

Cybersec Netherlands 2026

Exhibitor Promotion Toolkit

Stronger Together

This toolkit helps you activate your network and invite high-quality relations to Cybersec Netherlands 2026.

1. Why invite your relations?

By inviting your own customers and prospects, you strengthen relationships, build trust and ensure meaningful conversations at your stand.

2. Event details

When: Wednesday 9 & Thursday 10 September 2026

Where: Royal Dutch Jaarbeurs, Utrecht Access:

Free visitor registration

3. Who attends Cybersec Netherlands?

Leaders & Decision Makers: C-suite, CIO, CISO, CDO, IT Director, Heads of Digital Transformation, Owners

Influencers: IT Managers, Network Managers, Solution & Enterprise Architects, Business Analysts, Information Security

Makers / Tech specialists: Cybersecurity specialists, DevOps Leads, Software Developers, Network Engineers, Consultants

4. What can you use from this toolkit?

- Email invitation template
- Social media copy examples
- Banners and logos (email & social)
- Email signature banners

5. VIP program

VIP benefits:

- Free parking
- Free drinks and beverages throughout the day
- Early access to the event (As of 8:30 instead of 10:00)
- Free breakfast
- Access to the VIP Lounge
- Fast-lane entrance

Who qualifies for VIP access?

The VIP program is designed to ensure high-quality peer-to-peer networking. VIP registration is available to professionals involved in purchasing or investment decisions who hold senior roles within end-user organisations. Vendors, resellers and consultants are excluded. Find the VIP requirements here:

<https://www.cybersec-netherlands.com/vip-requirements>

6. Social media promotion

Use your personal registration link and tag Cybersec Netherlands.

Example posts:

- Visit Cybersec Netherlands on 9 - 10 September, 2026 at Royal Dutch Jaarbeurs, Utrecht. Register for free via our personalinvite: [YOUR LINK]
- [Speaker name] speaks on behalf of [Company] at Cybersec Netherlands. Join us: [YOUR LINK]

7. Visual & content guidelines

- Logos may not be altered
- Assets may only be used for Cybersec Netherlands promotion
- Texts may be shortened, meaning must remain unchanged

8. Exhibitor checklist

- Send personal email invitation
- Publish social media post
- Activate email signature banner
- Promote booth and speakers
- Post during the event

Email invitation template (VIP)

Subject: Your personal VIP invitation to Cybersec Netherlands | 9 - 10 September, 2026 at Royal Jaarbeurs

Dear [Name],

Because we are exhibiting at Cybersec Netherlands 2026, we would like to personally invite you to join us in Utrecht on 9 - 10 September.

Cybersec Netherlands brings together Dutch leading cybersecurity experts, innovators and decision-makers. We would love to meet you there and exchange ideas in person.

VIP access

As our guest, you can register for the VIP programme and benefit from exclusive access and facilities.

Register here:

[INSERT PERSONAL REGISTRATION LINK]

We hope to welcome you at Cybersec Netherlands and at our stand.

Kind regards,
[Name]
[Job title]
[Company]

Tip: personalise the opening paragraph and clearly explain why visitors should meet you at your stand.

You received your unique VIP link after the kick off. If you can't find the e-mail, you can make this VIP link yourself via Visit Connect (our event platform)

If relations do not meet the [VIP requirements](#), you can invite them as a regular visitor.

Email invitation template (regular)

Subject: Your invitation to Cybersec Netherlands | 9 - 10 September 2026 at Royal Jaarbeurs

Dear [Name],

Because we are exhibiting at Cybersec Netherlands 2026, we would like to personally invite you to join us in Utrecht on 9 - 10 September.

Cybersec Netherlands brings together leading Dutch cybersecurity experts, innovators and decision-makers. It is a valuable opportunity to discover the latest developments in cybersecurity, connect with industry peers and meet solution providers in person.

We would be delighted to welcome you at our stand, where we can exchange ideas, discuss your current challenges and show you how [Company] can support your organisation.

You can register for your visit using the link below:

Register here:

[INSERT REGULAR REGISTRATION LINK]

We hope to welcome you at Cybersec Netherlands and at our stand.

Kind regards,
[Name]
[Job title]
[Company]

Tip: personalise the opening paragraph and clearly explain why visitors should meet you at your stand.