



*More direct,
more focused,
more professional.*

*it-sa 2010,
Nuremberg, 19- 21 Oct.*



www.it-sa.com

The IT Security Trade Fair

*Take IT security
into the fast lane!*

*it-sa 2010.
The ideal environment for
Germany's IT security market.*

it-sa 2010 in Nuremberg, Germany's IT Security trade fair, is the ideal platform to establish your company in the booming IT security market.

The it-sa trade fair offers visitors a compelling combination of must-have technical information, practical demonstrations and a comprehensive array of IT security solution providers. Congresses, workshops, expert presentations and discussions in our show-floor forums provide compelling content of direct relevance to your potential customers, allowing you to focus on developing relationships and turning potential customers into valued clients and partners.

The event is Germany's key meeting place for project managers, developers, practitioners and managers responsible for IT security, all seeking to obtain information, find out about new developments, nurture important contacts and plan their IT Security budgets. They all come to it-sa to meet exhibitors offering solutions to their specific IT Security challenges, and to gather information on how to implement them.

it-sa 2010 has been carefully designed to be a complete business success for exhibitors and visitors alike.

*it-sa 2010 in
Nuremberg is the
meeting point of the
IT security industry.*

The facts:

it-sa 2009 exhibitors and visitors in figures:
257 exhibitors from 15 countries over a 10,000 m² area. 15 accompanying conference sessions attended over 800 people. 6,600 visitors from 27 countries, 81% of them decision-makers and over a third of them from large companies.

The it-sa Exhibitor Service:

All-inclusive package consisting of stand space, stand erection, furnishings, catering in a large VIP Lounge, support and promotional material for visitor canvassing. PR opportunities for exhibitors in the newsletter and on the website, presentation slot including video recording, on-site office service, stand cleaning.

The it-sa Visitor Offering:

180 presentations, live demonstrations, keynote speeches and roundtable discussions at public forums in the trade fair. Subject-oriented show floor routes for 10 different security-related topics. Guided tours with consultants and trade associations.

it-sa has the ideal sponsors in the form of the BSI and BITKOM.



IT security direct,

it-sa in Nuremberg is the only trade fair in Germany that is directly and exclusively devoted to the subject of IT security. This unique subject focus has been created in response not only on account of the steadily growing IT threat, but also at the demand of Germany's booming IT security market.

The show has been welcomed by it-sa Nuremberg's partners:

"We at the Federal Ministry of the Interior intend to continue our cooperation with the trade fair this year and definitely over the next few years as well."

*(Martin Schallbruch, IT Director of the Federal Ministry of the Interior)**

"In its new form as an independent event platform, it-sa more than met expectations. The BSI will therefore continue its long-standing partnership with it-sa."

*(Bernd Kowalski, Head of Department at the BSI) **

"BITKOM is firmly convinced that 'IT security made in Germany' has the potential to become an export earner. This year's independent it-sa laid an important foundation for this."

*(Heinz-Paul Bonn, Vice President of BITKOM) **

** it-sa press conference in Nuremberg, 13 October 2009*

more focused,

Visitors value the focused range of products and services and the opportunity to talk to exhibitors.

Everything close together – In 2010 the it-sa conference sessions and workshops will be held in Nuremberg Messe's Conference Centre West, with the exhibition stands in the directly adjoining Hall 12.

Specialist themed areas for key visitor groups – Key buyer groups will be offered specific content through initiatives such as Campus@it-sa, Protection@it-sa, Rechenzentrum@it-sa (Data Centers) i.e. focussing on computer centres, IDM Area).

Expert knowledge through forums – Visitors will have free access to live demos and presentations held in three lecture halls throughout the show. A 15 minute presentation slot is included in the package price for main exhibitors at it-sa.

Visitor route planners – Carefully themed route planners direct visitors to exhibitors with solutions relevant to their needs, and personally-conducted guided tours can help visitors find the right suppliers to talk to.

Focus on business in the VIP Lounge – Exhibitors with the all-inclusive package are able to use the VIP Lounge to host private meetings with key customers and prospects throughout the show.

more professional

Secumedia Verlag have been running Germany's leading IT Security fairs for the past 11 years, and our unrivalled experience both in exhibition management and in the IT Security Industry is brought to bear for the benefit of everyone participating in the trade fair.

Editorial experts put together it-sa's accompanying conference programme, and devise the it-sa promotional plan to ensure it is relevant for all participants. Key associations and bodies are numbered amongst our list of sponsors and partners – including BITKOM, the BSI and TeleTrusT – ensuring that the entire German IT Security community is aware of the importance of it-sa.

Over 50 media partners will once again ensure that it-sa obtains press coverage both in the run-up to and during the 2010 trade fair, drawing visitors to the show through PR, advertising and banners.

Exhibitors will have the opportunity to publish press releases and technical articles on the it-sa website and in the it-sa newsletter free of charge. An array of marketing materials and guest tickets are available free of charge to allow you to invite your own customers and prospects.

The services offered for exhibitors, both long-established and new ones, will ensure that your trade fair presence is supported in a professional manner from the start. From PR to marketing, stand erection and equipment through to catering, we have thought of everything that will make your fair attendance a success.



it-sa 2010 – meeting point of the IT security industry

Everything to guarantee success is here:

- Accompanying technical events
- Sponsors and partners who are major players in the industry
- Compelling visitor attractions for IT Security professionals
- Cooperation with market-leading media
- PR and marketing support for exhibitors
- Stand construction and equipment in an all-inclusive package
- Presentation slot with video recording included
- Catering on the stand and in the VIP Lounge
- Personal exhibitor service

Find out about the it-sa trade fair concept. We look forward to hearing from you. For further information, visit

www.it-sa.com
The IT Security Trade Fair

it-sa 2010

Talk to us, we will be happy to provide further information without obligation.



Veronika Laufersweiler, Director of the SecuMedia publishing house, will be happy to discuss details of trade fair participation with you.

Just complete this page and fax it to +49 6725 5994. We will be happy to provide information over the telephone as well, on +49 6725 9304-0. Further information can be found at www.it-sa.de.

- Please send me some information material with further details and a price list.
- I am interested in stand prices for a stand approx.m² in size.
- I would like to discuss the matter further, please call me back on.....

Surname, first name.....

Function.....

Company.....

Town and postcode.....

e-mail.....

Telephone.....

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