



**Swiss Cyber Security Days 2023:**

BERNEXPO | 20.09. & 21.09.2023

# Shaping Cyber Resilience

Sales Deck

# SHAPING CYBER RESILIENCE

Cyber-attacks threaten global stability: In 2022, cybercrime caused far more economic damage than the combination of all global natural disasters during the same year - and this trend is rising sharply.

Digitalisation is turning the world into a global village, extending and multiplying our capabilities enormously. Yet, despite connecting countries, people, and organizations worldwide, the foundation of digitization - cyberspace - is still not adequately secured. This puts at risk national security, the foundations of democracy, and even our own homes. Cyber threats affect every aspect of our lives, 24 hours a day, 365 days a year. As a result, one of the most pressing and complicated challenges we face today is ensuring our digital security.

The Swiss Cyber Security Days (SCSD) is the Swiss reference platform for showcasing national cybersecurity solutions that are integrated at a global level. 2023 marks its fifth edition and will focus on „Shaping Cyber Resilience“. Leading national and international figures from civil society, politics, business, research and administration will use real examples to demonstrate the immense importance of cyber-resilient societies. Framework conditions for digital maturity will be presented along with current paradigms from research and global events.





« The threat in cyberspace affects us all. Whether everyday life, crisis or conflict; cyber security and cyber defence must be ensured in all situations. Because cyber is a security priority. The transfer of the NCSC as a new federal office to the DDPS will strengthen the synergies in the area of cyber security at the federal level. In order to fulfil its tasks, the DDPS is dependent on close cooperation with its partners in the authorities, the economy, universities and civil society. Cyber is and remains a joint task. »

Federal Councillor Viola Amherd  
Head of the Federal Department of Defence, Civil Protection and Sport DDPS

## OUR VISION

«The Swiss Cyber Security Days are the leading platform for cybersecurity topics. They connect national and international personalities as well as important organizations on the related issues of cyber in politics, business, education and research.

Equally, the conferences and events of the Swiss Cyber Security Days want to reveal the possibilities and chances in an optimal, secure, competent and future-oriented way, in order to build a knowledge bridge between technology and society.»

## OUR VALUES

We are committed to:

- transparency
- knowledge transfer
- open communication and discussion
- and business development

## SCSD target groups

- CEO, CRO, CFO, CIO (C-Level)
- CISOs and CSOs
- Decision-makers in SMEs, members of the boards
- Editors, system integrators, distributors
- Insurance providers and brokers
- Consulting services
- Process outsourcing and process management providers
- Media professionals (business, politics, IT, education, etc.)
- Politicians, authorities
- Students and trainees
- Associations
- Broad audience interested in IT and security

## SCSD2023 – Conferences and Exhibition

The unique concept of the Swiss Cyber Security Days SCSD impresses with its strategic high-level dialogues combined with practice-relevant expert and best-practice tracks - embedded in a trade fair that attracts a large audience. The fifth edition of the SCSD is dedicated to the topic «Shaping Cyber Resilience». Renowned international and national guests from the fields of society, politics, business and research will present and underline the importance of digitally resilient societies in times of great global uncertainties.

Topics on the first day include Switzerland's new cyber infrastructure, the impact of and lessons learned from the war in Ukraine, Africa's digital development and exciting content from the World Economic Forum WEF. In the evening, the parliamentary cyber group will reflect on the day's focal points and findings in a moderated panel talk.

On the second day, the focus will be on the protection of national information networks, the economy and administration. In the afternoon, SMEs and municipalities will be empowered in workshop ateliers to do a lot for their cyber security even with few resources.

### Key figures of the last years SCSD

- Two days fully dedicated to cybersecurity
- National and international high-ranking experts
- > 80 national and international speakers
- > 100 exhibitors
- > 130 conferences, panels, expert talks, best practices and round tables
- More than 2'000 Visitors





**Chris Inglis**

National Cyber Director, USA



**Jewgeni Kasperski**

CEO Kaspersky Labs Limited



**Stefan Blättler**

Bundesanwalt der Schweizerischen  
Eidgenossenschaft



**Lieutenant General  
Thomas Süssli**

Chief of the Swiss Armed Forces



**Alois Zwinggi**

Member of the Managing Board at WEF



**Arne Schönbohm**

President, German Federal Office for  
Information Security [BSI]



**Lennig Pedron**

Director at Trust Valley



**Leendert Van Bochoven**

Global Lead for Defence and  
Intelligence at IBM

# All inclusive packages

Pricing



## All inclusive packages

	<b>Bronze</b>	<b>Silver</b>	<b>Gold</b>
<b>Booth Size</b>			
9 m <sup>2</sup> (3 m x 3 m)	CHF 8 500	–	–
12 m <sup>2</sup> (4 m x 3 m)	–	CHF 10 500	CHF 11 700
18 m <sup>2</sup> (6 m x 3 m)	–	CHF 12 700	CHF 14 000
24 m <sup>2</sup> (6 m x 4 m or 8 m x 3 m)	–	CHF 14 900	CHF 16 500
Open Booth Sides	2 open sides, without guarantee	2 open sides, without guarantee	2 open sides, without guarantee
Distance to the neighbouring stand	Stand wall (50 cm)	Stand wall (50 cm)	Stand wall (50 cm)
<b>Signage</b>			
Stand name	incl.	incl.	incl.
Logo	incl.	incl.	incl.
<b>Wall colour</b>			
Standard Natural	incl.	–	–
Paint according to colour concept	–	incl.	incl.
<b>Carpet</b>			
According to color concept	incl.	incl.	incl.
<b>Stand technology</b>			
1 socket 230 V to 2.3 kW incl. power supply	incl.	incl.	incl.
Stand lighting from rig	incl.	incl.	incl.
Premium WiFi for max. 10 devices per day	incl.	incl.	incl.

# All inclusive packages



	<b>Bronze</b>	<b>Silver</b>	<b>Gold</b>
<b>Furnishing</b>			
9 m <sup>2</sup> (3 m x 3 m)	1 table and 3 chairs <small>[according to stand visualization]</small>	–	–
12 m <sup>2</sup> (4 m x 3 m)	–	1 table, 4 chairs and 1 reception <small>[according to stand visualization]</small>	1 sofa, 2 chairs and 1 saloon table <small>[according to stand visualization]</small>
18 m <sup>2</sup> (6 m x 4 m or 8 m x 3 m)	–	1 table, 4 chairs and 1 reception table <small>[according to stand visualization]</small>	1 couch, 1 saloon table <small>[according to stand visualization]</small>
24 m <sup>2</sup> (6 m x 4 m or 8 m x 3 m)	–	1 table, 4 chairs and 1 reception table incl. 3 bar stools <small>[according to stand visualization]</small>	2 sofa, 1 coffee table and 1 reception table incl. 3 bar stools <small>[according to stand visualization]</small>
<b>Services</b>			
Daily stand cleaning and waste disposal	incl.	incl.	incl.
Communications package	incl.	incl.	incl.
Timeslots Best Practice	15'	20'	20'
Exhibitor cards	2 Pcs.	3 Pcs.	4 Pcs.
Entrance fees for customers for 2 days <small>[Access to the trade fair, tech stage and main stage]</small>	2 Pcs.	2 Pcs.	2 Pcs.

**10% discount**  
on all **GOLD** sponsorship  
packages for subsequent  
bookings in 2024 in Bern.

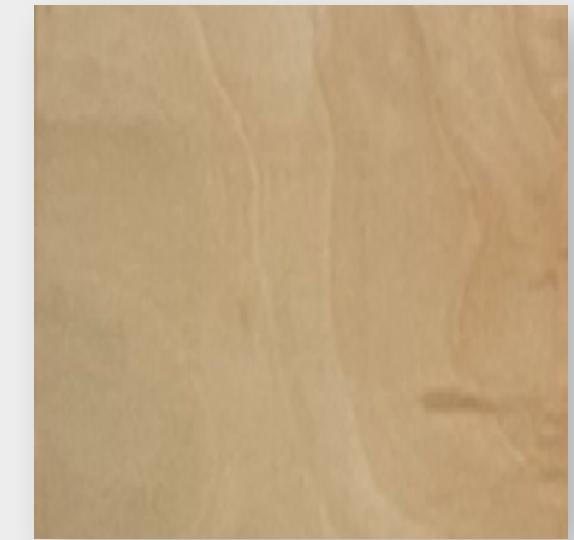
For individual solutions get in touch with us

# Stand Type Bronze



Carpet taupe, natural wood wall

## Color Concept

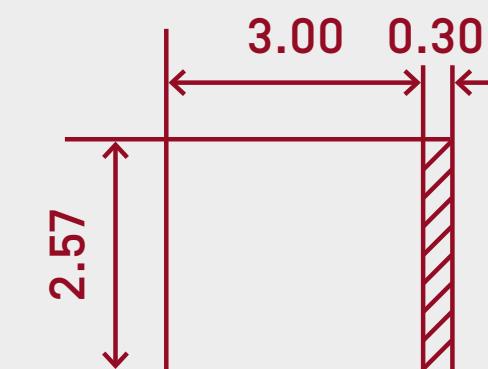
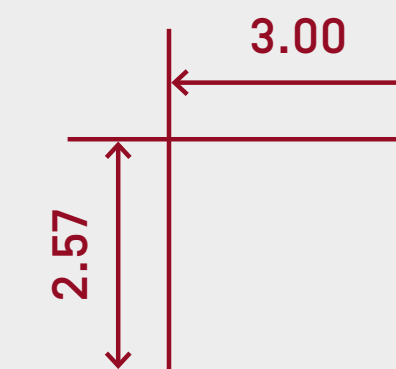


## Furnishings



1 table and 3 chairs

## Plan view

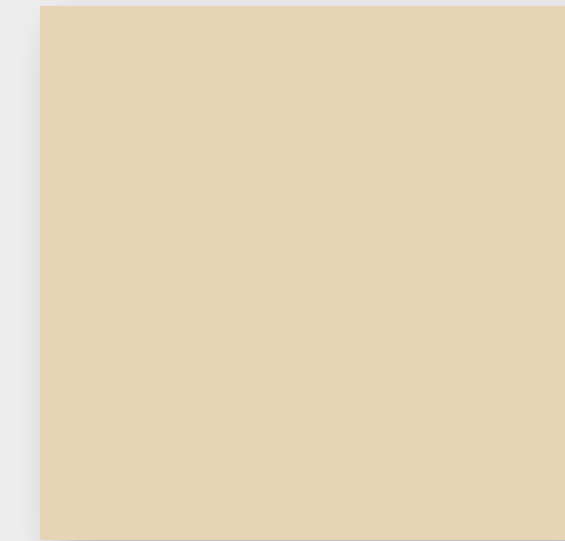


# Stand Type Silver



Carpet lama, wall colour RAL 1015

## Color Concept



## Furnishings

12 m<sup>2</sup>  
[4 m x 3 m]



1 table, 4 chairs and 1 reception table

## Furnishings

18 m<sup>2</sup>  
[6 m x 3 m]



1 table, 4 chairs and 1 reception table

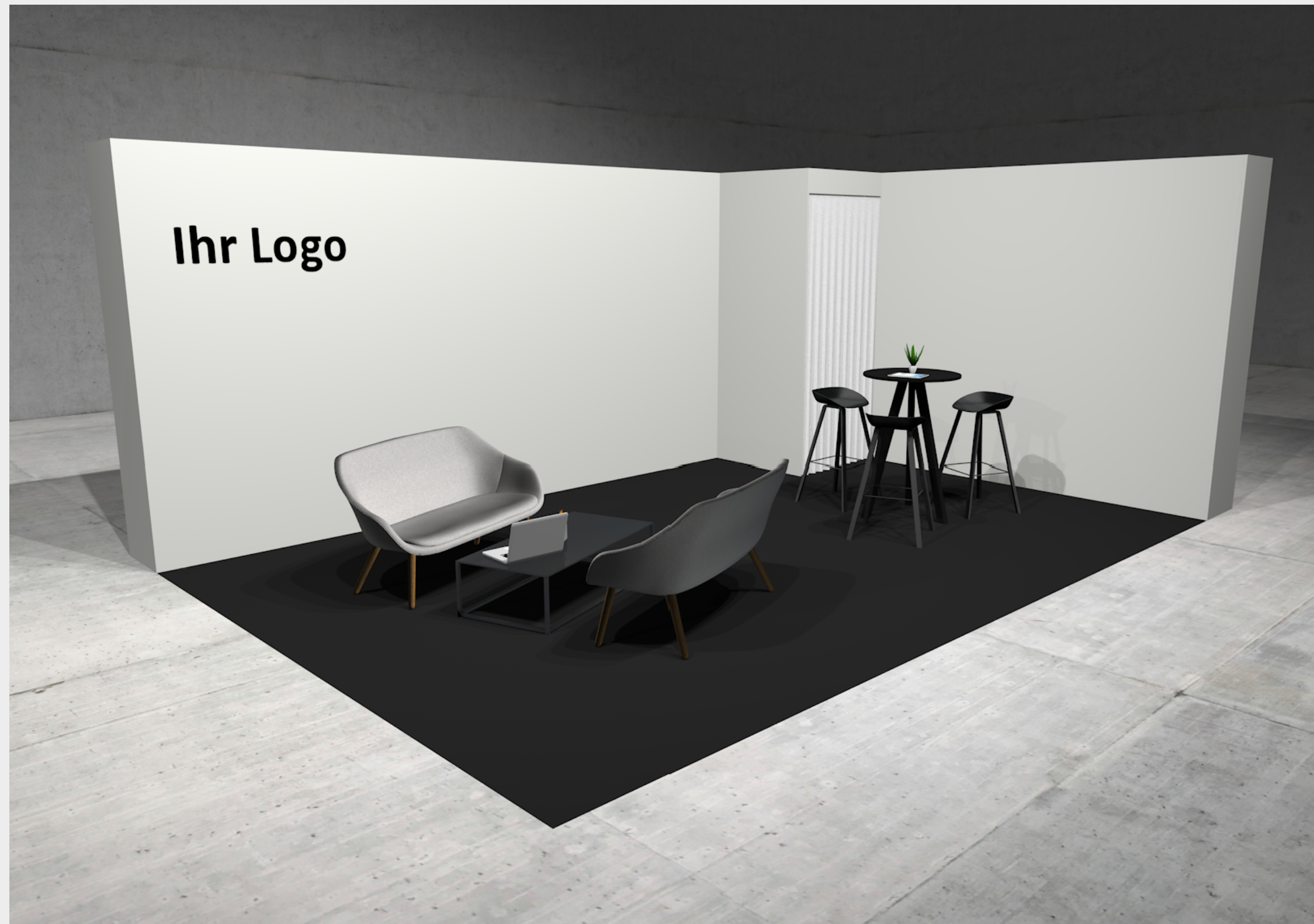
## Furnishings

24 m<sup>2</sup>  
[6 m x 4 m or 8 m x 3 m]



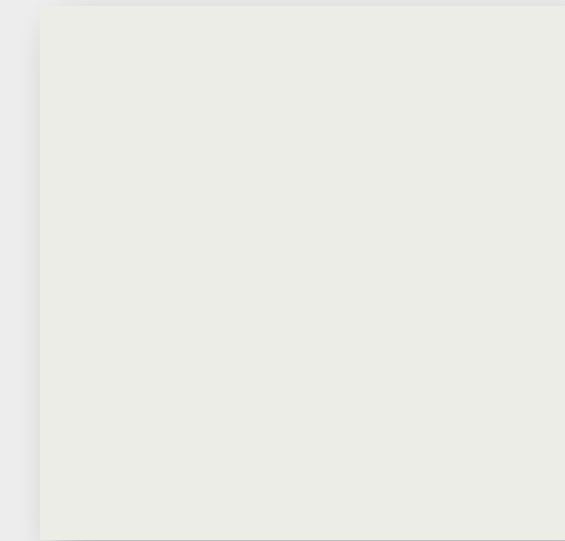
1 table, 4 chairs and 1 reception table incl. 3 bar stools

# Stand Type Gold



Carpet black, wall colour RAL 9003

## Color Concept



1 sofa, 2 chairs and 1 saloon table

## Furnishings

12 m<sup>2</sup>  
[4 m x 3 m]



1 sofa, 2 armchairs and 1 saloon table

## Furnishings

18 m<sup>2</sup>  
[6 m x 3 m]



2 sofa, 1 coffee table and 1 reception table incl. 3 bar stools

## Furnishings

24 m<sup>2</sup>  
[6 m x 4 m or 8 m x 3 m]





## Start-up package for CHF 2 350 includes the following services:

- Stand of approx. 4m<sup>2</sup> in a common area
- 1 high table incl. 4 chairs
- Stand lighting incl. socket and power supply
- Internet access
- Communication package
- Stand signage
- Daily stand cleaning and waste disposal
- Lounge area for common use

## Challenger Package

\*Limited edition\*



**Start-up package** for CHF 2 350  
includes the following services:

- Stand of approx. 4m<sup>2</sup> in a common area
- 1 high table incl. 4 chairs
- Stand lighting incl. socket and power supply
- Internet access
- Communication package
- Stand signage
- Daily stand cleaning and waste disposal
- Lounge area for common use

This offer is limited  
to 12 places - **first  
come, first serve!**

# Sponsoring Possibilities

- Stage
- Lanyard
- Techtrack/expert Track speech
- Catering
- Various advertisement possibilities (Placards, flags, etc.)



Contact us for individual sponsoring solutions →





# CONTACT

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