

## DIGITAL OPPORTUNITIES

# Advertise to our prospect and registered visitors before the event

Our range of digital packages are especially designed to help you raise your brand awareness and attract the right audience to your stand during the show.

Benefit from High Web Traffic  
(Jan - June 2017)

1,119,132 Page views

144,946 Unique visitors

Social Media & Mobile

11,900+ Twitter followers

13,500+ LinkedIn group members

5,000+ Mobile app users

## Infosecurity Europe Diamond Sponsor

Web banner - Homepage Leaderboard	£3,600
Email - Solus Email to Visitors	£3,090
Email - Content block in Visitor Email	£2,000
Remarketing - 50,000 impressions	£3,000
Webinar Campaign (webinar, emails, social)	£3,500
Digital Screen - 1250+ impressions per day	£3,710
Blog - 60 second Q&A interview	£1,200
Directory - Premium Package	£495
Social Media Mention on Twitter	£450
Social Media Mention on LinkedIn	£450

**RATE CARD** £18,035  
**TOTAL - 30% discount** £13,500

## Infosecurity Europe Gold Sponsor

Web banner - Conference & Education section Leaderboard	£1,980
Email - Content block in Visitor Email	£2,000
Remarketing - 50,000 impressions	£3,000
Digital Screen - 1250+ impressions per day	£3,710
Blog - 60 second Q&A interview	£1,200
Directory - Premium Package	£495
Social Media Mention on LinkedIn x 1	£450

**RATE CARD** £13,185  
**TOTAL - 20% discount** £10,550

## Infosecurity Europe Silver Sponsor

Web banner - Visit Page Leaderboard	£1,350
Email - Content block in Visitor Email	£2,000
Remarketing - 30,000 impressions	£1,950
Blog - 60 second Q&A interview	£1,200
Directory - Premium Package	£495

**RATE CARD** £7,075  
**TOTAL - 15% discount** £5,995

## Infosecurity Europe Bronze Sponsor

Web banner - Venue & Travel section Leaderboard	£855
Remarketing - 30,000 impressions	£1,950
Directory - Premium Package	£495

**RATE CARD** £2,345  
**TOTAL - 10% discount** £2,100

\*All digital opportunities are available as individual items  
Prices exclude VAT

## MOBILE APP

# Providing visitors with key information before, during and after the event

The Infosecurity Europe Mobile App is a hugely popular tool. It provides visitors with key information including: the exhibitor directory, conference agenda, speakers, a route planner to guide around the exhibition floor, share updates via social media and live-feed updates – all at the touch of a button!

50% increase in app downloads from 2016 to 2017

NEW for 2018: Polling & insight opportunities

5,000+ downloads of the app in 2017

4,200 opt in for push notifications

89,500 uses of the app during the event

### What You Get:

- 2 months brand exposure (before, during and after the show)
- Your logo on the app splash screen
- 1 Promoted Post per event day – a great way to place your message in front of our attendees via the Activity Feed
- 1 Push Notification per event day - delivered to the home screen of attendees device, being one of the most direct ways to get a message across to our audience
- Sponsored app section
- 1 Live Poll in activity feed
- Branding (logo/banner) on dedicated marketing materials relating to the mobile application (dedicated webpage + emails + onsite promotion)
- 1 Targeted Offer - an opportunity to drive booth traffic during the event, from the right attendees based on their interests
- 2 x Location-based messages – a dedicated message that attendees will receive when they are near your stand

Further information available upon request