

**info**security®

EUROPE

●—○ 06-08 JUNE 2017 OLYMPIA, LONDON.

# PR GUIDE FOR EXHIBITORS

## 6-8 June 2017 Olympia, London

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# Welcome!



Infosecurity Europe, Europe's largest and most comprehensive Information Security event, takes place at:

Olympia London, Hammersmith Rd, W14 8UX.

This year's dates are:

**Tuesday 6-Thursday 8 June 2017.**

There are a number of PR opportunities for exhibitors at Infosecurity Europe both in advance and during the event.

We've created a round up here of how we can work with you. We hope to speak to you soon!

# Contacting the Infosecurity Europe PR team



## MIDAS PR

Tracey Jennings | Hannah Grimmette | Dani Freeman | Natalie Petrou |  
Amanda Lovelock

Tel: 020 7361 7860

Email: [infosecuritygroupPR@midaspr.co.uk](mailto:infosecuritygroupPR@midaspr.co.uk)

Please do not hesitate to contact us if we can assist with any further information or queries.

# Please let us know your plans!



Infosecurity Europe provides the perfect opportunity for media to be updated on up-to-the-minute industry news, research, the latest innovations, product and technology developments - and for your company to gain exposure at the show.

Over 150 journalists from the UK and overseas regularly attend Infosecurity Europe across the three days. In the run up to the event, the PR team is issuing press releases and round ups with show news to our full media database, media partners and pre-registered press.

# Please let us know your plans!



Onsite, there will be daily bulletins sent out to media from the event, collating the news of the day and highlighting what's still to come.

We will also be issuing a daily 'What's On When' diary to media highlighting the Conference Programme, as well as exhibitor events, launches and news.

**Please let us know your plans...**both before and during the event, as well as your availability for interview, and we'll add your details to our database and press release/media bulletin schedules.

Further information is overleaf.

# Press accreditation/press list



Press registration is now open. We respond to press accreditation requests within 48 hours. Should you wish to invite media to the event, the link for the Press Application Form is:

[https://reedexhibitions.circdata-solutions.co.uk/Microsites/RFG/publish/Infosec2017\\_Press/?\\_ga=1.49723302.1874174468.1476807148](https://reedexhibitions.circdata-solutions.co.uk/Microsites/RFG/publish/Infosec2017_Press/?_ga=1.49723302.1874174468.1476807148)

Journalists are able to pre-register up to midday on the 5 June if they are able to print out their own badge - or two weeks before the event if they require a badge to be posted to them. They can also register on the day for a Press Pass, as long as they have some form of press ID.

The list of media outlets who have pre-registered for Infosec Europe will be published on the Infosec Europe website on Tuesday 9 May. We will not be publishing the names of individual journalists, their contact details or any other data.

# Blog opportunities



We welcome suggestions from exhibitors to contribute to the Infosecurity Europe blog. Ideally new content, rather than blogs that have already been published, between **600-800 words** in length. Articles should be authored by an industry expert with experience and insight into the topic being discussed. The authors name, professional affiliations, and bio should be included with the submission.

Deadline: There is no deadline for these pieces, but please keep in mind that we post these articles to the site each week. So if the topic covered has a brief shelf life, or is very timely, then the sooner the better, as we will begin an immediate review and get back to you with a decision.

Email: Please email your suggestions to [infosecuritygroupPR@midaspr.co.uk](mailto:infosecuritygroupPR@midaspr.co.uk) with BLOG in your subject header and we'll send you our blog guidelines.



# Media bulletins

## Media bulletins: pre-event and onsite

In the run up to the event we will be sending out bulletins to our full media database, including pre-registered media. We will also be issuing updates from the show with each day's news. If you would like us to include your announcements or events, please email details over.

Deadline: From now until Thursday 25 May 2017 (pre-event) or by midday each day for onsite news.

Email: [infosecuritygroupPR@midaspr.co.uk](mailto:infosecuritygroupPR@midaspr.co.uk) with BULLETIN in your subject header.

Word count: Up to 75 words. For pre-event bulletins, please include location, time and date for any specific events and contact name, email address and telephone number.

# Events diary



## 'What's On When' round up

If you are planning product launches, issuing research or announcements, or will be having media briefings/photo opportunities on your stand at Infosecurity Europe this year, please get in touch with the PR team with details - as we would be very happy to include your information in our onsite What's On When document.

Deadline: Thursday 25 May 2017

Email: [infosecuritygroupPR@midaspr.co.uk](mailto:infosecuritygroupPR@midaspr.co.uk) with WHAT'S ON in the subject header.

Word count: Up to 75 words. Please include location, time and date for any specific events and contact name, email address and/or telephone number.

# Infosecurity Week



New for 2017...a definitive calendar of all things Infosecurity!

Infosecurity Week is a week long, city-wide landmark event bringing Infosecurity professionals together to learn, explore and have fun in and around London during the week of 5-9 June 2017, coinciding with Infosecurity Europe.

Do you have any events planned? In addition to the show's own Infosecurity Week events, we would love to hear about any events you may have happening around the time of Infosecurity Europe, which can be added to the Infosecurity Europe website using the link here:

[www.infosecurityeurope.com/infosecurityweek](http://www.infosecurityeurope.com/infosecurityweek)

# Onsite press office



Infosecurity Europe has a fully-staffed, comprehensive press office which is open to all media during the event.

## Press office location

The press office at Infosecurity Europe is located on the **ground floor of Olympia Grand**. Enter the show via the Olympia Grand Main Entrance, which is located on Olympia Way, opposite Kensington Olympia Station. Turn left on entering - and the press office is located in the room at the end of the aisle.

## Opening times for Infosecurity Europe 2017

Tuesday 6 June & Wednesday 7 June 2017: 09.30 - 17.30

Thursday 8 June 2017 - 09.30 - 16.00

# Onsite press office



Access to the press office is restricted to members of the press and anyone they are doing interviews with only. Please ask your colleagues who may be meeting a journalist in the press office to report to the front desk, and the PR team will assist.

## Your press releases

Exhibitors are very welcome to leave press releases on the display racks in the press office, for attending media. We would ask you bring an initial quantity (around 20 releases max. for a two page release) and check in each day, topping up when necessary. Please remember to include your stand number on your press materials!

Please hand your press packs/releases to the team at the front desk in the press office and we'll put them out for you – either on Monday 5 June from 15:30-17:30, or within the opening hours of the show.

# Onsite press office



We will not have a curtained-off area for media interviews this year, but you are very welcome to use the Press Office as a base to meet and do interviews with attending media.

## Meeting rooms

If you require a private meeting space over the three days of Infosecurity Europe, there are a limited number of Meeting Rooms available on the show floor.

For further information on price and availability, please contact:

Paul Stone, Head of Sales, Infosecurity Group

Tel: 020 8910 7817

Email: [paul.stone@reedexpo.co.uk](mailto:paul.stone@reedexpo.co.uk)

# Onsite vox pop interviews



## Video interviews from the event

There will be a film crew at Infosecurity Europe who will be on the show floor conducting vox pop interviews with exhibitors, visitors and speakers. Interviews will be featured across our social media channels and may feature in future marketing communications. If you are planning any announcements or events or would like to share any news or views, please put forward your suggestions for interview, availability and stand number.

Deadline: Thursday 18 May 2017

Email: [infosecuritygroupPR@midaspr.co.uk](mailto:infosecuritygroupPR@midaspr.co.uk) with VOX POP in your subject header.

# Social media



Twitter: @Infosecurity

Hashtag: #infosec17

Facebook: <https://www.facebook.com/Infosecurity-Europe-140827169291068/>

LinkedIn: <https://www.linkedin.com/groups/3305097>

YouTube: <https://www.youtube.com/user/Infosecurityeurope>

**[www.infosecurityeurope.com](http://www.infosecurityeurope.com)**

Please add your press releases, case studies, white papers and presentations to the website via the exhibitor portal.

The media section of the website features:

- show photography, logos, Infosec Europe press releases and videos



# Infosecurity Magazine



Infosecurity Magazine will be at the show on Stand Q90.

In advance of Infosecurity Europe, please get in touch with the editorial team if you have spokespeople who would be available to provide quotes for stories, you're publishing reports or industry case studies suitable for media coverage or you're hosting press events.

They will also be conducting interviews live on their stand throughout the event streamed live on their website and promoted through the magazine's social channels.

# Infosecurity Magazine



## Infosecurity Magazine stand reception for exhibitors

The magazine will be hosting a stand reception to meet exhibitors at Infosecurity Europe on Wednesday 7 June in the afternoon. Please come along to meet the magazine team.

## Useful contacts at Infosecurity Magazine

Eleanor Dallaway, Editor & Publisher: [eleanor.dallaway@reedexpo.co.uk](mailto:eleanor.dallaway@reedexpo.co.uk)

Dan Raywood, Contributing Editor, email: [dan.raywood@reedexpo.co.uk](mailto:dan.raywood@reedexpo.co.uk)

Michael Hill, Deputy Editor, email: [michael.hill@reedexpo.co.uk](mailto:michael.hill@reedexpo.co.uk)

Rebecca Harper, Digital Marketing Manager & Contributor, email:  
[rebecca.harper@reedexpo.co.uk](mailto:rebecca.harper@reedexpo.co.uk)

James Ingram, Digital Sales Manager, email: [james.ingram@reedexpo.co.uk](mailto:james.ingram@reedexpo.co.uk)

## Key dates - a summary

- Now** The Infosecurity Week portal - add your events!  
Submit your blog suggestions
- 9 May:** List of media outlets attending Infosecurity Europe published on the website
- 18 May:** Deadline to request vox pop onsite interview
- 25 May:** Deadline to send information to the PR team for What's On When and (final) Media Bulletins
- 5 June:** Midday - press pre-registration closes (press can still register on the day)  
15:30-17:30 - the Press Office will be available to exhibitors to bring along their press releases and meet the PR team
- 6-8 June:** Infosecurity Europe, Olympia, London
- 7 June:** Infosecurity Magazine stand reception for exhibitors, afternoon

# We look forward to working with you!



If you have any further questions, please do not hesitate to get in touch.

We would be happy to schedule a telephone call with you to run through any suggestions or questions you may have or, if you would prefer, meet up for a coffee.

Please keep in touch with your plans - and please come and meet the PR team in the press office.

We very much look forward to working with you, and hope you have a very successful Infosecurity Europe 2017!