



BARCELONA CYBERSECURITY CONGRESS

MAY 21 - 23, 2024

BARCELONA - GRAN VIA VENUE



IN PARTNERSHIP WITH:



**EVENT FOLDER
2024**

SECURE TODAY, SAFEGUARD TOMORROW

**Zero Trust · Security-as-a-Service · Machine Learning
Cloud security · XDR · Threat Intelligence · End-point security**

#BCC24



About

The fifth edition of the Barcelona Cybersecurity Congress, organized by Fira de Barcelona and the Cybersecurity Agency of Catalonia, underscores the vital significance of cybersecurity in an ever-more digitalized world. Within the Congress framework, BCC24 will bring together a diverse array of cybersecurity thought leaders. Meanwhile, the Hacking Village will energize the exhibition area with dynamic workshops and activities, featuring exciting competitions.

12,000 +

VISITORS (Joint Exhibit Hall with IOTSWC)

100 +

Visitors' countries

120

SPEAKERS

70

**SESSIONS &
ACTIVITIES**



Profiles 2023

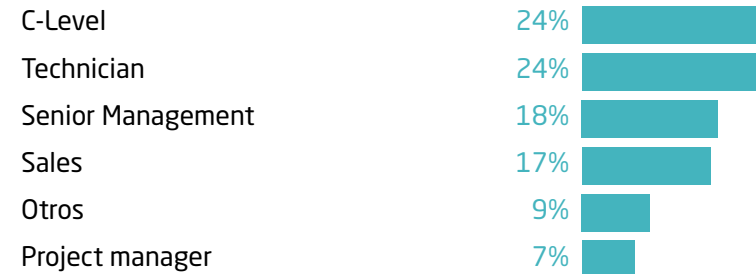
54%

DECISION MAKERS

TOP TEN COUNTRIES

- Spain
- Mexico
- Germany
- France
- Italy
- Belgium
- Israel
- United Kingdom
- Portugal
- Andorra

DEPARTMENTS



MAIN AIM OF ATTENDING



Experiences that create opportunities for more leads!

HERE IS WHY YOU SHOULD PARTICIPATE

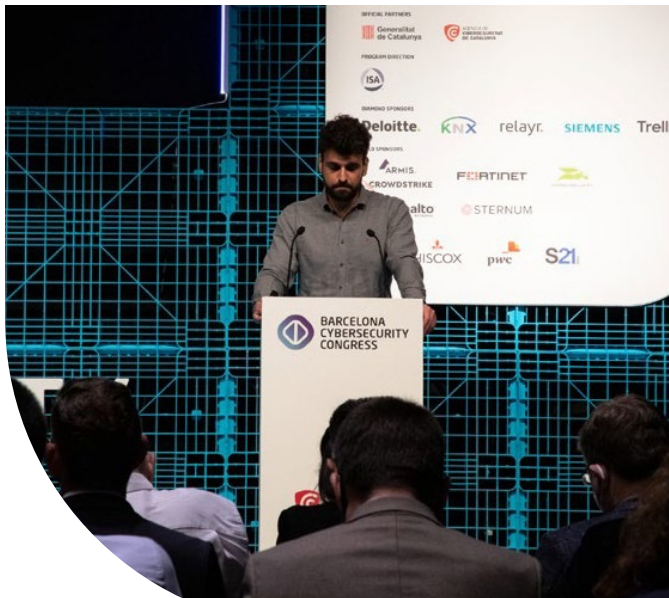


- Meet the right people. lead generation
- Increase your visibility & brand exposure
- Launch new products
- Global headquarters representation
- Speak to the right audience & meet thoughtful leaders!
- Solid partnership with ISA: International Society of Automation
- Enter new markets from more than 120 countries
- Gain media exposure
- Networking
- Showcase your solutions in Testbed Area
- Brand Positioning & recognition Awards
- Entertain clients - Side events

The event

CONGRESS

Practical knowledge about worldwide trends and new regulations in cybersecurity.



EXHIBITION AREA

Participation in our event will give you the visibility you need to reach your target audience and build your brand.



HACKING VILLAGE

The Hacking Village is a place for cybersecurity experts to come together to practice cybersecurity skills and learn new ones in an inspiring and interactive environment.



AREAS & ACTIVITIES

STARTUP PAVILION

TESTBEDS

CO-LOCATED EVENT

The annual gathering where your peers, stakeholders, industry players and providers meet to discuss real solutions that respond to actual cybersecurity challenges, sector needs and find new ways of collaborating to build a better digital world.

IOT SOLUTIONS
WORLD CONGRESS

WORKSHOPS AND ACTIVITIES

WOMEN IN CYBER

ECSO CYBERINVESTORS DAY

The congress

We have gathered an international group of experts committed to put together a program that responds to actual and real challenges in cybersecurity. Members of this committee include industry visionaries, technology experts and executives who are dedicated to accelerating the awareness and deployment of cybersecurity technologies and possibilities.



Program Direction by 

TRACK AND THEMES

 **EMPLOYEE TRAINING AND AWARENESS**

 **COMPLIANCE MANAGEMENT SOLUTIONS**

 **ROBUST SECURITY MEASURES**

 **DATA GOVERNANCE AND PRIVACY**

 **THREAT INTELLIGENCE AND MONITORING**

 **REGULATORY TECHNOLOGY**

INDUSTRY JOURNEYS

 **MANUFACTURING / INDUSTRY 4.0**

 **ENERGY AND UTILITIES**

 **HEALTHCARE**

 **BUSINESS**

FACTS & FIGURES

 **+60**
SPEAKERS

 **30**
SESSIONS

Track themes I



EMPLOYEE TRAINING AND AWARENESS

Get your team motivated to take on a world of threats in cybersecurity. Cybersecurity readiness means being able to detect and effectively respond to computer security breaches and intrusions, malware attacks, phishing attacks, theft of data and intellectual property from both outside and inside the network. It is established by teaching all levels of employees within the business that cyber threats are everyone's problem so everyone has to be ready to deal with them.

Takeaways:

- How does every member of an organization embracing attitudes and beliefs drive secure behaviors when it comes to safeguarding their companies?
- What impact does generational tech gaps have on cybersecurity?
- How do we ensure critical assets are protected first and at all levels of employees?
- How can we anticipate changes in AI based on the development and implementation history in cybersecurity?



ROBUST SECURITY MEASURES

A robust cybersecurity program helps business to control their network resources and systems. Discover the power of these indispensable cybersecurity elements, known as the 5 Cs: change, compliance, cost, continuity, and coverage. Being able to proactively develop robust security measures ahead of threat actors is paramount to protecting the security and privacy of your business' data and your customers' data.

Takeaways:

- Is Quantum Computing the new Y2K?
- What is the importance of Understanding Crypto BoMs?
- How have AI powered solutions and machine learning changed cybersecurity?
- How robust is your cloud security?



THREAT INTELLIGENCE AND MONITORING

Some analysts say ransomware costs worldwide could rise to \$265 billion by 2031. These are all serious threats and risks that can affect the business continuity, financial stability, and reputations of all kinds of organizations. Threat intelligence monitoring is an organization's ability to observe and understand various threats to its IT operations and confidential data in the company's possession. This includes monitoring external threats to your business and can help with decisions on how to develop the best security measures.

Takeaways:

- How can we utilize AI powered threat detection to get ahead?
- What potential issues do encryption algorithms present in 5G Connectivity?
- How do we stay ahead of threat actors and stay on top of incidence response?

Track themes II



COMPLIANCE MANAGEMENT SOLUTIONS

Strategize to remain ahead of regulatory compliance by having a solid plan in place to deal with oversight, complaints and compliance for cybersecurity. Ensure you have appropriate safeguards, policies, and agreements in place to maintain solid relationships and keep high customer ratings.

Takeaways:

- How is Secure by Design not just a vendor problem?
- How can you develop smarter planning solutions with critical assets monitoring?
- What are the impacts of the 62443 series on the supply chain and how could that impact my compliance management solutions?



DATA GOVERNANCE AND PRIVACY

Data sharing and collaboration expose your data to potential threats, such as unauthorized access, misuse, theft, or loss. It is important to protect the security and privacy of your business' data and your customers' data and ensure you have the appropriate safeguards, policies, and agreements in place.

Takeaways:

- What are the impacts of new technology on data governance and privacy?
- What does Cyber insurance cover and what isn't covered that will have a high impact?
- Does law enforcement have any new tool kits to assist with cyber attacks?
 - How can international correlation assist us in governance practices?



REGULATORY TECHNOLOGY

Software applications have the ability to help with compliance management and data governance. Learn about specific examples of where regulatory technology has assisted and what the potentials for ROI are in implementing.

Takeaways:

- What are safe practices for sharing large quantities of data with other communities?
- What new cyber regulations and certifications will impact your business?
- How can blockchain be used in your field to assist with data integrity?

Exhibition Area

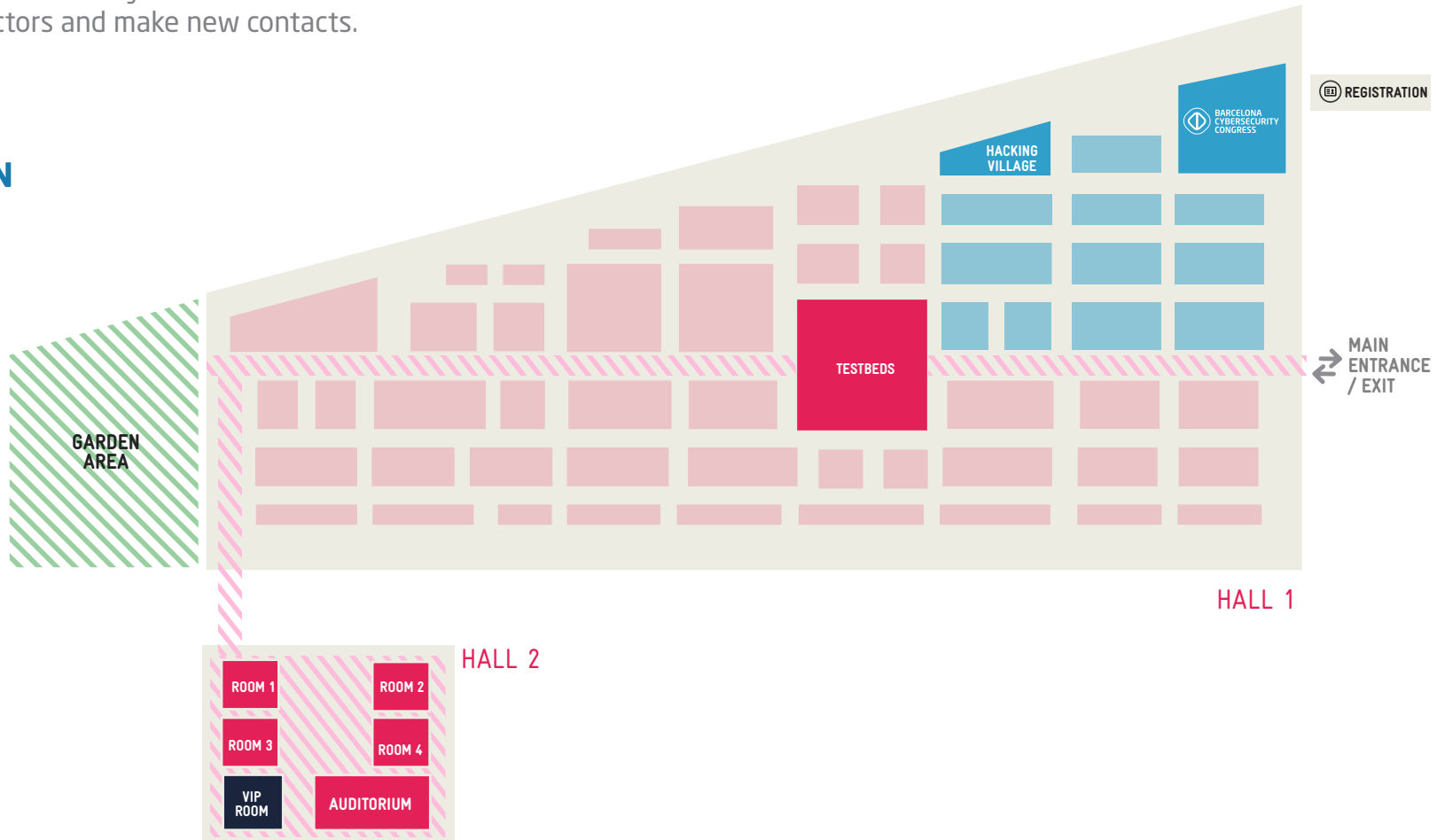
AN EVENT TO FOSTER BUSINESS, NETWORKING AND PARTNERSHIPS

The exhibition area is undoubtedly one of the main attractions of the event, where exhibitors will have the opportunity to showcase new products and solutions, increase their market visibility, interact with key decision-makers in each of the sectors and make new contacts.

2023 SPONSORS



FLOOR PLAN 2024 HALL 1



Testimonials



The advantages for us include expanding our presence, cultivating existing relationships with our customers, and also engaging with potential clients.



Julien Detant.
Account Executive.



Barcelona Cybersecurity Congress is a very unique congress because it's all together with the IOT Solutions World Congress. We see a perfect match! IoT needs the security so it's key that they see the solutions and the security.



Agustín Valencia.
Business Development Manager.



It gives us the chance to meet people and have a perspective and overview of the current things that are happening in cybersecurity.



Anisa Berberi.
Sales Director



We aim to establish connections with companies that are investing in IoT security solutions encompassing powerful functionalities



Luis Pedroche.
Business Development.

Testimonials II



The greatest benefit is getting to know numerous clients. Clients can inquire about our services up close, and it's fascinating to exchange information.



Jairo Alonso. Team Leader,
IACS.



When we attend events like the Barcelona Cybersecurity Congress, it's mainly to be close to our customers and partners. It's a great opportunity to bring them all together in one place."



Jose Luís Domínguez.
Sales Director.



Many people are wondering how they can protect themselves and navigate the new risks they are facing now and will encounter in the future. For us, this is an opportunity!



Raul Benito.
Sales Director.

The best options to your needs



DIAMOND SPONSOR

GLOBAL LEADING COMPANIES

Enjoy Premium location and top-level visibility both on-site and off-site, making you stand out at the congress and access all the exclusive benefits and value-added services, before, during and after the event.

- Premium and preferential location
- 1 Keynote Speaker
- 1 Parallel Session
- Bespoke Communication Campaign
- Exclusive discounts and benefits for customers and employees
- A full and customized experience to maximize your participation

*Minimum space required: 60m²

€ 50,000

Early Bird: €47,000



GOLD SPONSOR

PIONEER INNOVATORS

Receive prominent branding and recognition throughout the event as well as a relevant presence in the congress. showcase your thought leadership, and to connect with other key players in your industry.

- Outstanding visibility at the show floor.
- 2 Parallel Sessions
- Remarkable communications plan to promote participation
- Special discounts and benefits for customers and employees

*Minimum space required: 30m²

€ 30,000

Early Bird: €27,000



SILVER SPONSOR

RELEVANT INDUSTRY PLAYERS

Position your company as a leader in your space, benefit from a great stand location and brand visibility, and have the opportunity for a congress slot and multiple benefits.

- Great visibility at the Exhibit Hall
- 1 Parallel Session
- Promotion and Communication tools
- Special discounts and benefits for customers and employees

*Minimum space required: 30m²

€ 18,000

Early Bird: €17,000



HACKING PARTNER

HACKING VILLAGE: AN INSPIRING ENVIRONMENT.

Unlock endless opportunities at our event! Partner with us for the dynamic Hacking Village - a hub of learning, knowledge exchange, and networking. Elevate your brand and connect with industry leaders today.

- 1 Workshop / Activity in the Hacking Village
- Networking Opportunities
- Special discounts for your company /customers
- Great onsite and online visibility

€ 8,000

Early Bird: €7,500



SPACE ONLY

RESERVE YOUR SPACE IN THE EXHIBITION AREA

- Space from 12m²
- Passes included: Full Congress Pass, Expo+ and Exhibitor passes
- Subscription fee and insurance not included (558€)

Space	Normal Price	Early bird Price
12-15 m	300 €/m	285 €/m
16-29 m ²	285 €/m ²	270 €/m ²
30-59 m ²	270 €/m ²	255 €/m ²
60-99 m ²	250 €/m ²	237 €/m ²
+100 m ²	200 €/m ²	190 €/m ²

If you have any question, feel free to reach out to us

Sponsorship Options



		DIAMOND	GOLD	SILVER
CONGRESS	Keynote Session	1	×	×
	Parallel use case session	1	2	1
INVITATIONS	Full Congress Pass invitations	150	100	50
	Expo + Passes	UNLIMITED	400	300
NETWORKING AND ACTIVITIES	VIP Lounge Area passes	8	5	3
	Lead Retrieval Devices	5	3	2
	Meeting room rental discount (subject to availability)	25%	25%	15%
ADVISORY BOARD	C- Level Representative in the Advisory Board	1	×	×
	Regular Meetings with Top-Level Executives from the world's biggest tech companies	✓	×	×
	Onsite Networking Lunch	✓	×	×
WEBSITE VISIBILITY	Logo on Hero section of the Home page	✓	×	×
	Logo on Home page	1 st Level	2 nd Level	3 rd Level
	Use case article publications on our Blogsite	2	1	1
	Interview on our blogsite	1	1	×
DIGITAL EVENT PLATFORM & AGENDA	Logo in the App	1 st Level	2 nd Level	3 rd Level
	Push Notification of Keynote Session	✓	×	×
	Logo visibility at the Event Description in the Agenda	✓	×	×
	Publication of Sponsor's events and activities in general event Agenda	✓	✓	✓
EMAIL MARKETING	Exclusive Promotional Email with Sponsors informations sent to IOTSWC Database	1	×	×
	Speaker featured in e-mail campaigns	2	1	1
	Logo on the footer of all promotional emails	1 st Level	2 nd Level	3 rd Level
SOCIAL MEDIA	Welcome Sponsor Social Media Post	1	1	1
	Session Promotion Social Post	2	2	1
	Promocional Social Media Posts about the Sponsors participation in the Onsite	2	1	1
	Use case article publications on our Blogsite	2	1	1
	Interview publication on our blogsite	1	1	1
DEDICATED RESOURCES	Senior Marketing and Communications manager to help Sponsors maximize the promotion of their participation	✓	×	×
ONSITE COVERAGE	Video Interview During the Event	✓	✓	✓
	HQ Picturer Packof the stand and Congress Sessions	✓	✓	✓
	Cusomized Sponsorship post-event Report	✓	×	×
SIGNAGE	Logo on Hall Map	✓	✓	✓
	Logo en General Signage	✓	✓	✓
	Logo en backdrop of Congress Rooms	✓	✓	✓
	Logo on Session's screens (Video animation)	✓	✓	×
	Priority for Additional Branding opportunities	✓	×	×
PRESS	1 Hour Press Room for Sponsors' media Event	✓	✓	×
	Space in the Press Room for Media Kits and Brouchers	✓	✓	✓
REPORT	Logo on the Post-Event Report	1 st Level	2 nd Level	3 rd Level

Hacking partner

HACKING VILLAGE

- Workshop / Activity at Hacking Village
- 5 BCC Congress Passes
- 2 IOTSWC Full Congress Passes
- 100 Expo+ Passes

NETWORKING&ACTIVITIES

- 2 VIP Lounge AreaPasses

DIGITALBRANDING

- WEBSITE**
- Logo visibility on Hacking Village site
 - Logo on your activity description in the Agenda
- VISITOR AREA**
- Activity registration promoted at the visitor's Area. (Open to all visitors: BCC + IOTSWC)
- SOCIALMEDIA**
- 1 promotional post describing activity.

ONSITEBRANDING

- SIGNAGE**
- Logo on Hacking Village Area Backdrop as Hacking Partner
- PRESS**
- Publications of mediaEvents in BCC public agenda
- REPORT**
- Partner'sLogoonEventReport(postcelebration)



BARCELONA CYBERSECURITY CONGRESS

MAY 21 - 23, 2024

BARCELONA - GRAN VIA VENUE

JOIN US IN 2024

CONTACT SALES

cyber.sales@firabarcelona.com

MORE INFORMATION

www.barcelonacybersecuritycongress.com

#BCC24



Fira Barcelona

IN PARTNERSHIP WITH:



**Generalitat
de Catalunya**

