



Mediapack 2012

Official Event Preview

Official Event Catalogue

On-site Pocket Guide

Europe's No.1
Information
Security Event

24-26 April 2012

Earls Court
London UK

SECURE THINKING

SECURE WORKING

Infosecurity Europe is pleased to be working with Showtime Media Services as the official producer for the NEW Official Event Preview and Official Event Catalogue for Infosecurity Europe, 24 - 26 April 2012, Earls Court, London



Official Event Preview

We are introducing some great innovative and cost effective ways for exhibitors to maximise their marketing and ensure return on investment. The Official Event Preview is an electronic publication that will be emailed to more than 20,000 information security industry specialists.



Official Event Catalogue

The Official on-site Event Catalogue includes essential information including the full seminar programme, floor plan and exhibitor profiles.



FREE Editorial Opportunities

We will be including up-to-date news and articles from the industry as a FREE of charge service to all exhibiting companies - see over for further details.



On-site Pocket Guide

The On-site Pocket Guide includes key event information at a glance. Limited promotional opportunities for maximum awareness.

For further information visit www.infosec.co.uk

Maximise your presence, before, during, and after Infosecurity Europe

Official Event Preview

The Official Event Preview will be an electronic publication sent out five weeks before Infosecurity Europe by e-mail to approximately 20,000 information security industry specialists, including all preregistered visitors. It will include event specific information such as the floor plan, A-Z list of exhibitors, keynote and seminar programme details and an editorial section which will consist of all the latest news from exhibitors.

News submissions for the preview are limited to 75 – 150 words, covering new services, product launches at the exhibition, promotions, mergers, contracts, anything immediately of interest to the industry. Pictures can accompany these editorial pieces.

Official Event Catalogue

The Event Catalogue will be an A5 printed magazine that will be available at the entrance of the show to all the visitors. 10,000 copies will be printed this year, providing visitors with key information about the show: Floor plan, A-Z listing of exhibitors, seminar details and the free exhibitor entries of all companies exhibiting at the show. The Event Catalogue will also include an editorial section, which is a free of charge service available to all exhibitors.

On-site Pocket Guide

The On-site Pocket Guide is a handy on-site guide including an A-Z exhibitor list, floor plan, full seminar programme details and useful event information. 10,000 copies will be available to visitors free of charge. There are limited

promotional opportunities within the guide; reserve your position today to avoid disappointment.

General Information

Please supply us with articles focusing on specific products or services, on research and development or an opinion piece from the wider industry. Send in up to 400 words + pictures for an article in the Event Catalogue or a news piece – 150 words + picture - for the Event Preview or Event Catalogue.

Send your articles to our editor, Luke Murphy, to editorial@showtimemedia.com, or call +44 (0)1462 420009 option 3, for further information. Please note that all articles for both issues will be selected at the discretion of our editor.

Circulation & Deadlines

Official Event Preview

Electronically mailed five weeks before the show to over 20,000 qualified and Pre-Registered visitors.

Editorial Deadline: 20th February 2012

Advertising Deadline: 9th March 2012

Official Event Catalogue

Printed – 10,000 copies distributed to visitors at the Show Entrance.

Editorial Deadline: 16th March 2012

Advertising Deadline: 6th April 2012

Rate Card

Double page spread	£4,550
Outside back cover	£3,000
Inside front cover	£2,650
Inside back cover	£2,650
Full page colour advert	£2,250
1/2 page advert	£1,300
Logo next to entry (Event Catalogue)	£150
Boxed Entry and Logo	£250

On-site Pocket Guide advertising (POA) Limited opportunities.

Essential Contact	£250
50 words text + company details and logo (for the Event Preview only).	

Front cover Sponsorship	£3,250
20mm x 148.5mm advertisement banner across bottom of Front Cover, Welcome and Contents pages (first right-hand and left-hand pages of publication), plus a double-page spread of editorial inside the publication.	

Exhibitor Entry Sponsorship	£3,000
20mm x 148.5mm advertisement strips across bottom of each page of Exhibitor Entries, and across cover page of the section 15 pages minimum – plus a double page spread of editorial inside the Event Catalogue.	

Floor plan Sponsorship	£3,500
20mm x 148.5mm advertisement strips across the A-Z exhibitor listing page, the floor plan double page spread, plus a double page spread of editorial inside the publication.	

Bellyband attached to a double page spread	£5,500
Wraps around the publication and opens up onto a double page spread, first company to be seen in the publication.	

Bookmark advert	£5,500
90mm x 90mm bookmark fixed as roaming advert to the publication with a ribbon, plus A4 advertising page.	

Inserts	£POA
Limited to 3 inserts per publication, which can be loose or bound.	

Discount Structure

Please note that advertising packages regarding these publications are available to provide you with the most cost effective advertising options. Contact us directly for further information. For all advertising queries, please contact Melissa Winters on +44 (0)1462 420 009 or at melissa@showtimemedia.com

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For further information visit www.infosec.co.uk