



CYBERSEC
NETHERLANDS

6 & 7 November 2024, Jaarbeurs Utrecht

Rate card 2024

Security pad partnership

	Security pad XL	Security pad L
Sqm (excluding stand construction)	100 M2	50 M2
Main stage keynote	1	1
Main stage panel	1	
Booster package	3	2
Network platform	Royal campaign	Royal campaign
VIP tickets	10	5
	€ 29.500,-	€ 17.500,-

The security pad partners will be presented and visible in our communication as sustainable partners of Cybersec.



Network platform

Mandatory

Royal Start

€ 1.595,-

Start your participation

- Easy preparation in MyJaarbeurs Portal
- Sent personal invites with own registration links
- Collect leads by badge scanning
- Share content in the network platform
- Make appointments in the network platform
- Online company profile on networking platform

Online profile category Bronze

Royal Leads

€ 1.895,-

Qualitive leads

- All of Royal Start
- Leads of content download
- Insight in virtual booth visit
- Webinar (readymade video, delivered by the exhibitor + live Q&A via chat.

Online profile category Silver

Royal Branding

€ 1.895,-

Extra Visibility

- All of Royal Start
- Banner on home page network platform
- 3 x video placement
- 3 x news item
- 3 x product placement

Online profile category Silver

Royal Campaign

€ 2.295,-

Brand and Leads

- All of Royal Start
- All of Royal Leads
- All of Royal Branding

Online profile category Gold

M₂ Pricing

Own stand construction

LOCATION	STANDARD M ₂	LATE M ₂ from 1-9-2024
ROW	€ 257,-	€ 264,-
CORNER	€ 283,-	€ 290,-
END-OF-ROW	€ 296,-	€ 303,-
ISLAND	€ 309,-	€ 316,-



M₂ Pricing

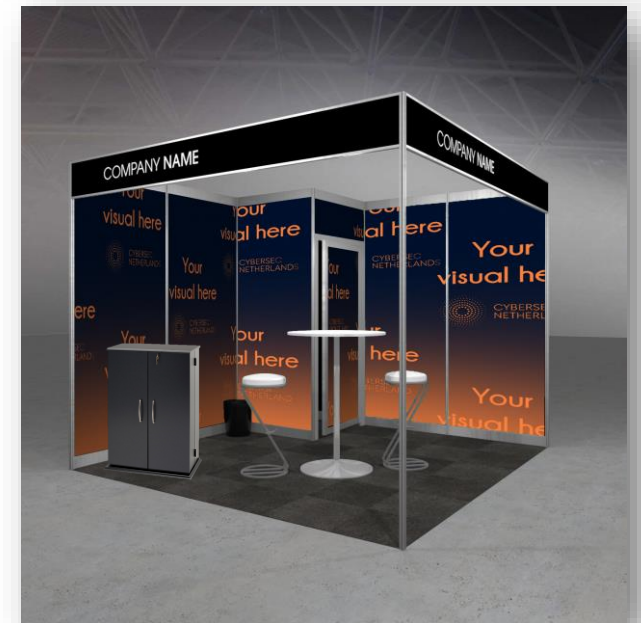
Including stand construction | Complete | From 9 M₂

LOCATION	STANDARD M ₂	LATE M ₂ from 1/9/2024
ROW	€ 402,-	€ 409,-
CORNER	€ 428,-	€ 435,-
END-OF-ROW	€ 441,-	€ 448,-
ISLAND	€ 454,-	€ 461,-

- Company name (max 25 characters)
- Storage 1 M₂
- Anthracite carpet tiles
- Railspot PAR30 11W LED 1 per 4m₂
- 3.5 kW incl. 3-fold power socket
- Lockable counter black
- Bar table white
- 2 bar stools white
- Trash can black
- Daily cleaning

Visuals : € 249,- per extra wall.

*the mock-up contains 6 walls



M₂ Pricing

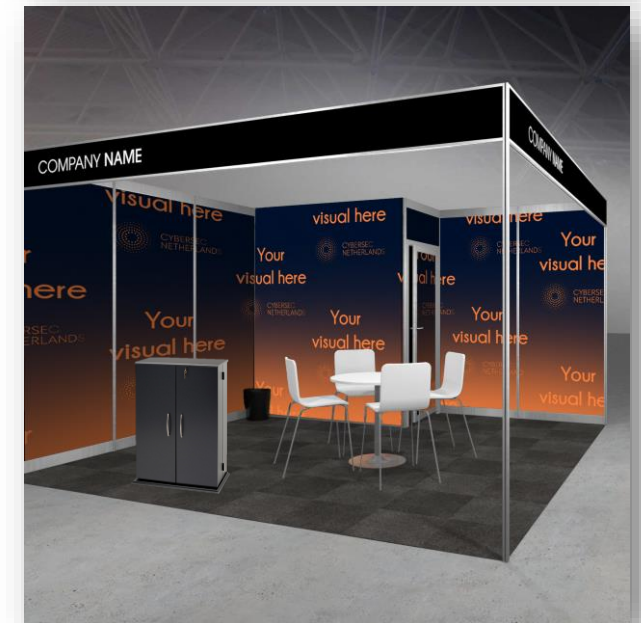
Including Stand construction | Deluxe | From 16 M₂

LOCATION	STANDARD M ₂	LATE M ₂ from 1/9/2024
ROW	€ 427,-	€ 434,-
CORNER	€ 453,-	€ 460,-
END-OF-ROW	€ 466,-	€ 473,-
ISLAND	€ 479,-	€ 486,-

- Visual on storage : 197 x 247
- Company name (max 25 characters)
- Storage 1 x 2 M₂
- Anthracite carpet tiles
- Pendel spot LED 11 Watt 1 per 4m₂
- Lockable counter black
- 3.5 kW incl. 3-fold power socket
- Table white
- 4 chairs white
- Trash can black
- Daily cleaning

Visuals : € 249,- per extra wall.

*the mock-up contains 7 walls



Content sessions

Lead generation

Case study

€ 3.325,-

- 30 minutes
- Lead scanning
- Including recording session
- Edited video case study

Case study + video push

€ 4.675,-

- 30 minutes
- Lead scanning
- Including recording session
- Edited video case study
- Video push
 - LinkedIn
 - Network platform

Demo session

€ 1.495,-

- 15 minutes
- Product / solution pitch
- Leads scanning

Round Table

Lead generation

Round table sessions

Organize your own round table session at the show floor. Invite your prospects or relations to get qualitative discussions and leads.

How does it work?

In a separate area on the showfloor, you can meet and discuss an own chosen thema for 45 minutes long. Visitors could apply to participate the round table session.

What you get:

- Own area on the showfloor
- Drinks & bites
- Keynote / moderator on the chosen topic

€ 4.950,-



Area sponsoring

Branding

Entrance

€ 3.595,-

VIP lounge

€ 3.595,-

Terrace

€ 3.595,-

Lanyards (max 1)

€ 3.595,-

Logo on badge (max 4)

€ 3.595,-

Logo theatre screens (Max 4)

€ 3.595,-

**Pricing is excluding promotinal cost.*

Booster packages

Get the most out of your participation

Booster package 1

€ 2.000,-

Digital Media

- E-Magazine 1/1 advertising
- XL video screens 5 seconds

Sponsoring

- Logo on online and physical floor plan

Booster package 2

€ 2.900,-

Digital Media

- E-Magazine 1/1 advertorial
- XL video screens 5 seconds
- Digital Signage Network 6 seconds

Booster package 3

€ 7.500,-

Content sessions

- Case study + video push

In-app

- Push notification Network platform
- Innovation route highlight

Digital Media

- E-Magazine 1/1 advertorial
- XL video screens 10 seconds
- Digital Signage Network 6 seconds

Sponsoring

- Logo on online and physical floor plan

Booster package 4

€ 15.000,-

Content sessions

- Round Table
(15 minutes both days)
- Demo session
(15 minutes both days)
- Case study + video push
(30 minutes both days)

Digital Media

- E-Magazine 2/1 advertorial
- XL video screens Gold 10 second's full screen

Can we help you?



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