



Delivering Clear Business Opportunities

www.eng.infosecurityrussia.ru

26-28 September 2012
Moscow

Organised by:

Groteck
Business Media

Reed Exhibitions®

infosecurity
RUSSIA

DOCUMENTATION

STORAGE
EXPO

DATA
PROTECTION

mobile
technologies

cloud
computing

Russia's No.1 IT & Security Event

5000+ top managers and senior engineers in IT,

networks and information security

120+ leading vendors and distributors

40+ events in expo area

45+ seminars and round table discussions

10+ global keynote presentations



Infosecurity Russia 2012

Russia No.1 IT & Security Event

Information security remains top of the agenda for Government and business, from large corporates to SME's, with spending on information security increasing year on year to combat evolving security issues. Rapid innovation in technology is providing the market with the latest and most reliable IT security solutions, products and services.

Infosecurity Russia provides the fastest route to market for current products or services and is the perfect face-to-face promotional platform, with a captive audience who have immediate purchasing requirements.

Connect directly with your market and build on current or new partnerships in the vibrant and buzzing atmosphere of Infosecurity Russia

Delivering clear business opportunities

Exhibitions work harder for you marketing budget than any other media. Wherever in the world you want to do business, you can do so much more, face-to-face, at an exhibition. Even in the digital age, when information is so much easier to come by, people will always want - and need - to meet face-to-face.

Infosecurity Russia provides the most cost-effective way of meeting - marketing to and influencing leading IT professionals and qualified decision makers.

Infosecurity Russia brings your most active prospects and customers to you! The event provides a unique environment to meet pre-qualified buyers face-to-face allowing you to demonstrate products, answer questions, overcome objections and provide solutions to today's overwhelming information security issues.

2011:

4,512 CIOs & CISOs, professionals from state and corporate sectors

129 Russian and global exhibitors

51 new exhibitors

7 participation formats – stands, conferences, workshops, live demo zone, keynote presentations, competitions, testing

171 events – held at the stands, in conference halls and live demo zones

“Infosecurity Russia is a great event, getting together all the key players in one place. Spending minimum of time you receive maximum information! Content of the show is very interesting: there are many different companies from different industries. Of course I'd like to thank the event Organizers.”

**Maxim Bochkov, Private Educational Enterprise
"Center of Business –Risks"**

“Participation of such brands as IBM, Microsoft, Kaspersky LAB, 3Logic and others made the event highly professional and resulted in many useful content for visitors and exhibitors. I'd like to distinguish such companies as: CA Technologies, Digital Security, FalconGaze, GFI Software, Oberon, Quantum, SafenSoft, Zscaler, Confident, CLOUD4Y, CryptoPro, Tiger Optics and some others – who chose interesting participation formats. As for the products – the choice was very wide. Decision will not be that easy to make”

David Purtshvanidze, Bureau of Political Expertise

TO BOOK A STAND or for more information call the Infosecurity Russia sales team **+7 495 787 88 14**
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Effective Way To Reach In The Heart Of Potential Partners

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Step 1:

Get Pre-Show PR Via GroteckSmartEvent System (GSE)

- Specify unique features of your Company and place the data in the "Company Information" section at the web site of the show;
- Prepare "points of attraction" for the audience – specify the time of competition, discounts drawing, decision makers attendance at the booth, live demonstrations and etc. Register visitors of each event separately;
- We buy Contextually Targeted Advertising for exhibitors, sponsors and seminar organizers. Provide us with key words, and your personal page will consequently "sky-rocket" the top list of attendance;
- Make the page fully informative – place maximum of useful information for customers (investigations, articles, reviews, videos).



Step 2:

Participate In Live Demonstrations And Testing

- Specify unique features of your product or solution and show it within the open demonstration and testing areas;
- Appoint technician for direct interaction with the audience;
- Draw attention of the audience to your company brand name, your competence at the market and advanced ideas of your team.



Step 3:

Nominate Your Company For The ITSec AWARD

- Specify unique expertise, technology, solution, business model, environmental or social benefits provided by your company;
- Coordinate this nomination with Organizers;
- Get the ITSec Award diploma at the exclusive ceremony and evening fourchette.
- This diploma is a good marketing tool for exponents for their further communications with Russian customers.



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Your most direct route to market...

In the current economic climate, continuing to build relationships with existing customers has never been so important.

Staying in touch, maintaining continuous dialogue and good customer service are key – now is not the time to lose your customers to your competitors.

The event provides your fastest route to market and is the perfect promotional platform, attracting a captive audience covering the full spectrum of IT professionals across the entire IT security market place.

Whatever your budget, we will work with you to help you achieve all your sales and marketing objectives at the same time!

Infosecurity Russia is the meeting place for the entire industry, bringing together not only suppliers and active buyers but also the channel and the media.

We spend the exhibitor's money not to promote the show, but to promote equipment, systems, services and competences of the exhibitor. Once visitor is registered – he starts to receive the information from the exhibitors.

The Attendee visits the show having personal meeting schedule, which is automatically formed directly through the unique registration system **Groteck SmartEvent (GSE)**

By the beginning of the exhibition the **Exhibitor has the list of "Sales Leads"** – individuals and companies registered in advance for the announced events and meetings

As a result:

The number of productive and scheduled well in advance contacts per unit of the expo area is the highest amongst all the other exhibitions held in Russia.



“ Our company has three priorities for now: data bases protection, personal data and commercial info protection, connection between branches and territory sub-allocated facilities.

In future we plan to implement cloud computing. At the show I saw different solutions that could be suitable for our concrete tasks. We will study them carefully after the show and will make the final choice a little bit later. Pity that I came only at the third day of the show. Next year I will try to visit all days of the event. ”

Dmitry Kuzin,
Central Bureau of Heavy Engineering

“ Infosecurity Russia is the most dynamic event in Russia, covering Information Security and IT markets. As market leaders we tried to correspond to our status in the industry and to be fully presented at the show. We feel that we've succeed. ”

Evgeny Akimov, Infosystems Jet

6748
business contacts registered
through GSE and submitted
to participants

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Infosecurity Russia is the only event that enables visitors to gather vital information about the latest trends and developments in IT security, exchange ideas, shop for products and services to create secure solutions.

Infosecurity Russia provides the fastest route to market for current products or services and is the perfect face-to-face promotional platform, with a captive audience who have immediate purchasing budgets.

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Standard Package:



Best Value for Money

Pre-Event

1. Matchmaking – GroteckSmartEvent
2. Pre-qualified visitors
3. Web/print promotion
4. Corporate web-page
5. Materials distribution and downloads
6. Targeted invitations
7. Contact details of visitors registered to attend booth/seminar

Onsite

8. Speaking opportunities
9. Contact details of seminar attendees
10. Onsite appointment support
11. Interviews with industry leaders
12. ITsec Award

Post-Event

13. Web/print promotion
14. Additional materials downloads
15. Contacts of those applying for downloads

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Focused on achieving your objectives...

9 sq.m - Corner Booth

4554 Euro



18 sq.m - Half-Island Booth

8877 Euro



12 sq.m - Corner Booth

6081 Euro



Standard Shell Scheme

Includes: Shell Scheme walls, Fascia name board (standard colour), Ceiling grid, Venue carpet (standard colour) and Stand number board. Plasma screen, bar chairs, Internet connection and logo placement can be ordered additionally. Contact Organizer for the extra equipment price list.

- A – Place for Exhibitor's Logo**
- B – Place for Exhibitor's Wallpapers**
- C – Place for Exhibitor's Logo**
- E – Place for Plasma Screen**

Registration Fee: 450 Euro

Includes:

- Creating personal web page (in Russian) at the event web site (example <http://www.infosecurityrussia.ru/2010/expo/qualys>)
- Supporting personal web page (in Russian)
- Writing & placing press releases on the following web sites:
www.infosecurityrussia.ru
www.itsec.ru
www.secuteck.ru
- Distributing press releases through our databases (Int'l + Domestic)
- Placing company info in the official event Guide in the sections: Participants, Events at the Booths, Key Speakers, Event Program
- GroteckSmartEvent : collecting "Sales Leads List" from the registration system of the event web site. Each participant gets personal "Leads list" collected from the event web site in the 1-st day of the show
- AD words buying in Yandex.Direct & Google

Options*	Cost for Exhibitors	Cost for non-Exhibitors
Presentation in the open area for 20 people in the Guide Park zone (fully equipped – plasma screen, screen, sound), 30 min. time slot, information support and preevent registration.	€1 500	€3 500
Conference hall for 40 people (fully equipped – projector, screen, sound), 45 min. time slot, information support and pre-event registration.	€2 500	€3 500
Conference hall for 40 people (fully equipped – projector, screen, sound), 105 min. time slot, information support and pre-event registration.	€4 000	€5 500
Conference hall for 100 people (fully equipped – projector, screen, sound), a one day event, information support and pre-event registration.	€10 000	€12 000

Offered price is available under condition of Registration Fee payment within 2 weeks after the booth booking. In case of booking cancellation Registration Fee is not to be repaid.

*Please note:

15% of the cost should be added to the time slots booked for the first day from 12.00 – 14.00;
10% of the cost should be added to the time slots booked for the second day from 12.00 – 14.00.

Professional support for customers at all levels of decisionmaking.

Offers of the Exhibitors are received by target audience—up to 50 000 CIOs and key specialists in IT, Telecom, Finance, HR, Management, Information and Document Economic Security.

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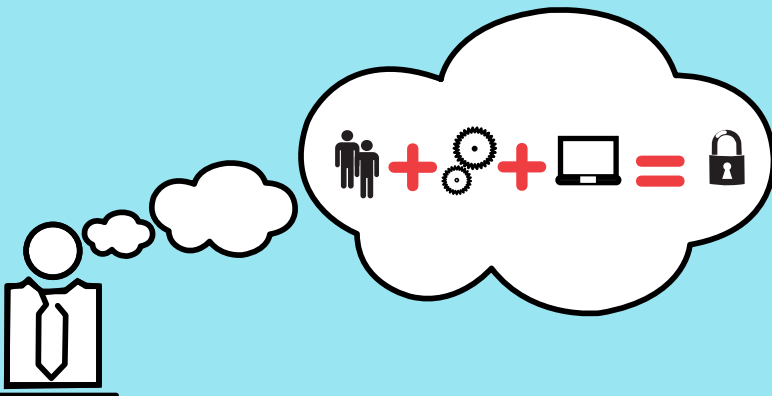
networks and information security

120+ leading vendors and distributors

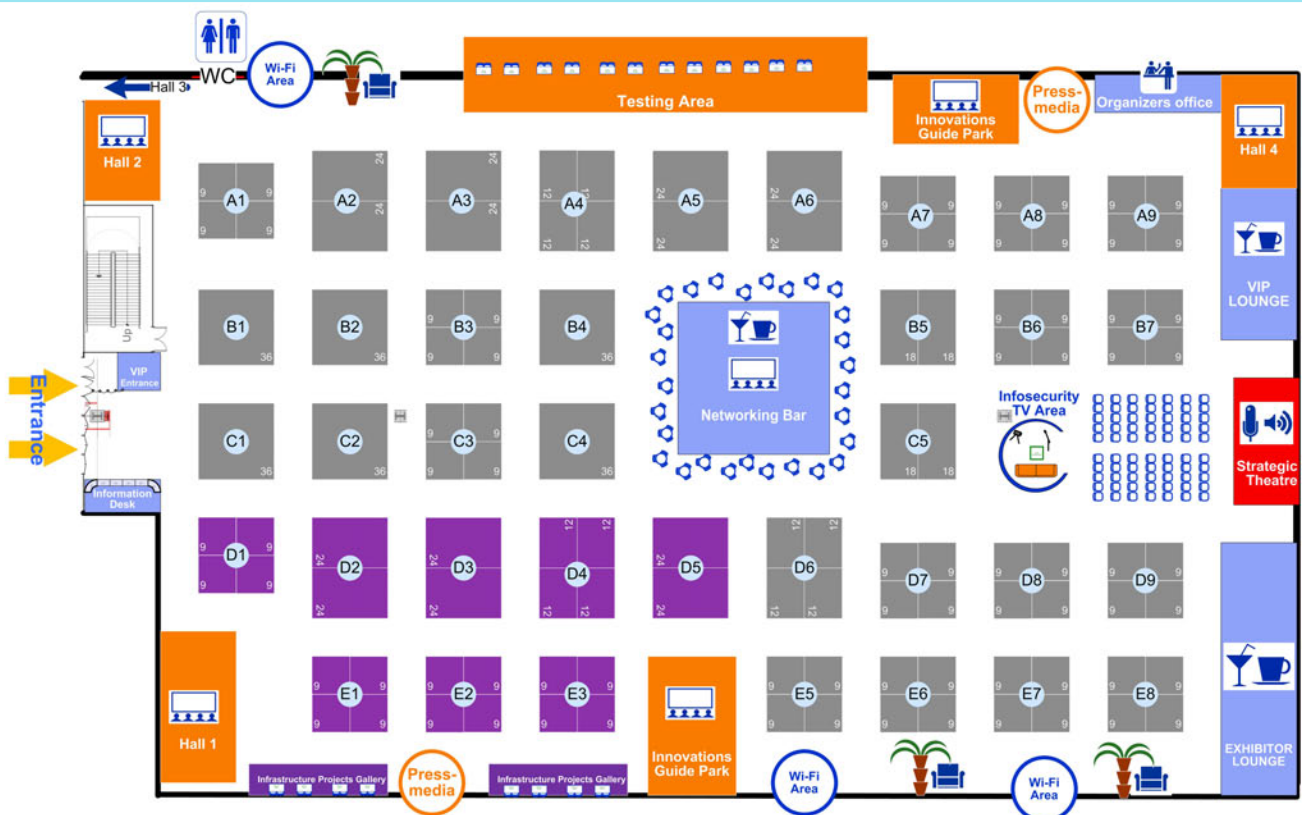
40+ events in expo area

45+ seminars and round table discussions

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Check available positions at int@groteck.ru



“Before the event I regularly received exhibitors’ news and announcements on the show Program. Organization of the show was very professional. It’s a great environment to talk to experts and to network.”

Stanislav Gaponov,
RosIntegration

infosecurity
RUSSIA

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“The level of the organization and service corresponds to the serious Conferences and Forums that I attended before. A very informative event and a unique opportunity to meet with the key players.”

Igor Lysov,
Network Project

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infosecurity
RUSSIA

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Participants 2011:

Лайф Корпоративный
ПРОИЗВЕДЕНИЕ

ORACLE

GIS
ГАЗИНФОРМСЕРВИС

Jet
infosystems

VEEAM

микротест®

УЧЕБНЫЙ ЦЕНТР
микротест®

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technologies

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SOFTWARE TECHNOLOGIES LTD.

CSBI group

deiteriy

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security group

Digital
Security

entensys

falcongaze™

G DATA

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security to be free

GFI

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ISCISTECH
WHERE TECHNOLOGY EMBRACES HUMANITY

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paloalto
NETWORKS

PERIMETRIX

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автоматизация безопасности

QUALYS®

Quantum.

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SOFTWARE®

radware
altheon

RISSPA
be professional

ггс

SafenSoft

seamicro.

SENETAS
TRUST IN YOUR VIRTUAL INFRASTRUCTURE

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MICRO

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Information Security & Compliance

tufin

zscaler®

AVIRSA
PROJECTS

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АКТИВ

Аладдин.рф

АЛТАКС
СОФТ

ALTELL
IT Innovations & Security

АМИКОН
AMIKON

Анализ
защитности

АХСД

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АРСИБ
АВТОМАТИЗИРОВАННАЯ СИСТЕМА
РАБОТЫ С ИНФОРМАЦИОННЫМИ РЕСУРСАМИ

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Код Безопасности
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Эшелон
Информационная безопасность

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СИС
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ЭПРО

Green Head

IBM

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