



**DECEMBER 9-12, 2024**  
EXCEL LONDON / UNITED KINGDOM

# Event Prospectus.



infosec.live

**EVENTS  
THAT DELIVER.**



# About Us.

At Infosec.live we know community is powerful. We already bring together thousands of cyber security professionals from diverse backgrounds and sectors around the world, to learn from and inspire each other.

It's why we engineer our cyber security networking events specifically to spark the kind of honest conversation and knowledge sharing that builds truly rewarding business relationships.

We engineer informal, entertaining events where CISOs and CEOs feel comfortable discussing their goals and challenges with you. A strictly limited vendor presence means you can get deep into conversation, exchange honest opinions, and grow lasting relationships.



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# The Events.

We all know that the real conference magic happens at the side events, giving you a chance to build genuine relationships with senior decision makers.

We target your ICP, and with our successful community driven approach we guarantee to get the right people along.

With a choice of fine dining, breakfast networking and an open mic debate we have you covered for RSAC.

“  
*This was easily the best networking event I have been to in years!*”

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# Breakfast Meetings.

We can enable vendors to get ahead of the competition early, particularly during major tech events. Relaxed discussion over a delicious breakfast isn't just a productive way to start the day. It's also an opportunity to exploit a valuable window in many IT security leaders' packed schedules.



## Price:

**£15,000**  
**Exclusive Sponsorship**

## Includes:

- Minimum 15 Decision Makers
- 2 Spaces for Vendor Sponsor
- 10 Minute intro pitch
- Hosted open discussion with vendor chosen topic
- All event costs including food & drink



# Fine Dining Round Table.

Get up close and informal with CEOs and CISOs as they share how they view key market trends and technical challenges.

We ensure at least 10 senior IT, security and business leaders participate, along with one sponsoring vendor (who can partner with a reseller). Two key discussion topics are agreed with vendors, designed specifically to attract exactly the kind of individuals they would love to connect with, but might be unsure how to approach.

An experienced moderator – often our founder, Simon Linstead – ensures the conversation stays fluid and engaging. The event rounds off with an entertaining competition. While there's no selling, the vendor can spotlight their business for 10 minutes.

The Online Roundtables have grown out of our hugely successful "CISO Experience" livestreams, with more than 130,000 views on YouTube alone. This format creates a powerful virtuous circle for all involved, including sponsoring vendors.

The Infosec.live community of cyber professionals benefits from the wisdom of industry big hitters, while leaders tell us they appreciate the fresh insights and opinions of smart, thoughtful professionals in live chats.



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# Open Mic Networking.

Network, share knowledge, trade opinions and gain an understanding of what key security decision-makers and leaders really think during this dynamic, open-ended experience.

Forget static panels – we constantly move mics around the room so everyone can question, answer and interact. We ensure at least 30 senior IT and security decision makers, and a maximum of just four vendors (or resellers), for major networking impact. The informal, give-and-take format is designed to generate collaborative thinking, a better grasp of others' points of view and, as a result, real engagement.

We work with each vendor to create discussion topics and a guest list from sectors that matter to you, and deliver contact details so you can develop connections. While our debates are about people, not pitching, we provide stands for vendor promotional materials.



## Price:

**£30,000**  
**Exclusive Sponsorship**  
**£7500 each up to 4 sponsors**  
**(Non conflicting)**

## Includes:

- Minimum 30 Decision Makers
- 2 Spaces for Vendor Sponsor
- 10 Minute intro pitch
- Hosted open discussion with vendor chosen topic
- All event costs including food & drink



# LIVE Recording at BlackHat



## Price:

£2499

## Includes:

- Pre recording planning meeting
- 30 Minute edited video
- Hosted open discussion with vendor chosen topic
- Shared on ALL infosec. live channels

## The Concept

**This is a unique opportunity to showcase your passion and boost your brand to a global audience of security professionals embedded across many sectors whilst at Blackhat Europe 2024.**

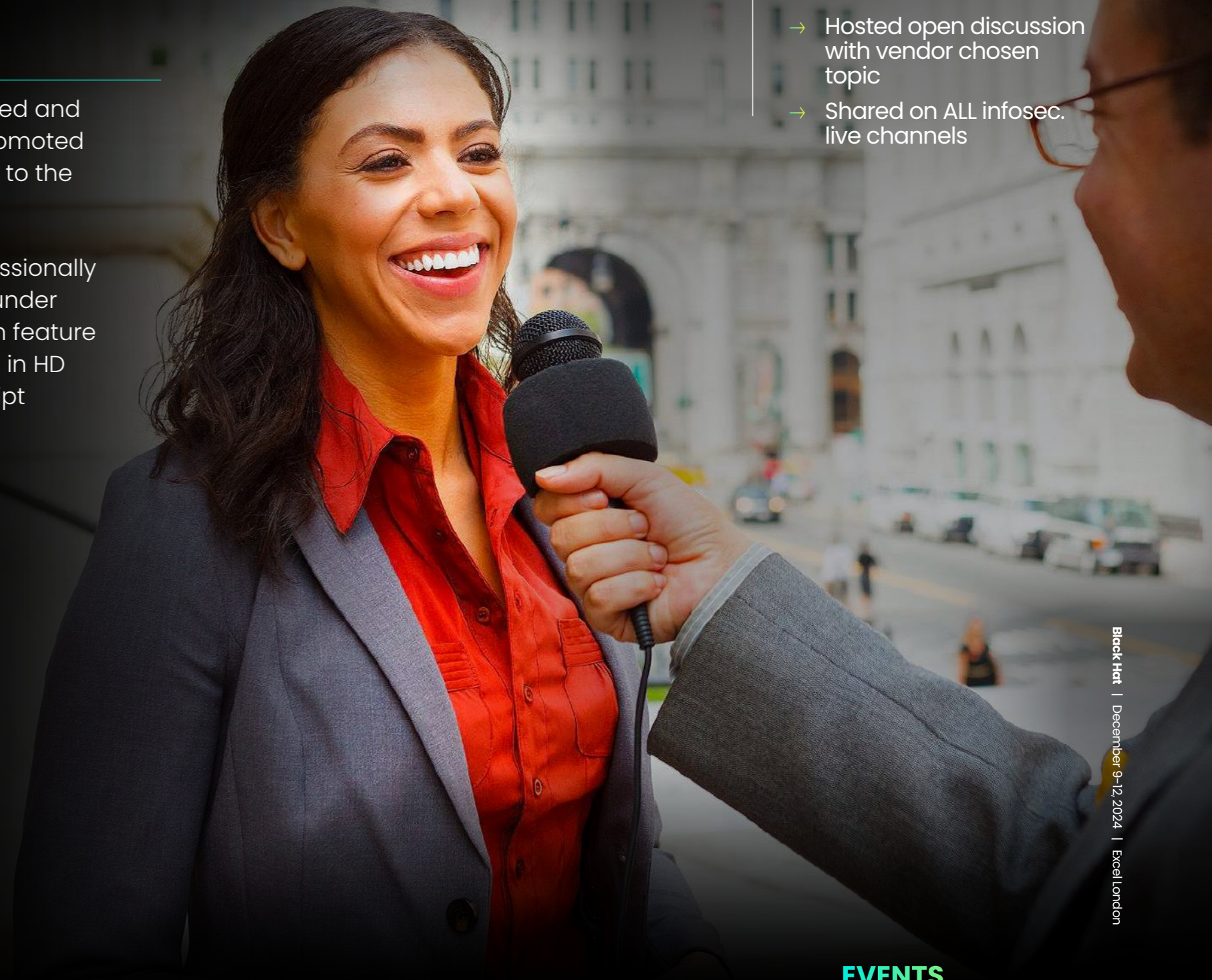
This recorded show focuses on a subject that you feel best highlights your take on the industry and how your business can make a difference. We work with each sponsor to create a bespoke, fully branded, 30-minute show which will be hosted and promoted over our YouTube, LinkedIn and X (formerly Twitter) platforms.

We incorporate your logo to ensure your brand is front and centre and promote each event to our community of 40,000-plus industry followers, including many security leaders and decision-makers.

## The Mechanics

This is a 30-minute hosted and recorded discussion, promoted before and after launch to the Infosec.live community.

Each discussion is professionally hosted, often by our founder Simon Linstead, and can feature two guests. A recording in HD video and a full transcript is provided.



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# Why Sponsor.

Our unique community driven approach to events has been a huge success with 13 events across the UK and US in the last 12 months, we work closely with you to ensure we deliver on your ICP when it comes to attendees.

“

*The best part was that we were able to align our brand with an event that was all about thought leadership, with no sales pitching. That is how to truly build trust in this the cybersecurity ecosystem.*

Vendor/Sponsor

“

*The difference in this event was the open format that really encouraged conversation both during the session and for hours afterward.*

Security Leader

“

*By fostering a community it's clear that your interest lies with developing meaningful conversation without the usual 'sales mentality'. The informal, relaxed and yet highly engaging format was a breath of fresh air.*

Vendor/Sponsor

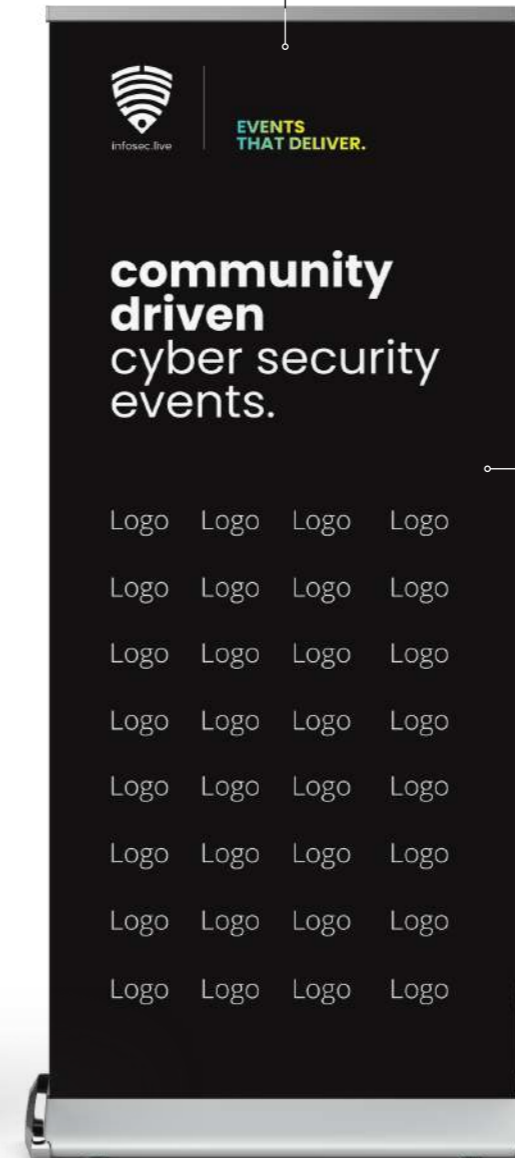
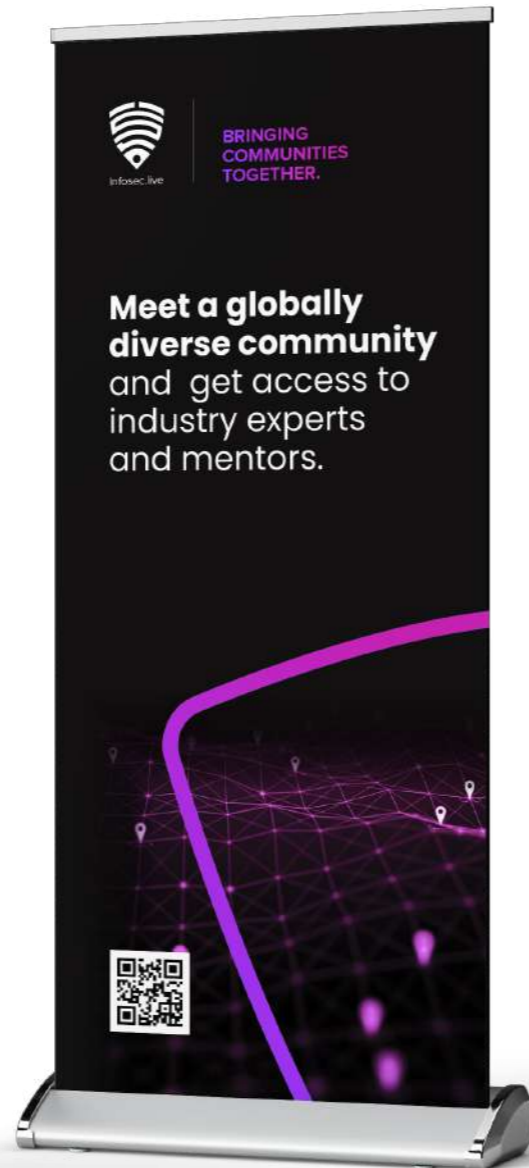
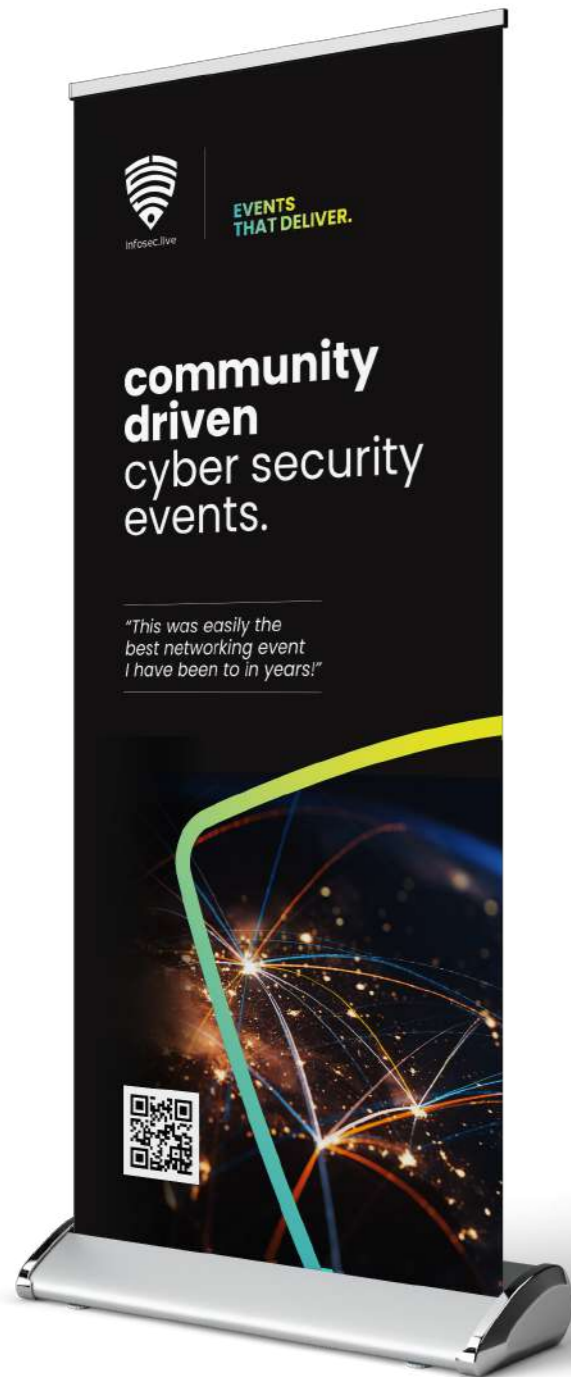




# Advertising Banner Specs.

## Sponsor Pop Up Banner

### Example Layout



**\*Note:** This image is intended to give a sense of sponsor logo proportions. Final design is to be determined.



# Advertising Banner Specs.

Sponsor Step and Repeat Banner

Example Layout



**\*Note:** This image is intended to give a sense of sponsor logo proportions. Final design is to be determined.



# Location.

With multiple venues within one block of the Excel/London, we work with you to make sure the venue is a perfect fit for the occasion.



*The informal dialogue and insights gleaned from peers across various sectors makes this absolutely worth your time.*



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EXCEL LONDON

PART OF  
ABU DHABI NATIONAL EXHIBITIONS COMPANY



# Promotion & Marketing.



## Email

Two pre event promotional emails to registered attendees and follow up.



## Social Media

Weekly promotion leading up to the event to our audience of over 50k professionals on LinkedIn



## YouTube

Mentioned on all shows between June and September to our 11,400 subscribers, with over 250,000 views in the last few months.



## Community

Weekly Promotional campaign to our 6000 members in the infosec.live community



# FAQ's.

→ **Do you have insurance?**

Yes all our events are covered.

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→ **Do sponsors receive the attendee contact list after the event?**

Yes, contact details will be provided.

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→ **Do you charge for tickets?**

No the events are invite only as we work to your ICP when targeting our outreach.

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→ **Do You Offer Discount on Multiple events?**

Yes we do, for two events or more we are prepared to offer you preferential rates, please reach out for more information when targeting our outreach.

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# Our Sponsors.

CYBER  SCALE

 Cyber East

 RED ALPHA

bugcrowd  
#1 Crowdsourced Security Company

proofpoint.

RAPID7

CYBER1™

Cyscale<sup>vr</sup>

 BALLAST

APEXALQ™

 anecdotes

 next

RiskOptics

TAMPA BAY  
TECHIES

360/ADVANCED

 SALT



# Thank You.

For further information or if you're interested in learning about new technologies or seeking out new vendors for your organization, you'll find it all at Infosec.Live.

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Founder



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