ONE
Conference
2022

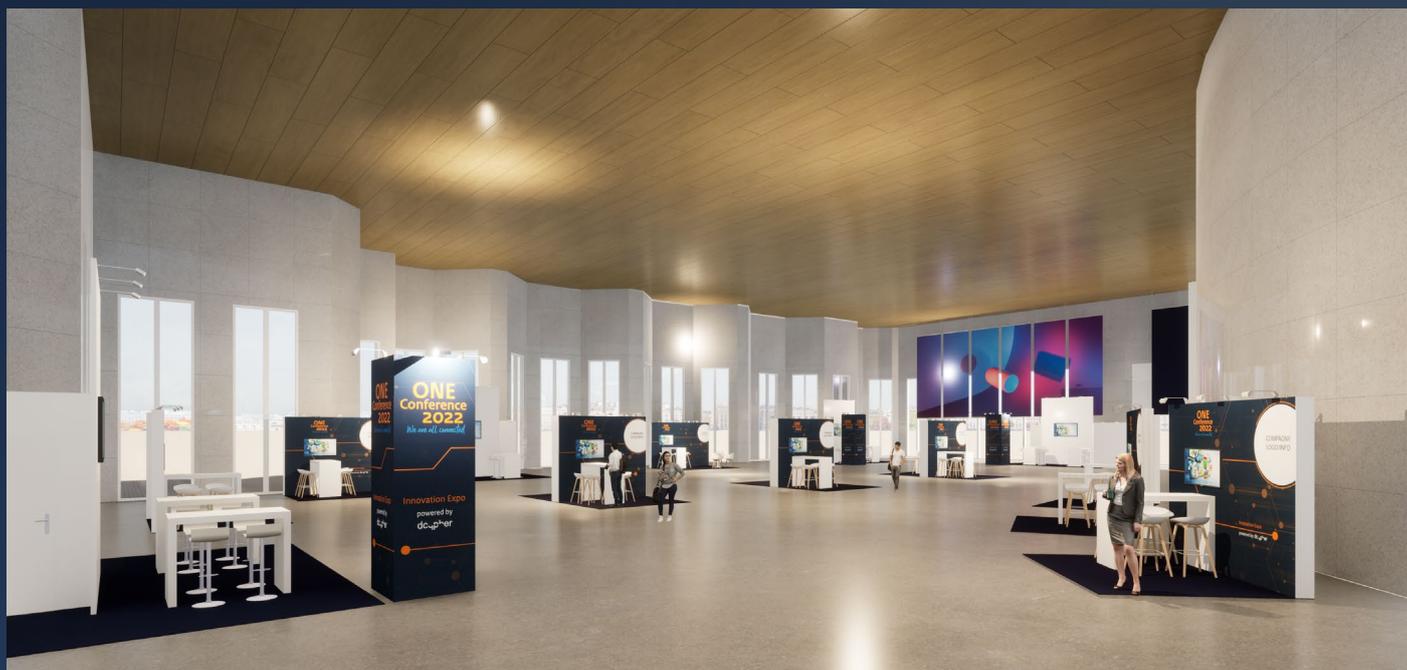We are all connected

Innovation Expo

powered by dcypher

Exhibitor & Sponsership Brochure

The annual ONE Conference is the leading international cybersecurity conference where the latest insights are shared. Annually, the ONE Conference provides ample opportunity to exchange state-of-the-art knowledge and best practices. For a secure digital world. From startups to tech giants to governments, we all need to work together to make and keep our digital world safe. This year we are taking this to the next level with a special Innovation Expo, powered by dcypher.

The Innovation Expo is an impressive part of the ONE Conference where, through stands, the latest innovations are given a place to 'conquer the world'. Innovations in the broadest sense of the word from innovative collaborations to soft- and hardware development, innovative research and spin-offs. So from different angles, the latest products and services will be presented to visitors to the ONE.

On **18 & 19 October 2022**, the ONE Conference will take place at the World Forum in The Hague. As an exhibitor, you can present and demonstrate your latest innovations and products in the field of cybersecurity.

2

ONE Conference

ONE Conference is Europe's prime cybersecurity networking event. A leading platform for sharing knowledge, best practices and research results, this year's edition will take place on 18 & 19 October 2022. Both days offer a plenary programme as well as optional breakout sessions in smaller groups.

A wide variety of topics will be addressed: from highly technical subjects such as malware detection, incident response, and law enforcement cases to less technical subjects, such as partnerships between the public and the private domain, governance and recent cybersecurity research.

The Netherlands is home to many promising start-ups and scale-ups in the digital arena and also to the ONE Conference. The event took place hybrid in 2021, but this year the World Forum is once again opening its doors to domestic and international visitors.

This year the ONE Conference includes a variety of fascinating contributions from different perspectives on cybersecurity, from technical to political to economic to human behaviour.
From tech giants and governments with access to virtually unlimited resources to start-up businesses and open source developers with finite time, budgets or expertise - we all have to work together to help make our digital world secure.

Every year, the ONE Conference offers ample opportunity to exchange state-of-the-art knowledge and best practices with visitors from all over the world. For a secure digital world. We also hope to inspire you and look forward to meeting you face-to-face!

4

dcypher

dcypher is the cybersecurity cooperation platform for research and innovation in the Netherlands. dcypher brings public, private parties and knowledge institutions together as well as resources and expertise to effectively engage in cybersecurity education, research, innovation for the development of concrete applications.

The mission of dcypher and its partners is to deepen and broaden the development and application of expertise in the field of cybersecurity in the Netherlands. This is necessary to be able to take measures against new and existing digital threats. The aim is to develop a high-quality, autonomous knowledge position in the Netherlands to be able to safely capitalise on the social and economic opportunities of digitization. Therefore it is essential to develop a good foundation based on innovation to ensure that the Netherlands becomes less dependent on cybersecurity expertise and solutions from other countries.

To achieve this, it is crucial that cooperation across the entire cybersecurity innovation chain is strengthened. The key to this is intelligently connecting and coordinating the supply and demand of expertise. This platform provides this by stimulating knowledge development in the cybersecurity domain to give a significant impulse to the cybersecurity industry and to support the government in its role as launching customer.

Our mission is to contribute to a safer, smarter, digitally autonomous and economically stronger Dutch environment. Througy this mission, dcypher contributes to a lasting impact on the entire cybersecurity knowledge and innovation domain.

We actively work on bringing together supply, demand and funding for cybersecurity education, research, innovation and application to create an 'active' cooperation chain. This can only be achieved by the involvement of all parts of the chain: education, fundamental research, applied research, market introduction, human capital, start-ups and scaleups.

5

ONE INNOVATION EXPO | POWERED BY DCYPHER

From startups to tech giants to governments we all need to work together to make and keep our digital world safe. This year we are organizing a tangible stage for this, the Innovation Expo.

An impressive part of the ONE Conference where, by means of stands, the latest innovations are given a place to 'conquer the world'. Innovations in the broadest sense of the word, from innovative collaborations to soft- and hardware development, innovative research and spin-offs. So from different angles, the latest products and services will be presented to visitors to the ONE.

On 18 & 19 October 2022, the ONE Conference will take place in the World Forum in The Hague. As an exhibitor, you can present and demonstrate the latest innovations and products in the field of cybersecurity.

Innovation Expo

powered by dcypher

6

LOCATION

World Forum is a compact venue, yet simultaneously has 17.500 square meters for rent. A perfect location for large scale international events and ideal for networking moments, key-notes and break-out sessions. World Forum The Hague is a location with endless possibilities and fifty years of experience in organizing events.

World Forum The Hague
Churchillplein 10
2517 JW Den Haag
Nederland

Event, set up and dismantling dates*

Congress Dates:
From 18 to 19 October 2022

Exhibition Set up:
Monday 17 October 2022

Exhibition Dismantling:
Thursday 20 October 2022

detailed planning will be available into the exhibition practical manual

WHY SHOULD YOU ATTEND?

A tailored sponsorship package of the Congress is a cost-effective opportunity to reach a large number of delegates within your target market. It will provide exclusive access to influential delegates through several opportunities, including one-to-one meetings, networking areas & social functions.

• Your organization's presence at the congress is an opportunity to leverage several days of unparallel access to a wide potential network base, to inform them about your innovations and build long-term relationships.

• Your Organisation will benefit significantly from exposure to an interested, relevant and influential audience in an informal yet informative environment away from the competition of everyday distractions.

• The Congress will assist you in achieving strategic goals by providing you direct exposure to your target network.

Visitors

This year, the conference will be exclusively in-person. Registration is therefore invitation-only. All the visitors are active in the cybersecurity innovation field.

• Distribution of public (**45%**), private (**35%**) and academic (**20%**) participants
• Distribution by operational, tactical, policy, and strategic levels
• Representatives of cooperation partners (**25%**)
• International participants (**20%**)

"The ONE Conference is a 'must visit event' for those involved in the area of cyber security."

8

CRITERIA

For the Innovation Expo there are a couple of criteria that must be met to be eligable as a standholder:

• Exhibitor moves in the playing field of cybersecurity and is based in Europe;
• Innovative;
• Presentation format is dynamic (preferably 'seeing' or 'doing');
• Looking for solutions and creating preconditions;
• Contribution to opportunities becomes visible;
• Extent to which there is news value.

Commercial presentations are excluded from participation. The organization ensures the balance in senders and themes. In the context of quality control, the organization reserves the right to ask submitters to (partially) modify their proposal.

Facts

Number of attendees from Europe

+2000

Number of exhibitors

+25

9

INNOVATION EXPO STAND PACKAGES*

Small Exhibition Stand Package

Booth:
- 6sqm
- Aluminum frame for exhibition wall + full color print of exhibition wall + logo company
- 1 table + 4 stools
- 40'' inch TV screen incl. HDMI cable
- Lighting, consisting of 3 LED lamps incl. wiring

- 2 Exhibitor badges giving access to congress sessions, lunches and coffee breaks within the exhibition hall
- Congress website and App coverage (name + logo + link to your website)
- Company listed on printed exhibition floor plan at the entrance of the exhibition hall
- Acknowledgement in the newsletter before the Congress
- Networking possibility on spot or by matchmaking facility

STANDARD RATE: **1500 €** (excl VAT)

Medium Exhibition Stand Package

Booth:
- 9sqm
- Aluminum frame for exhibition wall + full color print of exhibition wall + logo company
- 2 tables + 8 stools
- 40'' inch TV screen incl. HDMI cable
- Lighting, consisting of 4 LED lamps incl. wiring

- 3 Exhibitor badges giving access to congress sessions, lunches and coffee breaks within the exhibition hall
- Congress website and App coverage (name + logo + link to your website)
- Company listed on printed exhibition floor plan at the entrance of the exhibition hall
- Acknowledgement in the newsletter before the Congress
- Networking possibility on spot or by matchmaking facility

STANDARD RATE: **3750 €** (excl VAT)

10

Large Exhibition Stand Package

Booth:
- Booth A-locaton main center.
- 18sqm
- Complimentary exhibition space for your own, customized booth
- Aluminum frame tower full color printing in line with the other stands

• 5 Exhibitor badges giving access to congress sessions, lunches and coffee breaks within the exhibition hall
• Congress website and App coverage (name + logo + link to your website)
• Company listed on printed exhibition floor plan at the entrance of the exhibition
• 1 push notification from the App sent during congress days (day & time decided by the organizer)
• Acknowledgement in the newsletter before the Congress
• Networking possibility on spot or by matchmaking facility

STANDARD RATE: **5950 €** (excl VAT)

Terms & conditions apply

11

CONTACT US

For more questions or inquiries concering the Innovation Expo at the ONE Conference,
please contact us via info@dcypher.nl

Innovation Expo

powered by dcypher

12