020.



WHY SPONSOR CYBERUK 2020?

Keep your brand front-of-mind at the UK Government's flagship cyber security event.

There are many opportunities to maximise your brand presence at CYBERUK2020 and directly engage and influence government and private sector cyber security experts.

"What an excellent week at CYBERUK 2019! Scott Jones, Head of the Cyber Centre, was chuffed to represent Canada in Glasgow, especially during Wednesday's Five Eyes panel. It's always a pleasure to share the stage with our counterparts"

Canadian Centre for Cyber Security via Twitter

Unrivalled exposure to 2,500+ delegates

Reach top-level decision-makers and professionals.

Highly active social media engagement

CYBERUK's @CyberHQ social media channels reach mass audiences beyond the conference.

Meet new contacts and prospects

Engage with key influencers and decision-makers from the world of cyber security. From policy experts to technology and cyber security professionals at all levels.

Media relations opportunities

As the government's flagship cyber event, an external spotlight is turned on CYBERUK every year. Attended by a large number of national and local press, including trade and industry journalists, the event's themes and talks lead to hundreds of news articles, provide a platform for media releases and encourage press-sponsor relationships.

Exceptional interaction and participation

Sessions, supporting talks and the exhibition space are carefully structured to encourage new conversations.

Multiple marketing touch points

From logos in print and online pre, during and post event, plus exhibition stands and speaking opportunities.

Thought leadership

Position your brand as a leader within the industry.

Enhanced credibility

Business presence at the premier cyber security event of the year will help to strengthen your relationship with key government bodies and support the national cyber security agenda.

Connection with a new generation

In developing new talent to address our nation's cyber security skills gap, an outreach initiative will be developed at CYBERUK 2020. Children (age 11 to 15) from local Welsh schools will be invited to visit the exhibition and take part in cyber activities.



YOUR AUDIENCE

Attracting over 2,500 delegates, CYBERUK 2020 is an opportunity for the cyber security community to meet, understand their business needs, review the changing threat landscape and clarify their responsibilities.

STRATEGY & LEADERSHIP COMMUNITY

The event will be attended by those with overall responsibility for cyber security in government departments and across central and wider government. There will also be a strong industry presence from across the UK and worldwide.

CYBER SECURITY PROFESSIONALS

Attendees will also include technology and cyber security professionals at all levels from across the public sector, CNI and industry. Those who work in technology, digital security, procurement and data will come together and share the cyber security challenges they face.

DELEGATE SELECTION

A charged event for private sector, and free to attend for government delegates, this event has been significantly oversubscribed in previous years. The NCSC carefully manages passes, ensuring that all areas of government are represented at leadership and professional levels.

“Attending CYBERUK was an excellent use of my time as it allowed me to take time out of my busy working environment and engage directly with experts from the public and private sector, including NCSC and Cabinet Office staff”
Public Sector Delegate

SPONSORSHIP

CYBERUK 2020 is your opportunity to reach the key people from the world of cyber security. From decision makers and policy experts, to technology and cyber security professionals at all levels.

A range of branding opportunities have been developed to suit every budget, ensuring your company remains front-of-mind among delegates during the event. Sponsors will also benefit from enhanced brand exposure in web and printed collateral before, during and after the event.

If you can't find a package that suits your requirements, please contact the Sponsorship and Exhibition Team:

T: 0117 906 4554
E: cyberuk-sponsorship@brayleino.co.uk

LEAD SPONSOR £52,500 +VAT



We are inviting two industry partners to participate in CYBERUK 2020 as our Lead Sponsors. As a Lead Sponsor you will get maximum brand exposure as well as being invited to high level planning meetings which will support the developing strategy and messaging around the event.

Our Lead Sponsors are offered a plenary speaking opportunity, providing a ten-minute keynote on behalf of Industry, a large exhibition stand in a prominent location, a position on the Cyber Den judging panel, extensive branding throughout the event as well as a table at the CYBERUK Leadership Dinner on Monday 18 May for 10 guests of your choice.

| PRE-EVENT | ON-SITE | |
|---|--|---|
| <p>DIGITAL</p> <ul style="list-style-type: none"> • Logo in prime position on all CYBERUK 2020 web pages. • Lead logo and 250-word description on CYBERUK 2020 sponsor page. • Link from event website to your website. • Lead logo on email collateral. <p>FEATURE</p> <ul style="list-style-type: none"> • Invitation to high level planning meetings. | <p>PRINT</p> <ul style="list-style-type: none"> • Logo and 250-word description in CYBERUK 2020 delegate brochure. • Prominent logo on the front cover and on inside of back cover of delegate brochure. • Premium placement of full-page advertisement in delegate brochure. <p>FEATURE</p> <ul style="list-style-type: none"> • Acknowledgement as Lead Sponsor during Event Chair keynote speech. • 10-minute plenary speaking opportunity (subject to NCSC approval). | <p>NETWORKING AND EXHIBITION</p> <ul style="list-style-type: none"> • One CYBERUK 2020 Leaders' Dinner table (10 places). Sponsors are entitled to invite 10 senior level CYBERUK 2020 attendees of their choosing (subject to NCSC approval). • Space only exhibition stand (6m x 6m) in premium location. • Five complimentary two-day delegate passes (normally £849 + VAT each). • One complimentary two-day speaker pass. • Four complimentary two-day exhibition passes (normally £300 + VAT each). |
| <p>POST EVENT</p> <ul style="list-style-type: none"> • Logo and 250-word description on sponsorship page of post-event website. • Delegate list: includes organisation and job titles. | <p>BRANDING</p> <ul style="list-style-type: none"> • Large logo on welcome signage. • Logo on directional signage. • Room branding for main stage in plenary session. • Inclusion of your own marketing materials or branded gifts in delegate packs (subject to NCSC approval). | |

NETWORKING SPONSOR

£35,000 +VAT



Encouraging networking will continue to be a key priority for CYBERUK 2020. We're offering the opportunity for a single leading cyber security organisation to become the networking sponsor for the entire event. This includes sponsorship of the welcome drinks and the informal networking evening, prominent branding on networking areas throughout the exhibition as well as an invitation to attend high level planning meetings.

The welcome drinks evening will kick off CYBERUK 2020, the night before the first day of the event. It's a chance for delegates and exhibitors to switch off and socialise. You'll be able to set the tone with a short speech to a relaxed and receptive audience at a vibrant location.

The Networking Evening rounds off the first day of the event and is based around the exhibition hall. Delegates will be able to enjoy food, refreshments and live music throughout the evening.

| PRE-EVENT | ON-SITE | |
|---|---|--|
| <p>DIGITAL</p> <ul style="list-style-type: none"> • Logo and 200-word description on CYBERUK 2020 sponsor page. • Link from event website to your website. • Logo alongside drinks reception listings on online agenda. <p>FEATURE</p> <ul style="list-style-type: none"> • Invitation to high level planning meetings. | <p>PRINT</p> <ul style="list-style-type: none"> • Logo and 200-word description in CYBERUK 2020 delegate brochure. • Logo on inside of back cover of delegate brochure. • Logo alongside Drinks Reception on agenda. • ½ page advertisement in delegate brochure. <p>FEATURE</p> <ul style="list-style-type: none"> • Acknowledgement as Networking Sponsor during Event Chair keynote speech. • Speaking opportunity (up to 5 minutes and subject to NCSC approval) during welcome drinks or informal networking evening. <p>BRANDING</p> <ul style="list-style-type: none"> • Medium logo on welcome signage. • Logo on signage of all interactive elements of the networking area including refreshment stations (excluding CYBERUK Games and charging stations). | <ul style="list-style-type: none"> • Logo on applicable Spotlight Stage signage. • Logo on all applicable welcome drinks and networking evening signage. • Room branding within welcome drinks and networking evening. • Inclusion of your own marketing materials or branded gifts in delegate packs (subject to NCSC approval). <p>NETWORKING AND EXHIBITION</p> <ul style="list-style-type: none"> • One CYBERUK 2020 Leaders' Dinner table (10 places). Sponsors are entitled to invite 10 senior level CYBERUK 2020 attendees of their choosing (subject to NCSC approval). • Space only exhibition stand (5m x 5m) in premium location. • One complimentary two-day speaker pass. • Three complimentary two-day exhibition passes (normally £300 + VAT each). • Four complimentary two-day delegate passes (normally £849 + VAT each). |
| POST EVENT | | |
| <ul style="list-style-type: none"> • Logo and 200-word description on sponsorship page of post-event website. • Delegate list: includes organisation and job titles. | | |

STREAM SPONSOR

£30,000 +VAT



We have five Stream Sponsorship packages available for CYBERUK 2020. Owned by the NCSC senior Cross Business Team, our five streams offer delegates an important opportunity to share information, explore case studies and take part in debates on cyber security.

All core stream content is owned by the NCSC. We have continued to listen to sponsor requests for an integrated approach to sponsoring streams. For CYBERUK 2020, Stream Sponsors will again work together with the NCSC stream leads to create a joint Industry and NCSC stream session.

Offered to respected players in our sector, stream packages also provide important branding opportunities, include a premium size exhibition stand (6m x 2m) as well as a Leaders' Dinner table (10 places). The package also includes an invitation to attend high level planning meetings, where you will be party to the content planning process and be ahead of the game as the event takes shape.

| PRE-EVENT | ON-SITE | |
|---|---|---|
| <p>DIGITAL</p> <ul style="list-style-type: none"> • Logo and 150-word description on CYBERUK 2020 sponsor page. • Link from event website to your website. <p>FEATURE</p> <ul style="list-style-type: none"> • Invitation to high level planning meetings. | <p>PRINT</p> <ul style="list-style-type: none"> • Logo and 150-word description in CYBERUK 2020 delegate brochure. • Logo on inside of back cover of delegate brochure. • ½ page advertisement in delegate brochure. <p>BRANDING</p> <ul style="list-style-type: none"> • Medium logo on welcome signage. • Logo on applicable Stream welcome signage. • Room branding in all applicable stream sessions. • Inclusion of your own marketing materials or branded gifts in delegate packs (subject to NCSC approval). | <p>FEATURE</p> <ul style="list-style-type: none"> • Acknowledgement as stream sponsor during stream chair introductory comments. • Speaking opportunity in the form of an integrated stream session (content subject to NCSC approval). <p>NETWORKING AND EXHIBITION</p> <ul style="list-style-type: none"> • One CYBERUK 2020 Leaders' Dinner table (10 places). Sponsors are entitled to invite 10 senior level CYBERUK 2020 attendees of their choosing (subject to NCSC approval). • Space for one premium exhibition stand (6m x 2m, shell scheme). • Two complimentary two-day speaker passes. • Three complimentary two-day exhibition passes (normally £300 + VAT each). • Two complimentary two-day delegate passes (normally £849 + VAT each). |
| POST EVENT | | |
| <ul style="list-style-type: none"> • Logo and 150-word description on sponsorship page of post-event website. • Delegate list: includes organisation and job titles. | | |

LEADERS' DINNER SPONSOR

£27,500 +VAT



As sole sponsor of the CYBERUK Leaders' Dinner, that includes a VIP reception, pre-dinner drinks and the dinner itself. The sponsor will be allocated a 10-minute welcome speech at the start of the dinner (subject to NCSC approval of the speaker and speech).

| PRE-EVENT | ON-SITE | |
|---|--|---|
| <p>DIGITAL</p> <ul style="list-style-type: none"> • Logo and 150-word description on CYBERUK 2020 sponsor page. • Link from event website to your website. <p>FEATURE</p> <ul style="list-style-type: none"> • Invitation to high level planning meetings. | <p>PRINT</p> <ul style="list-style-type: none"> • Logo and 150-word description in CYBERUK 2020 delegate brochure. • Logo on inside of back cover of delegate brochure. • ½ page advertisement in delegate brochure. <p>FEATURE</p> <ul style="list-style-type: none"> • 10-minute welcome speech at the CYBERUK Leaders' Dinner subject to NCSC approval. • VIP reception at CYBERUK Leaders' Dinner. <p>BRANDING</p> <ul style="list-style-type: none"> • Medium logo on welcome signage. • Logo on all applicable networking signage. | <p>DINNER</p> <ul style="list-style-type: none"> • Logo on agenda adjacent to the CYBERUK Leaders' Dinner. • Room branding at the CYBERUK Leadership Dinner venue. • Branded gifts and giveaways can be provided to CYBERUK Leaders' Dinner delegates (subject to NCSC approval). <p>NETWORKING AND EXHIBITION</p> <ul style="list-style-type: none"> • One CYBERUK 2020 Leaders' Dinner table (10 places). Sponsors are entitled to invite 10 senior level CYBERUK 2020 attendees of their choosing (subject to NCSC approval). • Space for one premium exhibition stand (6m x 2m, shell scheme). • Two complimentary two-day exhibition passes (normally £300 + VAT each). • Three complimentary two-day delegate passes (normally £849 + VAT each). |
| POST EVENT | | |
| <ul style="list-style-type: none"> • Logo and 150-word description on sponsorship page of post-event website. • Delegate list: includes organisation and job titles. | | |

LIVE STREAM BROADCAST SPONSOR

£20,000 +VAT



New for CYBERUK 2020 we are introducing a live stream area for delegates to choose the content that they want to watch from a dedicated seating area outside of the stream or plenary room. This will help more delegates to see more of the content they are interested in, and when sessions are busy.

The Sponsor of this area will have featured branding with their logo on the live stream broadcast area and the ability to play a motion graphic or short video between sessions (subject to NCSC approval).

| PRE-EVENT | ON-SITE | |
|---|---|--|
| <p>DIGITAL</p> <ul style="list-style-type: none"> • Logo and 100-word description on CYBERUK 2020 sponsor page. • Link from event website to your website. | <p>PRINT</p> <ul style="list-style-type: none"> • Logo and 100-word description in CYBERUK 2020 delegate brochure. • ½ page advertisement in delegate brochure. <p>BRANDING</p> <ul style="list-style-type: none"> • Small logo on welcome signage. • Logo on 'Live Stream Broadcast' signage and area branding (subject to NCSC approval). • Branded motion graphic/short video played in-between streamed sessions (subject to NCSC approval). | <p>NETWORKING AND EXHIBITION</p> <ul style="list-style-type: none"> • One CYBERUK 2020 Leaders' Dinner table (10 places). Sponsors are entitled to invite 10 senior level CYBERUK 2020 attendees of their choosing (subject to NCSC approval.) • Space for one standard exhibition stand (3m x 2m, shell scheme). • Two complimentary two-day exhibition passes (normally £300 + VAT each). • Two complimentary two-day delegate passes (normally £849 + VAT each). |
| POST EVENT | | |
| <ul style="list-style-type: none"> • Logo and 100-word description on sponsorship page of post-event website. | | |

FEATURE ZONE SPONSOR

£20,000 +VAT



From smart meters and internet-enabled refrigerators, we are now living in the Internet of Things (IoT), and the pace of change is increasing. The Feature Zone Sponsor will address our step forward into the next decade by working with the NCSC to create an interactive installation, whether showcasing the impact of increasing connectivity, or demonstrating the consequential role that cyber security must play in keeping us safe.

We are looking for a sponsor who would play an instrumental role in developing this area as a key interactive zone for CYBERUK 2020.

| PRE-EVENT | ON-SITE | |
|---|---|--|
| <p>DIGITAL</p> <ul style="list-style-type: none"> • Logo and 100-word description on CYBERUK 2020 sponsor page. • Link from event website to your website. | <p>PRINT</p> <ul style="list-style-type: none"> • Logo and 100-word description in CYBERUK 2020 delegate brochure. • ½ page advertisement in delegate brochure. <p>BRANDING</p> <ul style="list-style-type: none"> • Small logo on welcome signage. • Logo on area signage and area branding. | <p>NETWORKING AND EXHIBITION</p> <ul style="list-style-type: none"> • One CYBERUK 2020 Leaders' Dinner table (10 places). Sponsors are entitled to invite 10 senior level CYBERUK 2020 attendees of their choosing (subject to NCSC approval). • Space for one standard exhibition stand (3m x 2m, shell scheme). • Two complimentary two-day exhibition passes (normally £300 + VAT each). • Two complimentary two-day delegate passes (normally £849 + VAT each). |
| POST EVENT | | |
| <ul style="list-style-type: none"> • Logo and 100-word description on sponsorship page of post-event website. | | |

SME INNOVATION ZONE SPONSOR

£18,000 +VAT



The successful Innovation Zone Sponsor will demonstrate the potential advances presented by start-up businesses in the realms of cyber security.

As the SME Innovation Zone Sponsor, you will identify your organisation as a promoter of start-ups and SMEs in the UK cyber security sector.. You will be able to create your own, curated innovation zone, featuring 12 SMEs chosen by you. Each SME will pay just £300 and we'll give them all the support they need to make the most of the event.

| PRE-EVENT | ON-SITE | |
|---|--|---|
| <p>DIGITAL</p> <ul style="list-style-type: none"> • Logo and 100-word description on CYBERUK 2020 sponsor page. • Link from event website to your website. | <p>PRINT</p> <ul style="list-style-type: none"> • Logo and 100-word description in CYBERUK 2020 delegate brochure. • Logo on inside of back cover of delegate brochure. • ½ page advertisement in delegate brochure. <p>FEATURE</p> <ul style="list-style-type: none"> • Twelve SME exhibition packages to offer partner organisations (at £300 each). | <p>BRANDING</p> <ul style="list-style-type: none"> • Small logo on welcome signage. • Branding placed prominently in the SME Innovation Zone. <p>NETWORKING AND EXHIBITION</p> <ul style="list-style-type: none"> • Space for company presence within the SME Innovation Zone. • Business networking area within the Innovation Zone with soft seating and reception desk included. • Two complimentary two-day exhibition passes (normally £300 + VAT each). • Two complimentary two-day delegate pass (normally £849 + VAT each). |
| POST EVENT | | |
| <ul style="list-style-type: none"> • Logo and 100-word description on sponsorship page of post-event website. | | |

BURSARY SPONSOR

£16,500 +VAT



We want CYBERUK 2020 to reflect the full spectrum of the cyber security community. When you sponsor a bursary package, you'll show your commitment to inclusion by enabling individuals to attend the event, who might not otherwise be able to do so. Each bursary will fund delegates identified by the NCSC.

| PRE-EVENT | ON-SITE | |
|---|---|--|
| <p>DIGITAL</p> <ul style="list-style-type: none"> • Logo and 100-word description on CYBERUK 2020 sponsor page. • Link from event website to your website. | <p>PRINT</p> <ul style="list-style-type: none"> • Logo and 100-word description in CYBERUK 2020 delegate brochure. • ½ page advertisement in delegate brochure. <p>FEATURE</p> <ul style="list-style-type: none"> • Delegate brochure will explain how the bursary scheme provides free places for priority audiences. | <p>BRANDING</p> <ul style="list-style-type: none"> • Small logo on welcome signage. <p>NETWORKING AND EXHIBITION</p> <ul style="list-style-type: none"> • One CYBERUK 2020 Leaders' Dinner table (10 places). Sponsors are entitled to invite 10 senior level CYBERUK 2020 attendees of their choosing (subject to NCSC approval). • Space for one standard exhibition stand (3m x 2m, shell scheme). • Two complimentary two-day exhibition passes (normally £300 + VAT each). • Two complimentary two-day delegate passes (normally £849 + VAT each). |
| POST EVENT | | |
| <ul style="list-style-type: none"> • Logo and 100-word description on sponsorship page of post-event website. | | |

MEETING HUB SPONSOR

£16,000 +VAT



The Meeting Hub is a very popular and productive feature of the event enabling a meeting place for those all-important connections and for forging new partnerships.

This designated area is designed for private meetings and delegates will be able to book meeting slots before and during the event.

The Meeting Hub Sponsor will have extensive branding within this designated area.

| PRE-EVENT | ON-SITE | |
|---|--|--|
| <p>DIGITAL</p> <ul style="list-style-type: none"> • Logo and 100-word description on CYBERUK 2020 sponsor page. • Link from event website to your website. | <p>PRINT</p> <ul style="list-style-type: none"> • Logo and 100-word description in CYBERUK 2020 delegate brochure. • ½ page advertisement in delegate brochure. <p>BRANDING</p> <ul style="list-style-type: none"> • Small logo on welcome signage. • Logo on 'Meeting Hub' signage and area branding. | <p>NETWORKING AND EXHIBITION</p> <ul style="list-style-type: none"> • Space for one standard exhibition stand (3m x 2m, shell scheme). • Two complimentary two-day exhibition passes (normally £300 + VAT each). • Two complimentary two-day delegate pass (normally £849 + VAT each). |
| POST EVENT | | |
| <ul style="list-style-type: none"> • Logo and 100-word description on sponsorship page of post-event website. | | |

CYBERUK GAMES SPONSOR

£16,000 +VAT



As the CYBERUK Games Sponsor you would be supporting an area that sees delegates take part in a series of technical challenges. The games are designed to appeal to the widest possible group of people but are categorised with 'chilli ratings' to ensure that participants choose a challenge that suits their technical ability. The atmosphere around the CYBERUK Games will be competitive and collaborative as well as fun.

| PRE-EVENT | ON-SITE | |
|---|--|--|
| <p>DIGITAL</p> <ul style="list-style-type: none"> • Logo and 100-word description on CYBERUK 2020 sponsor page. • Link from event website to your website. | <p>PRINT</p> <ul style="list-style-type: none"> • Logo and 100-word description in CYBERUK 2020 delegate brochure. • Logo on inside back cover of delegate brochure. • 1/3 page advertisement in delegate brochure. <p>BRANDING</p> <ul style="list-style-type: none"> • Small logo on welcome signage. • Logo placed prominently in CYBERUK Games location(s). | <p>NETWORKING AND EXHIBITION</p> <ul style="list-style-type: none"> • Space for one standard exhibition stand (3m x 2m, shell scheme). • Two complimentary two-day exhibition passes (normally £300 + VAT each). • Two complimentary two-day delegate pass (normally £849 + VAT each). |
| <p>POST EVENT</p> <ul style="list-style-type: none"> • Logo and 100-word description on sponsorship page of post-event website. | | |

WORKSHOP SPONSOR

£15,000 +VAT



Positioned in either the sixth stream or during a lunchtime break, this package enables you to create and chair your own workshop within predetermined slots at CYBERUK 2020. Connect with around 40 highly-engaged delegates and create your own workshop content and format that falls under this year's topic of 'Changing Threat' (subject to NCSC approval).

| PRE-EVENT | ON-SITE | |
|---|---|---|
| <p>DIGITAL</p> <ul style="list-style-type: none"> • Logo and 100-word description on CYBERUK 2020 sponsor page. • Link from event website to your website. | <p>PRINT</p> <ul style="list-style-type: none"> • Logo and 100-word description in CYBERUK 2020 delegate brochure. • Logo on inside of back cover of delegate brochure. • 1/3 page advertisement in delegate brochure. <p>FEATURE</p> <ul style="list-style-type: none"> • Workshop within a stream during pre-allocated slot (first come, first served). | <p>BRANDING</p> <ul style="list-style-type: none"> • Small logo on welcome signage. • Logo on applicable workshop content signage. • Logo on agenda adjacent to workshop session. • Inclusion of your own marketing materials or branded gifts in delegate packs (subject to NCSC approval). <p>NETWORKING AND EXHIBITION</p> <ul style="list-style-type: none"> • Space for one standard exhibition stand (3m x 2m, shell scheme). • One complimentary two-day speaker pass. • One complimentary two-day exhibition pass (normally £300 + VAT each). • Two complimentary two-day delegate passes (normally £849 + VAT each). |
| <p>POST EVENT</p> <ul style="list-style-type: none"> • Logo and 100-word description on sponsorship page of post-event website. | | |

SCHOOLS OUTREACH PROGRAMME SPONSOR

£15,000 +VAT



Following a successful outreach programme at CYBERUK 2019, we will be inviting a number of Welsh schools to get involved with CYBERUK 2020.

School children (age 11-15) will be given the opportunity to explore the exhibition, speak with exhibitors, and will also have their own set of tailored talks.

As Outreach Sponsor, you will feature on all the printed and digital material developed for the schools' programme, and will have the opportunity to develop activities (subject to NCSC approval) as part of the programme, whether talks or an interactive session.

| PRE-EVENT | ON-SITE | |
|--|---|---|
| DIGITAL <ul style="list-style-type: none"> • Logo and 100-word description on CYBERUK 2020 sponsor page. • Link from event website to your website. | DIGITAL <ul style="list-style-type: none"> • Logo and 100-word description on CYBERUK 2020 sponsor page. • Link from event website to your website. BRANDING <ul style="list-style-type: none"> • Small logo on welcome signage. • Logo on all printed material relating to the schools' programme (leaflet, bag). • Collateral included in the schools' bag (subject to NCSC approval). | PRINT <ul style="list-style-type: none"> • Logo and 100-word description in CYBERUK 2020 delegate brochure. • Logo on schools' feature page within the delegate brochure. • 1/3 page advertisement in delegate brochure. NETWORKING AND EXHIBITION <ul style="list-style-type: none"> • Two complimentary two-day delegate pass (normally £849 + VAT each). |
| POST EVENT | | |
| <ul style="list-style-type: none"> • Logo and 100-word description on sponsorship page of post-event website. | | |

SHUTTLE BUS SPONSOR

£13,000 +VAT



Increase exposure with your company branding featured on the shuttle buses carrying delegates to and from hotels, central station and the ICC Wales. Be the first to welcome the delegates to CYBERUK.

| PRE-EVENT | ON-SITE | |
|--|---|---|
| DIGITAL <ul style="list-style-type: none"> • Logo and 100-word description on CYBERUK 2020 sponsor page. • Link from event website to your website. | DIGITAL <ul style="list-style-type: none"> • Logo and 100-word description on CYBERUK 2020 sponsor page. • Link from event website to your website. BRANDING <ul style="list-style-type: none"> • Small logo on welcome signage • Livery on multiple Shuttle Bus. | NETWORKING AND EXHIBITION <ul style="list-style-type: none"> • One complimentary two-day exhibition passes (normally £300 + VAT each). • One complimentary two-day delegate pass (normally £849 + VAT each). |
| POST EVENT | | |
| <ul style="list-style-type: none"> • Logo and 100-word description on sponsorship page of post-event website. | | |

DELEGATE BROCHURE SPONSOR

£12,500 +VAT



Gain extensive brand exposure through having your logo on the delegate brochure.

| PRE-EVENT | ON-SITE | |
|---|--|---|
| <p>DIGITAL</p> <ul style="list-style-type: none"> • Logo and 100-word description on CYBERUK 2020 sponsor page. • Link from event website to your website. | <p>PRINT</p> <ul style="list-style-type: none"> • Logo on cover and full-page back cover advertisement on delegate brochure. • 1/3 page advertisement in delegate brochure. • One-page advertorial (subject to NCSC approval). | <p>BRANDING</p> <ul style="list-style-type: none"> • Small logo on welcome signage. <p>NETWORKING AND EXHIBITION</p> <ul style="list-style-type: none"> • One complimentary two-day delegate pass (normally £849 + VAT each). |

COLLATERAL SPONSOR

£10,000 +VAT



Conference Bag Sponsor or Badge Lanyard Sponsor.

Gain extensive brand exposure through having your logo on the conference bag or badge lanyard.

| PRE-EVENT | ON-SITE | |
|---|---|---|
| <p>DIGITAL</p> <ul style="list-style-type: none"> • Logo and 100-word description on CYBERUK 2020 sponsor page. • Link from event website to your website. | <p>DIGITAL</p> <ul style="list-style-type: none"> • Logo and 100-word description on CYBERUK 2020 sponsor page. • Link from event website to your website. | <p>BRANDING</p> <ul style="list-style-type: none"> • Small logo on welcome signage. • Logo on conference bag or badge lanyard. <p>NETWORKING AND EXHIBITION</p> <ul style="list-style-type: none"> • One complimentary two-day delegate pass (normally £849 + VAT each). |
| <p>POST EVENT</p> <ul style="list-style-type: none"> • Logo and 100-word description on sponsor page of post-event website. | | |

SUSTAINABLE DRINKS SPONSOR

£10,000 +VAT



Achieve extensive brand exposure whilst delegates are drinking coffee from their reusable cups or topping up their water bottles, keeping themselves alert and energised throughout the busy event programme.

Reusable coffee cups and water bottles to be included in all the delegate bags.

| PRE-EVENT | ON-SITE | |
|--|--|--|
| DIGITAL <ul style="list-style-type: none"> • Logo and 100-word description on CYBERUK 2020 sponsor page. • Link from event website to your website. | DIGITAL <ul style="list-style-type: none"> • Logo and 100-word description on CYBERUK 2020 sponsor page. • Link from event website to your website. | BRANDING <ul style="list-style-type: none"> • Logo on reusable coffee cups or reusable water bottles. NETWORKING AND EXHIBITION <ul style="list-style-type: none"> • One complimentary two-day delegate pass (normally £849 + VAT each). |
| POST EVENT | | |
| <ul style="list-style-type: none"> • Logo and 100-word description on sponsorship page of post-event website. | | |

LEADERS' DINNER TABLE SPONSOR

£5,000 +VAT



(This package can be added on to an existing sponsorship or exhibition package)

This year CYBERUK will host an exclusive Leadership Dinner on Monday 18 May, the eve of CYBERUK. Invited attendees will include industry leaders as well as senior level government officials, with local and international representatives. Purchase a table at the CYBERUK Leaders' Dinner to give you a vital opportunity to enhance and develop business relationships and network with senior level government.

This package is available as an add on to other packages that don't already include a dinner table. The table offers you the chance to invite 10 guests to your tables. Your guests must be attendees of CYBERUK 2020, of a

sufficient senior level in their organisation and are subject to NCSC approval. If you would like to invite a member of NCSC to join your table, requests can be made and are subject to availability.

FEATURE

- One CYBERUK 2020 Leaders' Dinner table hosting 10 places. Dinner table Sponsors are entitled to invite 10 senior level CYBERUK 2020 attendees of their choosing (subject to NCSC approval).

CHARGING STATION SPONSOR

£5,000 +VAT



(This package can be added onto an existing package for additional brand awareness)

There are three sets of charging stations located around the venue with seating for delegates to charge their electronic devices.

BRANDING

- Logo featured prominently on charging station.

NETWORKING AND EXHIBITION

- One complimentary two-day exhibitor pass.

EXHIBITORS

An extensive industry exhibition will form an integral part of this event, providing delegates with an engaging showcase of product and service ideas.

CYBERUK 2020 will provide the opportunity for exhibitors to engage with the broadest cross section of stakeholders and suppliers in an open and trusted environment.



PARTNER EXHIBITOR

£12,500 +VAT

07
AVAILABLE

This space-only stand option gives you maximum exposure with 5 x 5 metres of space. You will have the flexibility to design your own stand and showcase your company alone or create a 'partner stand' to demonstrate the solutions you've delivered with strategic partners.

| PRE-EVENT | ON-SITE | |
|---|--|---|
| <p>DIGITAL</p> <ul style="list-style-type: none"> • Logo and 100-word description on CYBERUK 2020 exhibitor page. • Link from event website to your website. | <p>PRINT</p> <ul style="list-style-type: none"> • Logo and 100-word description in CYBERUK 2020 delegate brochure. • Inclusion in the list of partner exhibitors in the event brochure. • 1/3 page advertisement in delegate brochure. | <p>NETWORKING AND EXHIBITION</p> <ul style="list-style-type: none"> • 5m x 5m space only stand. • Three complimentary two-day exhibition passes (normally £300 + VAT each). • One complimentary two-day delegate passes (normally £849 + VAT each). |
| <p>POST EVENT</p> <ul style="list-style-type: none"> • Logo and 100-word description on sponsorship page of post-event website. | | |

Package details are subject to change until the contract is issued. All package inclusions are subject to receipt of signed and returned contract.

PREMIUM EXHIBITOR

£7,000 +VAT



STANDARD EXHIBITOR

£4,500 +VAT



| PRE-EVENT | ON-SITE | |
|---|--|--|
| <p>DIGITAL</p> <ul style="list-style-type: none"> • Logo and 100-word description on CYBERUK 2020 exhibitor page. • Link from event website to your website. | <p>PRINT</p> <ul style="list-style-type: none"> • Logo and 100-word description in CYBERUK 2020 delegate brochure. • Inclusion in the list of premium exhibitors in the event brochure. | <p>NETWORKING AND EXHIBITION</p> <ul style="list-style-type: none"> • 6m x 2m shell scheme stand (including one power socket, one table, two chairs and Wi-Fi access). • Two complimentary two-day exhibition passes (normally £300 + VAT each). • One complimentary two-day delegate pass (normally £849 + VAT each). |
| POST EVENT | | |
| <ul style="list-style-type: none"> • Logo and 100-word description on sponsorship page of post-event website. | | |

| PRE-EVENT | ON-SITE | |
|--|--|--|
| <p>DIGITAL</p> <ul style="list-style-type: none"> • Logo and 50-word description on CYBERUK 2020 exhibitor page. • Link from event website to your website. | <p>PRINT</p> <ul style="list-style-type: none"> • Logo and 50-word description in CYBERUK 2020 delegate brochure. • Inclusion in the list of standard exhibitors in the event brochure. | <p>NETWORKING AND EXHIBITION</p> <ul style="list-style-type: none"> • 3m x 2m shell scheme stand (including one power socket, one table, two chairs and Wi-Fi access). • One complimentary two-day exhibition pass (normally £300 + VAT each). • One complimentary two-day delegate pass (normally £849 + VAT each). |
| POST EVENT | | |
| <ul style="list-style-type: none"> • Logo and 50-word description on sponsorship page of post-event website. | | |

SME EXHIBITOR

£999 +VAT

14
AVAILABLE

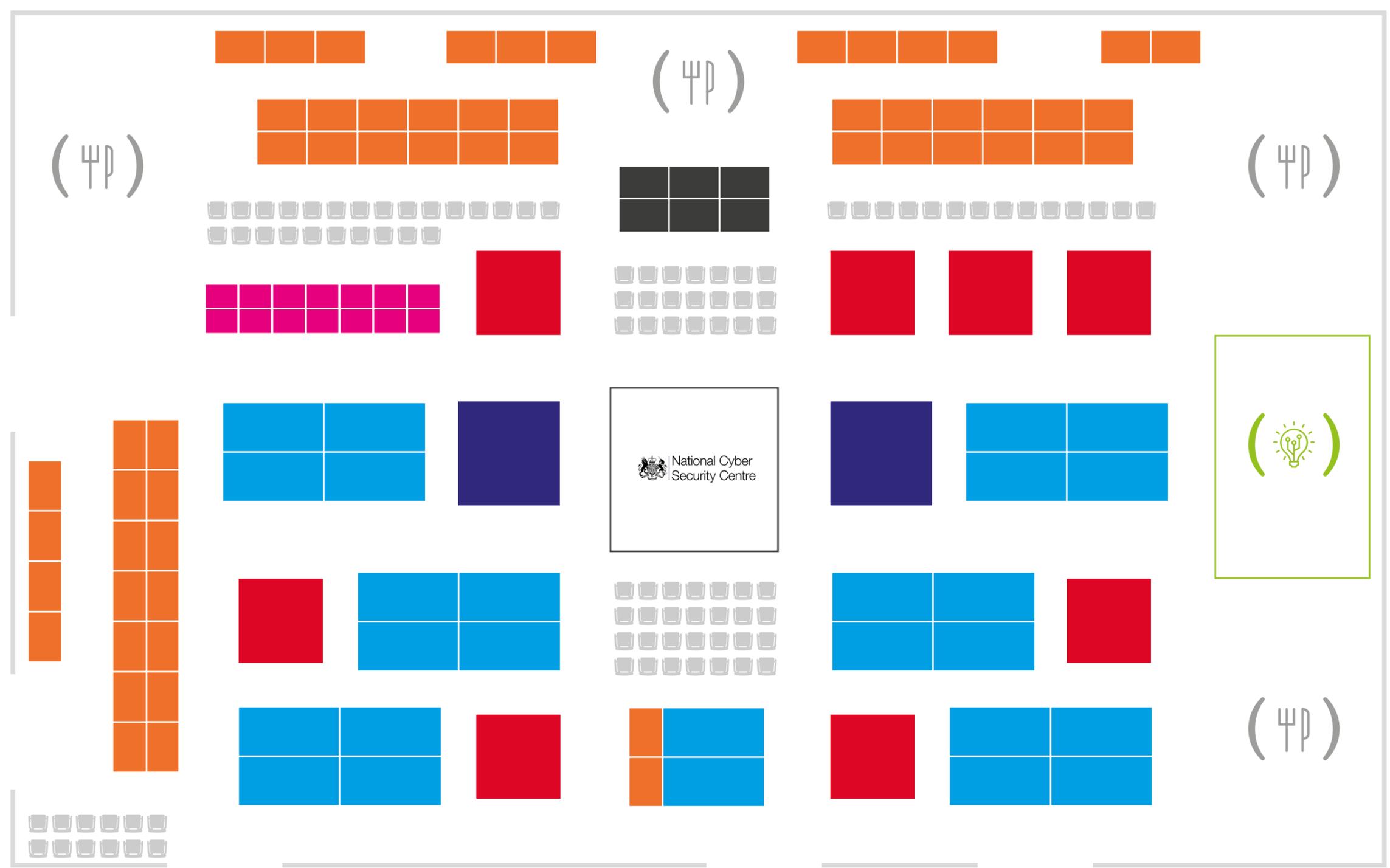
We continue to encourage small businesses to participate in CYBERUK. Small businesses and start-ups have an important role to play in creating innovative cyber security technologies. 25 per cent of Government procurement must now be from SMEs – a huge opportunity, given that cyber security is worth £22 billion in the UK alone. If your organisation has fewer than 40 employees, connect with potential customers by becoming part of our Small Business Hub.

| PRE-EVENT | ON-SITE |
|--|--|
| <p>DIGITAL</p> <ul style="list-style-type: none"> • Logo and 30-word description on CYBERUK 2020 exhibitor page. • Link from event website to your website. | <p>NETWORKING AND EXHIBITION</p> <ul style="list-style-type: none"> • 2m x 1.5m shell scheme stand (including one power socket, one table, two chairs and Wi-Fi access). • One complimentary two-day exhibition only pass (normally £300 + VAT each). |
| <p>POST EVENT</p> <ul style="list-style-type: none"> • Logo and 30-word description on sponsorship page of post-event website. | |



NETWORKING & EXHIBITION FLOORPLAN

- Lead sponsors
- Partner exhibitors
- Premium exhibitors
- Standard exhibitors
- Small business hub
- Government stands
- ⚡ Innovation zone
- (ƳP) Catering point
- ☺ Seating



VENUE INFORMATION

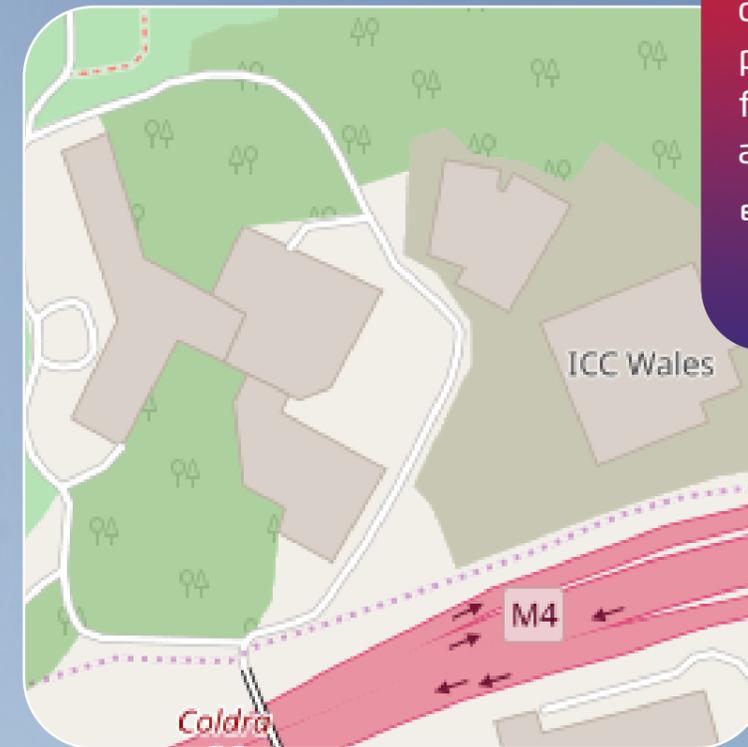
CYBERUK 2020 at International Convention Centre (ICC) Wales, Newport

Built within stunning woodland and yet a stone's throw from the M4, the new ICC Wales announces itself confidently with strong architectural lines and unexpected angles. The £83m development is a joint partnership between the Welsh Government and Celtic Manor Resort. It is a stunning venue specifically designed for world class conventions and events with space for up to 5,000 delegates.

Outstanding catering from the dedicated on-site culinary team with a philosophy focused on high quality local ingredients and superfoods will complement the event and boost general wellbeing and energy levels of delegates and visitors. Natural daylight in all meeting rooms, the main hall and networking spaces on all levels make up a truly 21st century conference centre.

- Located just off J24 of the M4 with onsite parking
- Under an hour to Bristol and Cardiff international airports
- Exclusive rail conference rates between London and Newport on Great Western Railway
- 25 minute transfer from Newport central station with its own bus stop outside the venue

We look forward to seeing you there on 19 and 20 May 2020!

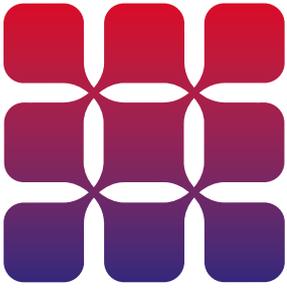


"CYBERUK is without doubt our favorite and most productive annual exhibition for meeting both existing and potential clients"

Euro Recycling

ICC Wales
Coldra Woods
Newport
South Wales
NP18 1HQ
www.iccwales.com





The CYBERUK 2020 Sponsorship Team is available to answer any questions you may have. Please contact them on:

 0117 906 4554

 cyberuk-sponsorship@brayleino.co.uk

