



10TH
YEAR

EXHIBITOR INFORMATION

**EUROPE'S NO. 1 DEDICATED
INFORMATION SECURITY EVENT**

THE EVENT THAT SAFEGUARDS YOUR BUSINESS

**26-28 APRIL 2005
GRAND HALL OLYMPIA,
LONDON, UK**

www.infosec.co.uk

 Reed Exhibitions

infosecurity
 **EUROPE**



"This is the fourth time Microsoft has participated in the event, both as an exhibitor and to present a number of keynote sessions and security workshops. We were impressed by the number and quality of attendees at Infosecurity this year, and found it to be a good platform to showcase our IT security initiatives to customers, partners and industry leaders."

Stuart Okin, Chief Security Advisor,
Microsoft Ltd

"We had around 500 high-quality sales leads from Infosecurity 2004. The interest was overwhelming – and the majority of visitors to our stand were budget holders and decision makers from prospective customer organisations."

John Cheney, CEO,
BlackSpider Technologies

The event that
safeguards
your business

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Now in its 10th anniversary year, Infosecurity Europe gives you access to IT professionals and board decision makers in a specialised and focused event. With an unrivalled education programme and the most comprehensive gallery of information security suppliers and end users, Infosecurity is THE meeting point for the entire industry and your most direct route to market.

PRODUCTS AND SERVICES

Infosecurity Europe focuses exclusively on products and services used to secure, store and manage electronic information, including:

- Application Security
- Anti Spam
- Biometrics
- Security Tokens
- Smartcards
- Physical Security
- Anti Virus
- Internet Security
- Firewalls
- Content Monitoring/Filtering
- Network Security
- Intrusion Prevention/Detection
- Encryption/PKI
- Wireless Security/Mobile Security
- Enterprise Security Management
- VPN/SSL
- Vulnerability/RiskAssessment/ Penetration Testing
- IT Forensics
- Certification Authorities
- Identity Management
- Managed Security Services
- Security Web Services
- Business Continuity/Disaster Recovery
- Legislation and Standards/BS7799
- Security Policy Development
- Security Storage
- Security Training
- Remote Access

THE RIGHT EVENT

Infosecurity Europe is now in its 10th anniversary year providing the most comprehensive showcase of information security solutions, products & services through a cutting edge FREE educational programme and over 250 leading information security vendors.

THE RIGHT VISITORS

The key success of the event lies in the quality of the visitors that attend. Through focusing on the key information security developments and issues affecting all businesses, we are able to deliver senior level visitors and technical specialists from all the key vertical markets charged with protecting their organisation.

THE RIGHT CHOICE

If you are looking to enhance your brand, generate new leads, meet new partners and launch new products/ services then where better to achieve this than at Europe's leading Information Security event? Infosecurity Europe not only provides a forum for all of the leading vendors but also offers a perfect platform for smaller innovative IT security suppliers.

THE RIGHT OPPORTUNITIES

Exhibitions provide a unique forum to target qualified buyers, demonstrate products, answer questions, and overcome objections – an environment that no other marketing medium can provide.

For more information or to book a stand please call the Infosecurity Europe sales team on +44 (0)20 8910 7718 or +44 (0)20 8910 7991

WWW.INFOSEC.CO.UK

"Infosecurity 2004 was another milestone for the security industry. The development of issues such as Identity Management and the increasing threat of viruses and Spam have continued to elevate security to the top of the business agenda. This was demonstrated by the quality and quantity of delegates attending the show and the volume of vendors participating. The result – a great event that provides both education and solutions for users combating today's biggest security challenges."
Tim Pickard, Strategic Marketing Director
 EMEA, RSA Security

"Infosecurity was phenomenal, we had immediate, medium and long term deals on the table along with a great deal of investor and press interest."
Andrew Rice, CTO,
 eCSSC

Invest in quality leads



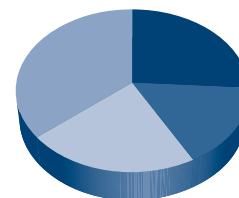
YOUR BUYERS SECURED

INFOSECURITY EUROPE 2004 VISITOR PROFILE



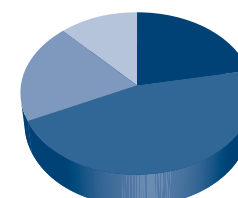
The 2004 event exceeded the 9,500 visitor mark for the first time ever and delivered end users from the entire spectrum of the industry. As companies strive to keep their business secure, organisations of all sizes are allocating large parts of their budget to securing their IT infrastructure. Infosecurity Europe 2005 will deliver an audience of qualified business contacts hungry for education and information on how, what, why and when to purchase solutions and products on offer.

BREAKDOWN BY COMPANY SIZE



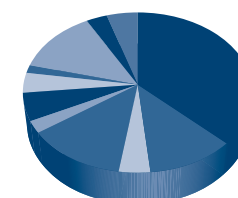
26%	5000+ Employees
16%	1000-4999 Employees
22%	100-999 Employees
36%	1-99 Employees

BREAKDOWN BY JOB TITLE



22%	CEO/CIO/CTO/CSO/Director
46%	IT Security/Technical Specialist
20%	IT Manager/Manager
12%	Other

BREAKDOWN BY AREA OF EXPERTISE



46%	IT Security
14%	IT Management (MIS/IT)
5%	Telecoms Management
16%	Network/LAN/Internet
3%	E-Business Specialist
7%	Technology Risk Assessment
5%	Privacy/Data Protection
2%	Finance/Purchasing
16%	Business DM
4%	Audit
6%	Other

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"InfoSecurity was very beneficial, resulting in quality leads with instant payoff. It was a great opportunity for SPI Dynamics to reach the European market and make a solid impression."

Tracy Simmons, Vice President,
Marketing, SPI Dynamics

"Security seems to be the only growing sector in IT, Infosecurity Europe is the key event to exhibit at."

David M. Perry, Global Director of Education,
Trend Micro Inc

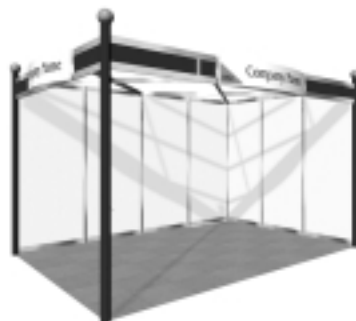
Expose your
business to more
buyers

10TH
YEAR

HOW TO RESERVE YOUR STAND

Your investment:

SPACE ONLY:	£415 PER M²
SPACE AND SHELL SCHEME:	£460 PER M²
SPECIAL ENTRY PACKAGE INC. 6M² AND PACKAGE A:	£3,230
TURNKEY STAND OPTIONS*: Available to take the hassle out of exhibiting and include: space, shell scheme, basic furniture, lighting and electricity	
STAND PACKAGE A: 9m_ with package A	£4,880
STAND PACKAGE B: 12m_ with package B	£6,515
STAND PACKAGE C: 15m_ with package C	£7,895



WHY SHOULD YOU EXHIBIT?

■ Be part of the number ONE and best attended European Information Security event, dedicated exclusively to Information Security issues, hosting the largest FREE seminar programme targeted at senior IT security decision makers.

■ Meet new buyers & specifiers of IT security products & services

■ Take advantage of this networking environment to strengthen business relationships

■ All attendees of the show are independently audited (ABC) therefore you can be sure that the 2004 visitor statistics are accurate before deciding on the 2005 event

■ An event marketing campaign that, for the past nine years, has consistently delivered a high number of targeted Information security buyers

EXCLUSIVE BENEFITS TO EXHIBITORS – YOUR INVESTMENT INCLUDES:

■ Submit your seminar for inclusion in Europe's largest FREE Information Security educational programme

■ Opportunity to have your white papers, case studies, promotional brochures and seminars featured on infosec.co.uk

■ FREE inclusion in the official show catalogue and product locator – both of which are used as year round directories

■ Dedicated, highly visible and highly effective European-wide PR assistance with the Infosecurity Europe PR Team

■ Online presentations – the opportunity to host your company presentation on the infosec.co.uk website

■ Exclusive access to the rental of the Infosecurity visitor database

■ Tailor-made bespoke sponsorship opportunities available

*All size options are available. For more information on stand packages please visit: www.infosec.co.uk

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Take advantage
of new
opportunities

"Infosecurity Europe has been excellent for us. There are many qualified people around who have been to see us, from information gatherers to decision makers, the whole gamut. All class of buyers are represented. I'm very happy with the way things have gone. All our resellers are also very happy with the quality and quantity of people around."

Phillip Dunkelberger,
President and CEO, PGP.

"It's been an excellent show, really excellent. We've done business on the show floor, and we've already received orders from this business so we're going home to follow up business not just chase leads."

Ian Kilpatrick, Chairman
Wick Hill Group.

INFOSECURITY EUROPE 2005 SPONSORSHIP OPPORTUNITIES

For more information on sponsorship opportunities at Infosecurity Europe 2005, please visit www.infosec.co.uk or call the sales team on +44 (0) 208 910 7718 or +44 (0) 208 910 7991



PRE SHOW OPPORTUNITIES

ENVELOPE SPONSORSHIP - DIRECT MAIL

Have your logo, stand number and strap line branded on every envelope containing the Infosecurity Europe 2005 visitor ticket. The ticket will be mailed to a database of over 60,000. Cost: £6,000

WEB ADVERTISING - INFOSEC.CO.UK WEB OPPORTUNITIES

Opportunities include banner adverts, streamed presentations, visitor registration page, seminar page, exhibitor index, category sponsorship, (positions shared or exclusive). Price on application

VISITOR REGISTRATION PACK

Have your logo branded on all the registration packs mailed to every pre-registered visitor. This exclusive opportunity also includes a small branded insert. Cost: £7,000 (exclusive of insert production)

TICKET SPONSORSHIP - DIRECT MAIL

Have your logo, stand number and strap line branded on every show ticket mailed for the show direct mail campaign. Cost: £9,000

LIST RENTAL OF INFOSECURITY DATABASE

Post show 2004 visitor list rental - ABC Audited, can be filtered to suite your individual target requirements. £350 per 000. Pre-registered 2005 visitors list rental (available to exhibitors only) - Minimum order of 1,000 names. £400 per 000

VISITOR EMAIL CAMPAIGN

Sponsor the email campaign and reach over 50,000 potential leads at least once a week in the countdown to the show. Sponsorship includes two links to your website, logo and message that can be updated per e-shot. Cost: £10,000

INFOSECURITY TODAY PREVIEW AND SHOW CATALOGUE

Advertising and sponsorship of the preview and catalogue mailed to thousands of IT security professionals. Price on application

SHOW OPPORTUNITIES

REGISTRATION SPONSORSHIP

Exclusive branding on-site & pre-show sponsorship of registration. Website, email, banner adverts, and logo on all visitors badges at the show. Cost: £20,000

CARRIER BAG SPONSORSHIP

Bags branded with your corporate logo will be available to all visitors at registration. Cost: £7,000 (exclusive of production costs).

MEETING/SEMINAR ROOM HIRE

Room rental available per day or 3-day for personal meetings, bespoke seminars, corporate functions. Price on application

PRESS OFFICE SPONSORSHIP

Exclusive access to all attending journalists in the press office. Logo on website in Press Centre, extensive onsite branding and logo on all press badges. Logo and stand number on press invitations and the opportunity to distribute promotional products. Cost: £12,000

EMAIL POINT

Available free of charge to all show visitors, the email point will be fully branded with your company logo and messaging. Cost: £8,500 (inc 12m of space)

NEW PRODUCTS AND SERVICES GUIDE - PERFECT FOR THE PROMOTION OF NEW PRODUCTS

150 word entry and logo in the 'New Product Guide' mailed to all pre-registered visitors, printed in the show catalogue and hosted on the website for 11 months. Cost: £800

SEMINAR AND KEYNOTE THEATRE SPONSOR

The conference programme is one of the major crowd pullers. Have your brand featured across all the seminar theatres, pre-show marketing material and banner advert on the website seminar page. Cost: £20,000

CARPET TILE SPONSORSHIP

Guide visitors to your company by creating a directional route to your stand. Each tile will carry your show logo and or strap line. Cost: £350 per tile (discounts available on multiple orders)

'YOU ARE HERE' DIRECTIONAL BOARDS

Your company name and stand number will be printed on the 'You are here boards' with your stand highlighted on the floor plan. Literature distribution also available exclusively to the 'YAH' sponsor. Cost: £6,000

GALLERY BANNER

Excellent for announcing new product launches or directing visitors to your stand, particularly if you are on the gallery or near/just below the balcony. Many high visibility and high impact sites are available throughout the hall. Cost: £1,800 (inc. space allocation, rigging and banner production)

POCKET FLOOR PLAN

One of the most useful visitor aids at the show. Used as a quick and constant guide around the show, you can exclusively brand the miniature floor plan, given to every visitor as they register. Your stand number, company name and company logo will be highlighted on the plan and the exhibitor list. Also includes 3 pages of dedicated sponsor advertising. Cost: £8,000

LANYARDS - BADGE HOLDER

Distributed from registration and worn by the very people that you want to reach, company branded lanyards ensure that every visitor is aware of your presence at the show. Branded lanyards feature your logo and company name. Cost: £7,000 (exclusive of production charge)

CATERING AREA SPONSOR

Brand the catering areas and have your logo and company brand seen by the visitors as they sit and relax. Cost: £6,000

PRODUCT & SERVICES LOCATOR

The handy sized Product Locator lists company specialist areas and will be used as a valuable reference and sourcing guide, both during and after the show. Your company entry will be highlighted and you will have branding on each page as well as 3 dedicated pages of exclusive advertising. Cost: £7,000

INFOSECURITY TV

Infosecurity TV provides exhibitors with the perfect opportunity to advertise and promote themselves to a significantly wider audience. Whether you are launching a new product or service from your stand, promoting your on-stand demonstrations and seminars, to raising your company profile through a corporate message, Infosecurity TV is definitely something for you to consider. Price on application

YEAR ROUND SPONSORSHIP

PROMOTION AND LEAD GENERATION WITH INFOSECURITY EUROPE

- Hosted Presentations on Infosec.co.uk
- InfosecurityPLUS sponsorship
- Focus groups
- E-survey sponsorship
- E-research sponsorship
- Website branding and lead generation

NEW INFOSECURITY AWARDS

The inaugural 'Infosecurity' Gala Evening and Awards will take place on the first evening of the 2005 event (April 26, 2005) as an integral part of 'Infosecurity Week' and will recognise the achievements of the leading vendors in the European IT Security community. For sponsorship opportunities please contact the Infosecurity Europe sales team.

Organised by:



INFOSECURITY



"The Infosecurity show easily surpassed all my expectations in terms of quality and quantity of the visitors we had to the stand. I will be recommending the show to my other colleagues around the world as a way to promote our products and generate high quality leads!"

Phil Jones,
Market Development Manager - Europe, 3M
Computer Filters

"NetBotz were extremely pleased with the attendance at the InfoSecurity show, and the number of real business enquiries that we had. The show certainly met our expectations, gave us value for money, and will be an important part of our planning for 2005."

Dave Watkins, EMEA Managing Director,
NetBotz

more ways to tap into the market



IT PORTFOLIO

Targeting the active buyer – Reed is uniquely placed to influence and communicate with key IT buyers and business decision-makers across the public and private sectors. Our portfolio covers the hottest IT issues, ensuring those visitors to your stands are qualified and active sales leads.



INFOSECURITY AROUND THE WORLD

Infosecurity has extensive global brand recognition and now commands a truly international position in the information security marketplace, with our global shows recognised as "must attend" events in mainland Europe and America.

Keep up-to-date with the Infosecurity Global Portfolio by visiting www.infosecworld.com

INFOSECURITY MOSCOW

21-23 SEPTEMBER 2004
www.infosecuritymoscow.com

INFOSECURITY SCANDINAVIA

28-30 SEPTEMBER 2004
www.infosecscandinavia.com

INFOSECURITY NETHERLANDS

13-14 OCTOBER 2004
www.infosecurity.nl

INFOSECURITY FRANCE

24-25 NOVEMBER 2004
www.infosecurity.com.fr

INFOSECURITY USA

7-9 DECEMBER 2004
www.infosecurityevent.com

INFOSECURITY ITALY

9-11 FEBRUARY 2005
www.infosecurity.it

INFOSECURITY SPAIN

23-24 FEBRUARY 2005
www.infosecurity.com.es

INFOSECURITY BELGIUM

23-24 MARCH 2005
www.infosecurity.be

INFOSECURITY EUROPE

26-28 APRIL 2005
www.infosec.co.uk

INFOSECURITY CANADA

21-23 JUNE 2005
www.infosecuritycanada.com

TARGETING AND INFLUENCING KEY IT DECISION-MAKERS ACROSS ALL MEDIUMS

PUBLISHING	ONLINE	EXHIBITIONS AND CONFERENCES	UNIQUE PRODUCTS
<p>INFOSECURITY</p> <p>ComputerWeekly</p> <p>MicroScope</p> <p>Computers & Security</p> <p>Business Technology Today</p> <p>Card Technology Today</p> <p>Information Security Technical Report</p> <p>Computer Line & Security</p> <p>Elsevier Science www.elsevier-international.com/security www.bh.com/security</p>	<p>ComputerWeekly.com</p> <p>COMPSEC ONLINE www.compsite.com</p> <p>SHOW WEBSITES</p> <p>www.enterprisewirelesstechnology.com</p> <p>www.storage-expo.com</p> <p>www.eipt.co.uk</p> <p>www.compsc2004.com</p> <p>www.biometrics-2004.com</p>	<p>ewt2004 enterprise wireless technology</p> <p>STORAGE EXPO 12-14 OCTOBER 2004 www.storage-expo.com</p> <p>ENTERPRISE IP TECHNOLOGY 13-14 OCTOBER 2004 LONDON, UK</p> <p>CompSEC 2004</p> <p>biometrics Exhibition and Conference 2004</p>	<p>ITELLENCE</p> <p>Canada/UK [infosecurity] USER GROUP</p> <p>INFOSECURITY AWARDS</p> <p>Organised by:</p> <p>infosecurity EUROPE</p> <p>INFOSECURITY</p>

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WWW.INFOSEC.CO.UK

INFOSECURITY EUROPE TEAM



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**REED EXHIBITIONS
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TW9 1DL
UK**

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