



CYBERSEC  
ASIA



THAILAND  
INTERNATIONAL  
CYBER WEEK  
2024

# CYBERSEC ASIA | SHIELD YOUR CORE

THE EVENT FOR IT SECURITY, DATA MANAGEMENT AND CLOUD SOLUTIONS IN CLMVT & APAC



31 JAN – 1 FEB 2024

QUEEN SIRIKIT NATIONAL CONVENTION CENTER (QSNCC)

## PROSPECTUS

Organized by



Empowered by:



Supported by



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# WELCOME TO CYBERSEC ASIA | SHIELD YOUR CORE

With over 5,000+ cybersecurity professionals and 130+ exhibitors at Cybersec Europe 2023, the event is now expanding to Asia, organized by VNU Asia Pacific. With a specific emphasis on the Asian market, Cybersec Asia 2024 will delve into the region's distinct cybersecurity challenges, regulatory landscape and evolving threat landscape.

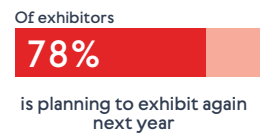
Our vision is to establish Bangkok as a premier hub for cybersecurity in the region, providing a platform for thought leadership, innovation and collaboration and bringing cybersecurity experts, enthusiasts as well as next-gen start-ups together.



**5.811** Total number of visitors



**150** Total number of exhibitors



**7.7**



Total visitor rating

59% Primaire target audience  
41% Secondaire target audience

**8.0**



Total exhibitor rating

## VISITOR PROFILE

### TOP 6 SECTORS\*

1. ICT/Digital/Electronics
2. Government and semi-governmental organizations
3. Consultancy and secondment
4. Education
5. Financial services
6. Telecom and internet

### TOP 6 POSITIONS PRIMARY TARGET AUDIENCE

1. IT specialist
2. Manager with staff
3. Management/owner
4. IT architect
5. Department head
6. CISO

**51%**

is final or co-decision maker

**36%**

gives advice on decisions

**64.3%**

Works at a company with 100+ employees

## WHY BANGKOK?

- **Geographical location:** Thailand and especially Bangkok as gateway between the East and West
- **Growing Digital Economy:** Significant growth of digital economy, e.g. rise of smartphone or e-commerce activities
- **Infrastructure Development:** Large investments, e.g. advanced telecommunication networks and data centers
- **Business Development:** Business environment with a mix of multinational corporations, startups and tech companies
- **Skilled workforce:** Introduction of programs and courses focused on cybersecurity from universities
- **Government initiatives:** Implementation of various initiatives of cybersecurity from the Thai government
- **Tourism and international connectivity:** Bangkok as a major tourist destination and transportation hub
- **Regional collaboration:** ASEAN works towards regional cooperation in cybersecurity policies and initiatives



## ABOUT VNU ASIA PACIFIC

VNU Asia Pacific is part of VNU Group, a globally operating exhibition company with offices in Utrecht, Shanghai, Bangkok and consolidates the international exhibition business of Royal Dutch Jaarbeurs. In Southeast Asia, Jaarbeurs formed a Joint Venture with TCC Group, a leading corporate conglomerate in the fast-growing region. From its business hub located in Bangkok, VNU Asia Pacific covers all key exhibition markets in South East Asia. VNU Asia Pacific has a constantly expanding portfolio with currently 19 trade shows and event formats both online and face-to-face platforms including brands from the AgriTech, Animal Husbandry, Animal Companion, Food, Life Sciences, Biotechnology, 5G and IoT.

# JOIN CYBERSEC ASIA | SHIELD YOUR CORE

## Mission

Community Building, Knowledge Platform: Our mission is to foster a secure digital ecosystem by bringing together cybersecurity experts, industry leaders and government representatives to collaborate, educate and share knowledge in order to mitigate cyber threats and promote cyber resilience in Thailand, the CLMVT region and APAC.

## Vision

Bangkok as premier hub for cybersecurity: Our vision is to establish Bangkok as a premier hub for cybersecurity in the region, providing a platform for thought leadership, innovation and collaboration. By organizing this event, we aim to enhance cybersecurity awareness, promote best practices and facilitate the development of robust cybersecurity solutions that address the unique challenges faced by organizations operating in Thailand, the CLMVT countries and across Asia Pacific.

## Our Visitors

Visitors at Cybersec Asia are mainly IT professionals and can be divided in the following groups:

### Leaders & Decision Makers

C-Suite | IT director | Head IT | Head Digital transformation | CISO | CIO | CDO | Owners

### Influencers

IT Manager | Network Manager | Solutions Architect | Enterprise Architect | Business Analyst | Information Security

### Makers / Techies

Cyber Security | Data Scientist | DevOps Lead | Software Developer | Network Engineer | ICT Architect | Consultant

### Exhibitors

Supplier | Distributor | Reseller | Integrator | Consultant

## Reasons to Exhibit

- ✓ **Knowledge Transfer:** Engage with industry experts and thought leaders to gain valuable insights, stay updated on the latest cybersecurity trends and enhance your company & expertise.
- ✓ **Brand Awareness:** Showcase your cybersecurity products and services at Cybersec Asia to a targeted audience, increasing brand visibility and recognition within the industry.
- ✓ **Lead Generation:** Connect with potential clients and decision-makers actively seeking cybersecurity solutions, generating valuable leads for your business.
- ✓ **Customer Engagement:** Interact directly with existing and potential customers, fostering relationships and building trust in your cybersecurity offerings.
- ✓ **Thought Leadership:** Demonstrate your company & thought leadership at Cybersec Asia by sharing innovative ideas, best practices and visionary approaches to cybersecurity challenges.



# FOCUS TOPICS



## Cybersecurity Strategy

- Zero Trust Security
- Security Framework & Defence Strategy
- Software Security
- OT/ICS Security
- 5G Network Security
- Smart AI Security Solutions



## Human Firewall

- Social Engineering Prevention
- Cybersecurity Best Practise
- Employee Powered Security Services
- Phishing Simulation



## Cloud & Infrastructure Protection

- IT Governance Strategy
- Multi-Cloud Security
- Remote Work Security
- S/I/PaaS Security



## Data Protection & Privacy

- Data Protection Regulations
- Data Loss Prevention
- Data Protection Technologies
- Data Privacy Guidelines



## Identity & Access Management

- Identity Management
- Digital Identities & Authentication
- Access Control (SSO, MFA, PSK, Biometrics, Priv. Access)
- Identity Protection



## Resilience & Recovery

- Information Security Policies
- Vulnerability Monitoring & Security Monitoring
- Incident Response Management
- Business Continuity Management



## Web3 Security

- Blockchain Analytics
- KYC Verification
- Smart Contracts Audit
- Decentralized Systems



## Cyber Compliance

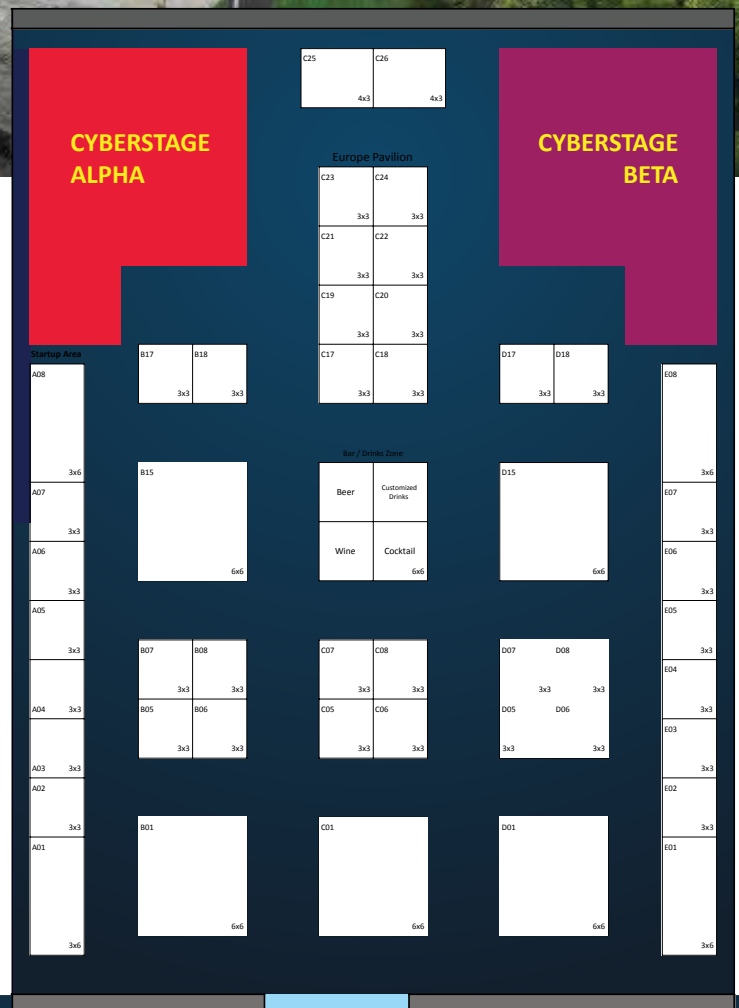
- Risk Governance
- Regulatory Cybersecurity Compliance Framework
- Data Breach Penalty Prevention
- Incident Response Plan



## QUEEN SIRIKIT NATIONAL CONVENTION CENTRE

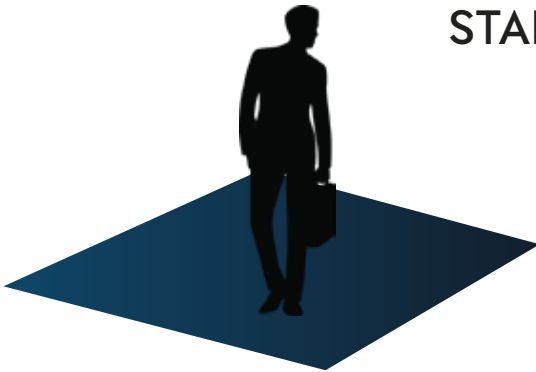
(QSNCC) is a prominent convention and exhibition center located in Bangkok, Thailand. It is named after Queen Sirikit, the queen consort of King Bhumibol Adulyadej (Rama IX) of Thailand.

The convention center boasts state-of-the-art facilities and infrastructure, designed to accommodate various types of events. Its main building consists of several halls and exhibition spaces, offering a total area of approximately 78,500 square meters. The facility includes a grand ballroom, meeting rooms, conference rooms, exhibition halls and a variety of support services such as catering, audiovisual equipment, and event management.





START UP 4 SQM.



LAUNCH PARTNER  
MIN. 36 SQM.



GOLD / SILVER / BRONZE  
PACKAGE 9 SQM.

Booth Packages					
	LAUNCH PARTNER min. 36 sqm.	GOLD Package 9 sqm.	SILVER Package 9 sqm.	BRONZE Package 9 sqm.	START UP 4 sqm.
	<b>\$15,000</b>	<b>\$5,500</b>	<b>\$4,500</b>	<b>\$3,500</b>	<b>\$1,250</b>
<b>BENEFITS</b>		Booth Included	Booth Included	Booth Included	Booth Included
Branded Backdrop	Upon request	✓	✓	✓	✓
Official Networking Evening Tickets	10	8	6	4	2
Lead Scanning	2 Access	1 Access	x	x	x
Meeting Room	Half Day	x	x	x	x
Goodie Bag Insert	✓	✓	✓	x	x
Speaking Slot	1	1	x	x	x
Social Media Post	1	1	1	1	1
EDM Marketing	2	1	1	x	x



## 1. LANYARD:

"Be the Face of the Event! Showcase Your Brand with Custom Lanyards that are worn by all visitors."

**2,200 USD**  
(Limited to 3 Sponsors)

**500 USD**  
(Limited to 3 Sponsors)

## 2. FLYER DISTRIBUTION:

"Maximize Exposure! Get Your Message in the Hands of Every Participant. Distribute your promotional materials directly across the venue."



## 3. LUNCH SPONSOR:

"Fuel the Minds, Fuel Your Brand! Be the VIP-Food-Sponsor with your own branded area (screens, napkins, walls)"

**8,500 USD / DAY**  
(Limited to 1 Sponsor)

**1,000 USD / DISPENSER**  
(Limited to 5 Sponsors)

## 4. WATER SPONSOR:

"Quench Their Thirst, Leave a Lasting Impression. Ensure your brand stays hydrated in the minds of attendees by providing refreshing water with your brand."



## 5. COFFEE SPONSOR:

"Perk Up the Crowd! Energize ALL Attendees with your Coffee Sponsorship incl. your branded sustainable cups and customized branding opportunities."

**9,000 USD / DAY**  
(Limited to 1 Sponsor)

**2,200 USD**  
(Limited to 1 Sponsor)

## 6. WIFI SPONSOR:

"Connect, Engage, Dominate! Be the Enabler of Seamless Networking with Exclusive Name WiFi Sponsorship. Keep attendees connected while showcasing your brand prominently."



## 7. MUSIC SPONSOR:

"Set the Right Tone! Showcase your Brand's Vibe by becoming the Music Sponsor, prominently shown on all slides during the breaks and during lunch."

**2,200 USD**  
(Limited to 1 Sponsor)

**1,800 USD / COLUMN**  
(Limited to 5 Sponsors)

## 8. PILLAR ADVERTISING:

"Stand Tall Among the Crowd! Make Your Brand Unmissable with Pillar Advertising. Take center stage and leave a lasting impression."



## 9. J-FLAG ADVERTISING:

"Be the Flag-Bearer of Innovation! Adorn the Venue with Your Brand's Message through J-Flag Advertising. Capture everyone's attention from every angle."

**1,200 USD / FLAG**  
(Limited to 5 Sponsors)

**1,900 USD**  
(Limited to 4 Sponsors)

## 10. KEYNOTE SPEAKING SLOT:

"Lead the Conversation! Secure Your Keynote Speaking Slot and Position Your Brand as a Thought Leader at the Fore front of the Industry. (No Product/ Marketing Talks!)"



## 11. WORKSHOP SLOT:

"Hands-On Interaction! Engage, Educate, and Inspire as a Workshop Sponsor and Host: Half-a-Day incl. Coffee Break & Snacks."

**2,800 USD**  
(Limited to 4 Sponsors)



	<p><b>12. MEETING ROOM BOOKING:</b>                  "Host Exclusive Gatherings! Reserve a Meeting Room and Make Your Brand the Go-To Hub for Networking and Collaboration: Half-a-Day incl. Coffee Break &amp; Snacks."</p>	<p><b>1,800 USD</b>                  (Limited to 4 Sponsors)</p>
<p><b>1,200 USD</b>                  (Limited to 6 Sponsors)</p>	<p><b>13. PANEL SESSION SPEAKER:</b>                  "Join the Discussion! Make an Impact as a Panel Session Speaker and Elevate Your Brand's Authority on Crucial Industry Topics."</p>	
	<p><b>14. LEAD RETRIEVAL SYSTEM:</b>                  "Never Miss an Opportunity! Capture, Track, and Nurture Leads with our Advanced Lead Retrieval System. Maximize ROI and grow your network."</p>	<p><b>750 USD</b></p>
<p><b>28,000 USD</b>                  (Limited to 1 Sponsor)</p>	<p><b>15. VIP NETWORKING EVENT:</b>                  "Rub Shoulders with Influencers! Host the Exclusive VIP Networking Event and Gain Access to Top Industry Players. Incl. Full Branding of the Area."</p>	
	<p><b>16. APP: PUSH MESSAGE:</b>                  "Instant Impact! Send Targeted Push Messages via the Event App and Get Noticed by Every Attendee."</p>	<p><b>490 USD</b>                  (Limited to 4 Sponsors)</p>
<p><b>290 USD</b>                  (Limited to 10 Sponsors)</p>	<p><b>17. APP: EXHIBITOR LISTING:</b>                  "Stand Out in the Digital Realm! Enhance your Visibility with a Premium Exhibitor Listing on the Event App."</p>	
	<p><b>18. APP: EXCLUSIVE BRANDING:</b>                  "Secure Exclusive Branding on the Event App and Make a Bold Statement. Co-Branding with Cybersec Asia."</p>	<p><b>4,900 USD</b>                  (Limited to 1 Sponsor)</p>
<p><b>750 USD</b>                  (Limited to 6 Sponsors)</p>	<p><b>19. EDM:</b>                  "Reach Thousands at Once! Drive Interest and Attendance with a Captivating article in one of our EDMs to Showcase Your Brand's Presence."</p>	
	<p><b>20. SOCIAL MEDIA POSTS:</b>                  "Go Viral! Amplify Your Reach through Strategic Social Media Sponsorship. Be the Talk of the Event Online via our Social Media Event Pages."</p>	<p><b>750 USD</b>                  (Limited to 10 Sponsors)</p>
<p><b>2,500 STATION / USD</b>                  (Limited to 4 Sponsors)</p>	<p><b>21. CHARGING STATIONS:</b>                  "Power Up Attendees' Devices and Your Brand! Sponsor Charging Stations and Provide Convenience with Every Charge."</p>	
	<p><b>22. SPEAKER RECEPTION:</b>                  "Cheers to Success! Sponsor the Speaker Reception with your own branding and Connect with Renowned Speakers and Influencers."</p>	<p><b>2,800 USD</b>                  (Limited to 1 Sponsor)</p>

	<p><b>23. NETWORKING DRINKS:</b> "Cheers to New Connections! Host the Networking Drinks and Raise a Toast to Building Meaningful Business Relationships."</p>	<p><b>12,800 USD</b> (Limited to 1 Sponsor)</p>
<p><b>1,200 USD / PIECE</b> (Limited to 8 Sponsors)</p>	<p><b>24. HANGING BANNER:</b> "Get Suspended in Attention! Elevate Your Brand with a Striking Hanging Banner that Dominates the Event Space."</p>	
	<p><b>25. JUICE BAR:</b> "Freshness and Flavors Meet Your Brand! Energize Attendees with a Refreshing Juice Bar Experience with your own brand."</p>	<p><b>4,800 USD / DAY</b> (Limited to 1 Sponsor)</p>
<p><b>4,800 USD / DAY</b> (Limited to 1 Sponsor)</p>	<p><b>26. BARISTA ZONE:</b> "Fuel the Caffeine Cravings! Set Up a Branded Barista Zone and Impress Attendees with Premium Coffee."</p>	
	<p><b>27. MASSAGE ZONE:</b> "Relax, Recharge, Remember! Offer Attendees a Relaxing Experience with Your Branded Massage Zone."</p>	<p><b>2,900 USD / DAY</b> (Limited to 1 Sponsor)</p>
<p><b>4,800 USD / DAY</b> (Limited to 1 Sponsor)</p>	<p><b>28. ICE CREAM BAR:</b> "Sweeten the Deal! Delight Attendees with a Delectable Ice Cream Bar with your own branding and Leave a Lasting Sweet Impression."</p>	
	<p><b>29. REGISTRATION BRANDING:</b> "Make the First Touch Unforgettable! Showcase Your Brand's Identity at the Registration Area and Make a Lasting First Impression."</p>	<p><b>2,200 USD</b> (Limited to 1 Sponsor)</p>
<p><b>3,800 USD</b> (Limited to 1 Sponsor)</p>	<p><b>30. WELCOME BAGS:</b> "Give a Warm Welcome! Treat Attendees with Branded Welcome Bags filled with Exciting Surprises. One Insert included."</p>	
	<p><b>31. WELCOME BAG INSERT:</b> "Slip in Your Brand's Message! Include Promotional Materials in the Welcome Bags to Garner Immediate Attention."</p>	<p><b>750 USD</b> (Limited to 10 Sponsors)</p>
<p><b>1,200 USD</b> (Limited to 1 Sponsor)</p>	<p><b>32. BRANDED DJ BOOTH:</b> "Set the Stage for Excitement! Have Your Brand in the Spotlight with a Branded DJ Booth for our Networking Night."</p>	
	<p><b>33. BRANDED PHOTO WALL:</b> "Strike a Pose, Share the Brand! Be the Center of Attention with a Branded Photo Wall at the Event"</p>	<p><b>2,200 USD</b> (Limited to 4 Sponsors)</p>



**34. STAGE BRANDING:**

"Be the Face of the Event! Make Your Brand Unmissable with Striking Stage Branding for one of our Side Stages."

**3,900 USD**  
(Limited to 2 Sponsors)

**ON REQUEST**

**35. VIDEO SPONSOR:**

"Capture Attention in Motion! Showcase Your Brand through Engaging Video Content as the Video Sponsor."



**36. CREW SHIRT:**

"Outfit Your Brand's Ambassadors! Have Your Logo Featured on Crew Shirts and Reach Every Corner of the Event."

**2,900 USD**  
(Limited to 1 Sponsor)

**9,900 USD**  
(Limited to 1 Sponsor)

**37. RETRO GAMING ZONE:**

"Take Attendees on a Nostalgic Journey! Sponsor the Retro Gaming Zone and Create Fun and Memorable Interactions."



**38. BAR SPONSOR:**

"Raise the Bar on Brand Awareness! Become the Exclusive Bar Branding Sponsor and Connect with Every Thirsty Attendee."

**3,900 USD**  
(Limited to 1 Sponsor)

**For your individual offer,  
Please contact the Cybersec Asia Team!**

SCAN HERE TO APPLY





## Get in touch with us



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