

**MADRID,
NOVEMBER
26TH - 28TH**

LOCATION:
CINES **KINÉPOLIS**
CIUDAD DE LA IMAGEN

**XVIII
JORNADAS
STIC
CCN-CERT**

**VI
JORNADAS
DE CIBER_
DEFENSA
ESPDEF-CERT**

**ACTIVE CYBERDEFENSE
FOR A DIGITAL WORLD**

#XVIIIJORNADASCNCERT

#VIJORNADASESPDEF CERT



/RootedCON[®]

The background is a complex, abstract digital composition. It features a series of overlapping, semi-transparent rectangular planes that resemble circuit boards or data layers, rendered in shades of teal, blue, and gold. These planes are interconnected by a network of thin, white lines that form a web-like structure, suggesting data flow or network connectivity. Scattered throughout the scene are small, glowing blue and gold geometric shapes, including cubes and spheres, which add a sense of depth and digital complexity. The overall aesthetic is futuristic and high-tech, with a focus on digital infrastructure and network security.

***Active cyberdefense
for a digital world.***

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1. Introduction

From **November 26 to 28, 2024**, Madrid will host a new edition of the leading event of the cybersecurity sector in Spain: the **XVIII Jornadas STIC CCN-CERT | VI Jornadas de Ciberdefensa ESPDEF-CERT** will be held once again at the Kinépolis Ciudad de la Imagen cinemas, under the slogan "**Active cyber defense for a digital world**".

The **National Cryptologic Center of the National Intelligence Center (Centro Criptológico Nacional del Centro Nacional de Inteligencia)** and the **Joint Cyberspace Command (Mando Conjunto del Ciberespacio)**, with the collaboration of **RootedCON**, will once again bring together on the same stage professionals from the world of cybersecurity: experts from the public administration, leading technology companies, representatives of governments and institutions, academia, the security industry and international organizations. All of them will participate in the **most relevant cybersecurity sector meeting at national level**.



+250
speakers



+2000
organizations represented



+50
exhibitors



+35
countries attending



+6000
on-site attendees



+7000
online attendees



+110
sponsoring companies and collaborating entities

The Conference returns once again this year to become a space for debate and exchange in which to share and learn about threats and trends in cybersecurity, new technologies, telecommunications, and regulatory and normative frameworks, among others.

With the celebration of this new edition of the STIC CCN-CERT | ESPDEF-CERT Cyberdefense Conference, we reaffirm our leadership by promoting national collaboration and cooperation to keep Spain in a cyberstrategic position worldwide.



2. About the event

Organizers



/RootedCON[®]

Date of celebration

26

27

28

November 2024



Kinépolis

Ciudad de la Imagen
28223 Pozuelo de Alarcón
- Madrid

More information



Web

<https://jornadas.ccn-cert.cni.es/es/xviii/jornadas>



E-mail address

eventos@ccn-cert.cni.es

Social networks



#XVIIIJornadasCCNCERT

#VIJornadasESPDEF CERT

Access

New access

Kinépolis central entrance

Car

- > 3.000 **free parking** spaces
- > Access from the A5, M-40 and M50

Metro

Light Metro ML-3 Ciudad del Cine

Intercity buses

- > Line **658** Madrid (Moncloa)
- > Line **572** Madrid (Aluche)

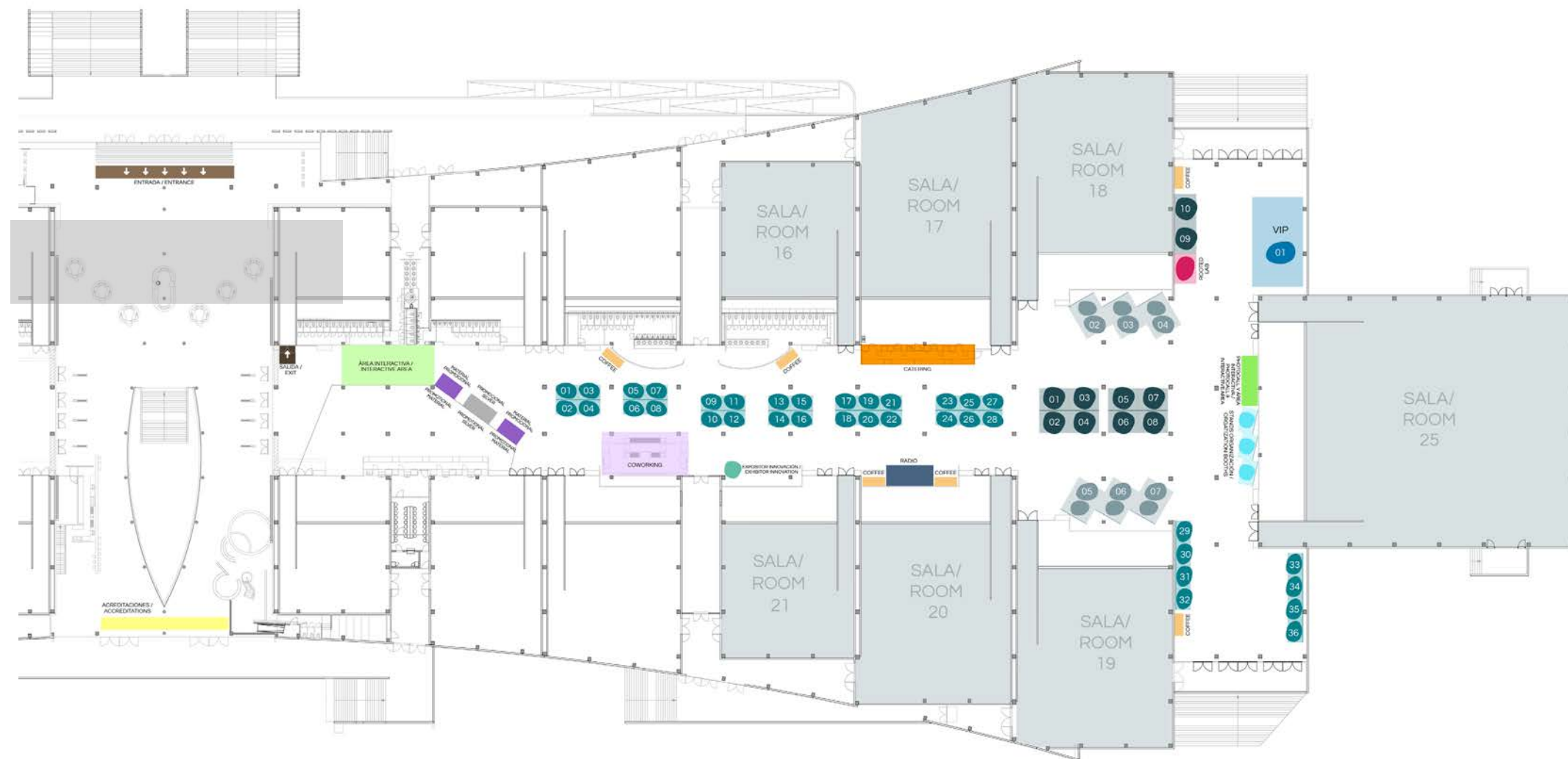
■ General map of the event

XVIII JORNADAS STIC CCN-CERT

#XVIIIJornadasCCNCERT

VI JORNADAS DE CIBER- DEFENSA ESPDEF-CERT

#VIJornadasESPDEF CERT



- | | | |
|--|---|---|
| ● Diferencial VIP / Differential VIP | ■ Expositor Networking&Coffee / Exhibitor Networking&Coffee | ■ Catering |
| ● Diferencial Estratégico / Differential Strategic | ■ Expositor Coworking / Exhibitor Coworking | ■ Entrada / Entrance |
| ● Stands Organización / Organization Booths | ● Expositor Innovación / Exhibitor Innovation | ■ Salida / Exit |
| ● Expositor Diamante / Exhibitor Diamond | ■ Radio / Radio | ■ Acreditaciones / Accreditations |
| ● Expositor Platinum / Exhibitor Platinum | ■ Promocional Silver / Promotional Silver | ■ Área Interactiva / Interactive Area |
| ● Expositor Rooted Labs / Exhibitor Rooted Labs | ■ Material Promocional / Promotional material | ■ Photocall y Área Interactiva / Photocall & Interactive Area |

*El contenido de la imagen es meramente ilustrativo y puede estar sujeto a cambios de acuerdo con las necesidades del evento y la organización. /
*The content of the image is merely illustrative and may be subject to change according to the needs of the event and the organization.



3. Programme

November | 2024

The updated program is available on the official website:

<https://jornadas.ccn-cert.cni.es>

*Modules and rooms may be subject to change.

NOVEMBER 26

TUESDAY

All rooms	09:00 09:45	Keynote Lecture CCN Activity
Room 25 Room 18 Room 19 Room 17 Room 16	09:50 12:40	Modules/Presentations <i>(to be determined by the organization and 30 minutes duration)</i>
Room 20	09:50 12:40	Rooted Labs Workshops
All rooms	12:40 14:00	Opening ceremony

Break / Spanish Wine

Room 25 Room 19 Room 16	15:35 15:55	1st Sponsored Lecture (20 mins)
	16:00 16:20	2nd Sponsored Lecture (20 mins)
	16:25 16:45	3rd Sponsored Lecture (20 mins)
	16:50 17:10	4th Sponsored Lecture (20 mins)
Room 18 Room 17	15:35 16:20	Modules/Presentations <i>(to be determined by the organization and 30 minutes duration)</i>
Room 18 Room 17	16:25 16:45	1st Sponsored Lecture (20 mins)
	16:50 17:10	2nd Sponsored Lecture (20 mins)
Room 20	15:35 17:10	Rooted Labs Workshops

NOVEMBER 27

WEDNESDAY

Room 25 Room 18 Room 19 Room 17 Room 16	09:00 14:15	Modules/Presentations <i>(to be determined by the organization and 30 minutes duration)</i>
Room 20	09:00 14:15	Rooted Labs Workshops

Break / Spanish Wine

Room 25 Room 18 Room 17 Room 16	15:35 15:55	1st Sponsored Lecture (20 mins)
	16:00 16:20	2nd Sponsored Lecture (20 mins)
	16:25 16:45	3rd Sponsored Lecture (20 mins)
	16:50 17:10	4th Sponsored Lecture (20 mins)
Room 19	15:35 17:10	Modules/Presentations <i>(to be determined by the organization and 30 minutes duration)</i>
Room 20	15:35 17:10	Rooted Labs Workshops

NOVEMBER 28

THURSDAY

Room 25 Room 18 Room 19 Room 17 Room 16 Room 20	09:00 12:25	Modules/Presentations <i>(to be determined by the organization and 30 minutes duration)</i>
All rooms	12:30 12:50	Keynote lecture
All rooms	12:50 13:00	ATENEA Awards Ceremony
All rooms	13:05 13:25	CCN-CERT Incident Talk
All rooms	13:30 13:45	Closing ceremony by authorities
All rooms	13:45 16:00	End of event Cocktail with sponsors

4. Mobile App

Available in:



App Store



Google Play

- > All the information about the Conference, customizable and updated.
- > Questions to the speakers.
- > Satisfaction surveys.
- > They will be published in the markets indicated one week before the event.



5. Previous edition

■ Date and inauguration



**28, 29 and 30
of November 2023**



**The Minister of Defense,
Margarita Robles, and the
Secretary of State Director of the
CNI, Esperanza Casteleiro.**



+ 14.200
assistants



+ 6.605
on-site



+ 37
countries



Backed by
109 companies
 (sponsors and collaborators)



■ On-site attendance



*Online attendance only

**Sum of online and on-site attendance





6. Communication

An intense activity will be carried out to disseminate and promote the event, through the following actions:

- ✓ **Institutional support:** coordination with the main bodies responsible for cybersecurity in Spain and the Americas: Joint Cyberspace Command (organizer), INCI-BE, Cybersecurity Coordination Office (OCC), Department of Homeland Security (DSN), State Security Forces and Corps and the Organization of American States (OAS).
- ✓ **Main collaborators** Center for Industrial Cybersecurity (CCI).
- ✓ **Collaborating entities:** associations and entities of the sector.
- ✓ **Official media for the event:** Revista SIC, Capital Radio, and Red Seguridad.
- ✓ **Social networks:** Twitter, LinkedIn, YouTube and Telegram
Hashtags: #XVIIIJornadasCCNCERT, #VIJornadasESPDEF-CERT and #RootedLabs.
- ✓ **Website:** <https://jornadas.ccn-cert.cni.es>
- ✓ **CCN digital newsletters:** + 17,000 subscribers.
- ✓ **Advertising and press releases.**
- ✓ **Personal invitations from CCN.**
- ✓ **Mobile app for attendees.**



7. Why sponsor this event?

With a total attendance forecast of 4,500 people during the three days of the event and online participation of more than 7,000 users, the XVIII Jornadas STIC CCN- CERT | VI Jornadas de Ciberdefensa: ESPDEF- CERT are consolidated as the main cybersecurity meeting held in Spain.

■ What benefits do sponsors find?

- ✓ Promote visibility and positioning before the entire cybersecurity sector and society as a whole.
- ✓ Repercussion in the media and social networks.
- ✓ Generation of business opportunities and networking.
- ✓ To show the solutions to the market and promote the positioning of the company in this sector.
- ✓ Training for company personnel.
- ✓ Talent recruitment for all areas of an organization.
- ✓ First-hand access to the latest news and trends in the industry.



8. Sponsorship categories

Taking into account the benefits mentioned in the previous point, derived from the relevance of this event, the organization has designed various forms of sponsorship so that companies in the sector that are interested can have a relevant role in the leading meeting of the cybersecurity sector in Spain, thus achieving a positive impact on their brand image and increasing the possibility of creating business opportunities and relevant relationships.

The different categories of sponsorship have a series of benefits, appropriate to their cost and to the commitments acquired by each of the parties. However, it will be up to the CCN to resolve issues related to the organization of the event, as well as the terms and conditions of the collaboration. Participation as a Sponsor of the XVIII STIC CCN-CERT | VI ESPDEF-CERT Cyberdefense Conference implies the acceptance of the terms and conditions established in this document.

Types of sponsorship:

DIFFERENTIAL SPONSORSHIP CATEGORY

This type of sponsorship is linked to the event's brand, and therefore has the greatest number of benefits and the greatest visibility.

VIP Includes 20-minute presentation in Room 25	Number of sponsors: 1 Price: 28,500€ + VAT
STRATEGIC Includes 20-minute presentation in Room 25	Number of sponsors: 6 Price: 28,500€ + VAT

EXHIBITOR SPONSORSHIP CATEGORY

This type of sponsorship offers the Sponsor the possibility of having a space at the event, significantly increasing its visibility and impact on the event.

ROOTED LABS Includes 20-minute presentation in Room 25	Number of sponsors: 1 Price: 28,500€ + VAT
DIAMOND Includes a 20-minute presentation	Number of sponsors: 10 Price: 22,500€ + VAT
PLATINUM	Number of sponsors: 36 Price: 14,500€ + VAT
NETWORKING	Number of sponsors: 1 Price: 22,500€ + VAT
COWORKING	Number of sponsors: 1 Price: 16,500€ + VAT
INNOVATION	Number of sponsors: 4 Price: 4,490€ + VAT

SPEAKER SPONSORSHIP CATEGORY

This type of sponsorship gives Sponsors the opportunity to have a prominent position at the event through a presentation in which they will be able to talk about their services or solutions.

GOLD	Number of sponsors: 1 Price: 13,500€ + VAT
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PROMO SPONSORSHIP CATEGORY

This type of sponsorship offers a high level of brand visibility before, during and after the event, giving sponsors the opportunity to share corporate material in a dedicated space.

SILVER	Number of sponsors: unlimited Price: 5,490€ + VAT
---------------	--

SPECIAL SPONSORSHIP CATEGORY

This modality gives Sponsors the possibility of having a prominent position in the event. Those who opt for this type of sponsorship will be associated with key moments of the event.

ROOM 25	Number of sponsors: 1 Price: 14,500€ + VAT
LANYARD	Number of sponsors: 1 Price: 8,000€ + VAT
EVENT BAG	Number of sponsors: 1 Price: 8,000€ + VAT
OFFICIAL DINNER	Number of sponsors: 1 Price: 17,990€ + VAT
TICKETS	Price: 810€ + VAT

Extra Packs for which the sponsorship modalities are eligible:

High Visibility Packs



Number of Sponsorships:

Available for Differential Sponsorship categories

High visibility pack in Social Media

Contribution:

3,100€ + VAT

High visibility pack Aftermovie official video

Contribution:

6,500€ + VAT

High visibility pack Photography

Contribution:

2,900€ + VAT

Photography Visibility Pack



Number of Sponsorships:

Available for Exhibitor, Speaker, Promo and Special categories, with a maximum number of 45 sponsors

Contribution:

990€ + VAT per DAY

Price subject to a minimum of at least 15 sponsors contracting this pack

Rooms Sponsorship



Number of Sponsorships:

Available for Differential Sponsorship categories and Diamond maximum 4

Contribution:

2,990€ + VAT

Each of the sponsorship modalities that allow participation in the event are detailed below:

8.1. Differential Sponsorship cateogry

This type of sponsorship is linked to the brand of the event; therefore, it has the highest number of considerations and greater visibility. Within this modality there are two categories of VIP and STRATEGIC participation:

8.1.1. VIP

Sponsorship includes the following aspects:

- > **VIP space** for the event (**90 m²**), in coordination with the Organization. This space will be enabled for the reception of authorities, speakers or guests of the Organization and the Sponsor. The costs of the space will be borne by the Sponsor (installation, catering, hostesses, etc.).
- > **Informative presentation** of services or solutions of the company. The presentation will take place in the afternoon and will be broadcast online (20 minutes). The presentation of this sponsor will take place in the room with the largest capacity (Room 25).
- > Insertion of logo together with the event brand on at least 5 surfaces where the logos of the event organization are visible
- > Insertion of the logo, in **XXL**, in:
 - o Event **website** (<https://jornadas.ccn-cert.cni.es>).
 - o **Printed program of the Conference.**
 - o **Photocall event.**
- > **Congress App**: logo and company summary.
- > Broadcasting of **promotional video** (maximum 2:30 minutes) during breaks.
- > **Image** with your logo for use in **social networks**.
- > **List of registered participants** and speakers for whom authorization is available in accordance with data protection regulations, once the event is over.
- > **Nine (9) daily invitations** for company staff/clients for the days of the event (these invitations include space staff and speakers).
- > **Unlimited tickets** for access to the online broadcast of the event.
- > **One (1) invitation** to the **official dinner** on November 26.
- > **Two (2) invitations** to the **closing cocktail party** (November 28) with authorities and CCN team.
- > Mention in the **official announcement** of the Conference.
- > **Diploma** accrediting their collaboration with the CCN-CERT, delivered at the closing ceremony.

Maximun 1 sponsor

Contribution
28,500€ + 21% VAT

8.1.2. Strategic



*The content of the image is merely illustrative and may be subject to changes according to the needs of the event and the organization.

> **Stand of 5x4 (20 m²) in a unique space near the main hall (Hall 25).** The sponsor may introduce new elements in the stand assuming the cost of the same, always supervised by the CCN and complying with the standards of the organization in this regard. In no case will it hinder the visibility of other sponsors.

> **Informative presentation** of services or solutions of the company. The presentation will take place in the afternoon and will be broadcast online (20 minutes). The presentation of this sponsor will take place in the room with the largest capacity (Room 25).

> Insertion of logo together with the event brand on at least 5 surfaces where the logos of the event organization are visible.

> Insertion of the logo, in **XXL** size, in:

- o Event website (<https://jornadas.ccn-cert.cni.es>).
- o **Printed program of the Conference.**
- o **Photocall event.**

> **Congress App:** logo and company summary.

> Broadcasting of **promotional video** (maximum 2:30 minutes) during breaks.

> **Image** with your logo for use in **social networks**.

> **List of registered participants** and speakers for whom authorization is available in accordance with data protection regulations, once the event is over.

> **Nine (9) daily invitations** for company staff/clients for the days of the event (these invitations include space staff and speakers).

> **Unlimited tickets** for access to the online broadcast of the event.

> **One (1) invitation** to the **official dinner** on November 26.

> **Two (2) invitations** to the **closing cocktail party** (November 28) with authorities and CCN team.

> Mention in the **official announcement** of the Conference.

> **Diploma** accrediting their collaboration with the CCN-CERT, delivered at the closing ceremony.

Maximum 6 sponsors

Contribution:
28,500€ + 21% VAT

8.1.3. Add-Ons Sponsorship Differential Category

The VIP Sponsor and the Strategic Sponsors, in their capacity as sponsors of differential modality, will be eligible for additional and exclusive considerations, such as those detailed below:

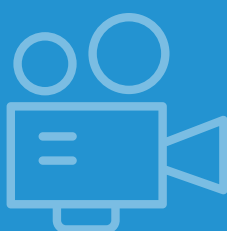
High Visibility Pack

Available for all Sponsorship Differential category

High Visibility Pack



High Visibility Pack



High visibility pack for Social Media

- Creation of customised designs for publications on the sponsor's LinkedIn profile.
- 1 prior publication of the CCN announcing the participation of the sponsoring company as main sponsor.
- 1 post-event publication on the CCN profile thanking the sponsor company for its participation as main sponsor.
- Mention in previous publications on the CCN's LinkedIn profile (company tagged).
- Logo included in registration confirmation emails.
- Logo included in thank you email to attendees.

Contribution: 3,100€ + VAT

Pack High Visibility Audiovisual Official Aftermovie

- **Official Aftermovie Social Media Video**
 - Approximately 60-second visual summary of the Conference, including visual mentions of your company as a Sponsor of the Differential Category. It'll be used mainly for social media.
 - Company's logo as a Differential Category Sponsor included at the end of the video.
- **Official Aftermovie Vide**
 - Inclusion in the official aftermovie video of the STIC Conference including prominent visual mentions of your sponsorship.
 - Visual summary of 2-3 minutes with a complete narrative and serves a greater purpose.
 - Company's logo as a Differential Category Sponsor included at the end of the video

Aportación: 6,500€ + VAT

High Visibility Pack



High Visibility Photography Pack

- High resolution photo package of the event, including detailed photos of the stand and the speaker of the sponsoring company.
- Includes delivery of 5 photos per day before 8 p.m. o Editing and delivery of the complete report of the event within 5 working days.
- Editing and delivery of the complete report of the event within 5 working days.

Aportación: 2,900€ + VAT

Room Sponsorship

Room Sponsorship



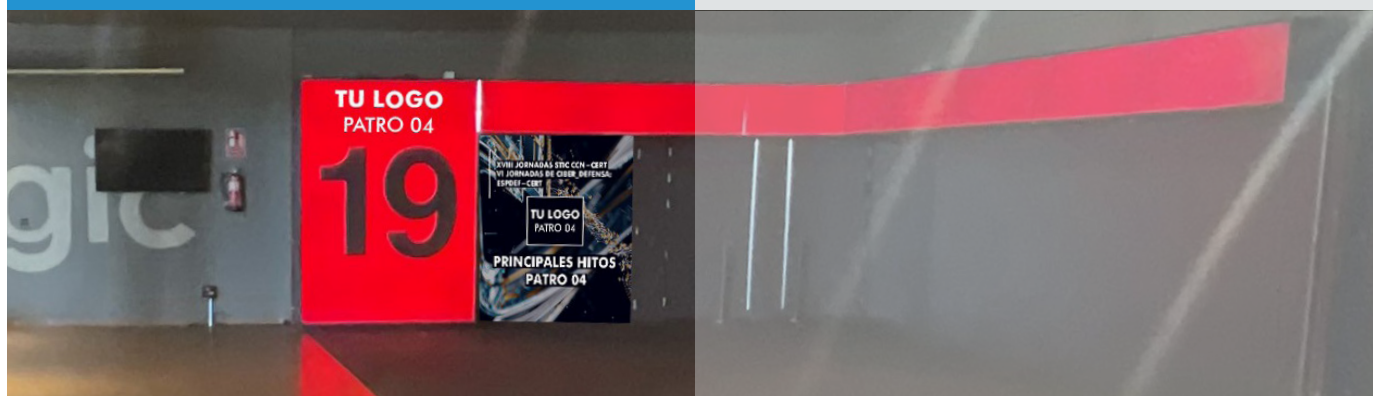
Maximum 4 sponsors

Contribution:
2,990€ + 21% VAT

Possibility of sponsoring the rooms where the presentations will take place, with the exception of Room 25, whose sponsorship is available as an independent sponsorship.

Room sponsorship includes:

- **Name of the room** (indicated on the entrance door and program).
- **Headboards of the seats** during the three days of the event (interspersed with those of the Organizer).
- **Frame of the cinema screen** in the hall (the online broadcast will carry a cover of the Conference along with the Sponsor's logo).
- **Start-up banner on the projection screens** with the logo during the 15 minutes prior to the start of the event. It will be projected in person and online (text or image that appears before the presentation begins).



8.2. Exhibitor Sponsorship category

This type of sponsorship offers the Sponsor the possibility of having a space at the event, significantly increasing its visibility and impact on the event. In this space you will be able to share knowledge and information about your company with the rest of the attendees.

8.2.1. Rooted Labs

This sponsorship modality offers the opportunity to have a double space in the event. The Sponsor of this modality will participate as an exhibitor at the event and will also have the opportunity to give a presentation in the program. Its image will be linked to the RootedLabs room, coordinated by RootedCON, where practical workshops will be held.

This Sponsorship includes the following aspects:

- > Informative presentation of the company's services or solutions in **Room 25**. The presentations will take place in the afternoon and will be broadcast online (20 minutes).
- > Stand of 4x3 (12 m²). The sponsor may introduce new elements in the stand assuming the cost of the same, always supervised by the CCN and complying with the standards of the organization in this regard. In no case will it hinder the visibility of other sponsors
- > **Sponsoring Room 20** which includes:
 - o **Name of the room** (indicated on the entrance door and program).
 - o **Headboards of the seats** during the three days of the event (interspersed with those of the Organizer).
 - o **Frame of the cinema screen** in the hall (the online broadcast will carry a cover of the Conference along with the Sponsor's logo).
 - o **Start-up banner on the projection screens** with the logo during the 15 minutes prior to the start of the event. It will be projected in person and online (text or image that appears before the presentation begins).
- > Insertion of logo, size **XL**, in:
 - o **Event website** (<https://jornadas.ccn-cert.cni.es>).
 - o **Printed program of the Conference**.
 - o **Photocall event**.
- > **Congress App**: logo and company summary.
- > **Image** with its logo for use in **social networks**.
- > Broadcasting of the **promotional video** (maximum 2:30 minutes) during breaks.

- > **List of registered participants** and speakers for whom authorization is available in accordance with data protection regulations, once the event is over.
- > **Nine (9) daily invitations** for company staff/clients for the days of the event (these invitations include space staff and speakers).
- > **Unlimited tickets** for access to the online broadcast of the event.
- > **Two (2) invitations** to the **closing cocktail party** (November 28) with authorities and CCN team.
- > Mention in the **official announcement** of the Conference.
- > **One (1) invitation** to the **official dinner** on November 26.
- > **Diploma** accrediting their collaboration with the CCN-CERT, delivered at the closing ceremony.

Maximum 1 sponsor

Contribution
28,500€ + 21% VAT



*The content of the image is merely illustrative and may be subject to changes according to the needs of the event and the organization.

8.2.2. Diamond

- > **Stand of 4x3 (12 m²)**. The sponsor may introduce new elements in the stand assuming the cost of the same, always supervised by the CCN and complying with the standards of the organization in this regard. In no case will it hinder the visibility of other sponsors.
- > **Informative presentation** of services or solutions of the company. The presentations will be in the afternoon and will be broadcast online (20 minutes).
- > Insertion of logo, size **XL**, in:
 - o Event **website** (<https://jornadas.ccn-cert.cni.es>).
 - o **Printed program of the Conference**.
 - o **Photocall event**.
- > **Congress App**: logo and company summary.
- > Broadcasting of **promotional video** (maximum 2:30 minutes) during breaks.
- > **Image** with your logo for use in **social networks**.
- > **List of registered participants** and speakers for whom authorization is available in accordance with data protection regulations, once the event is over.
- > **Eight (8) invitations per day** for company staff/clients for the days of the event (these invitations include space staff and speakers).
- > **Unlimited tickets** for access to the online broadcast of the event.
- > **Two (2) invitations** to the **closing cocktail** party (November 28) with authorities and CCN team.
- > Mention in the **official announcement** of the Conference.
- > **Diploma** accrediting their collaboration with the CCN-CERT, delivered at the closing ceremony.

Maximum 10 sponsors

**Contribution:
22,500€ + 21% VAT**



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8.2.3. Platinum

Sponsorship includes the following aspects:

- > **3x2 stand (6 m²)**. The sponsor may introduce new elements in the stand assuming the cost of the same, always supervised by the CCN and complying with the standards of the organization in this regard. In no case will it hinder the visibility of other sponsors.
- > Logo insertion, size L, in:
 - o Event **website** (<https://jornadas.ccn-cert.cni.es>).
 - o **Printed program of the Conference.**
 - o **Photocall event.**
- > **Congress App**: logo and company summary.
- > **Image** with your logo for use in **social networks**.
- > **List of registered participants** and speakers for whom authorization is available in accordance with data protection regulations, once the event is over.
- > **Five (5) daily invitations** for company staff/clients for the days of the event (these invitations include the space staff and speakers).
- > **Unlimited tickets** for access to the online broadcast of the event.
- > **Two (2) invitations** to the **closing cocktail** party (November 28) with authorities and CCN team.
- > Mention in the **official announcement** of the Conference.
- > **Diploma** accrediting their collaboration with the CCN-CERT, delivered at the closing ceremony.

Maximum 36 sponsors

**Contribution:
14,500€ + 21% VAT**



*The content of the image is merely illustrative and may be subject to changes according to the needs of the event and the organization.

8.2.4. Networking



*The content of the image is merely illustrative and may be subject to changes according to the needs of the event and the organization.

Networking is one of the greatest benefits of attending the event. Taking into account what happened in previous editions, the "coffee breaks" are key to this. For this reason, the organization offers the possibility of sponsoring the **5 coffee stations** that will be **strategically located** in the event space. This sponsorship means, therefore, achieving continuous impact throughout the event and, at times when most attendees are looking to expand their network of contacts and business opportunities.

Sponsorship includes the following aspects:

- > 5 coffee stations with Sponsor's logo on the counter as well as on the back of the counter. In the event that the Sponsor wishes to have a screen behind the counter on which to project a video or information from the Sponsor, it may do so at its own expense.
- > Possibility to deposit promotional material (brochures, reports, etc.) at the counter of the 5 coffee stations.
- > Logo insertion, size L, in:
 - o Event website (<https://jornadas.ccn-cert.cni.es>).
 - o Printed program of the Conference.
 - o Photocall event.
- > **Congress App**: logo and company summary.
- > **Image** with your logo for use in **social networks**.
- > **List of registered participants** and speakers for whom authorization is available in accordance with data protection regulations, once the event is over.
- > **Eight (8) invitations per day** for company staff/clients for the days of the event (these invitations include space staff and speakers).
- > **Unlimited tickets** for access to the online broadcast of the event.
- > **Two (2) invitations** to the **closing cocktail** party (November 28) with authorities and CCN team.
- > Mention in the **official announcement** of the Conference.
- > **Diploma** accrediting their collaboration with the CCN-CERT, delivered at the closing ceremony.

Maximum 1 sponsor

Contribution:
22,500€ + 21% VAT

8.2.5. Coworking



*The content of the image is merely illustrative and may be subject to changes according to the needs of the event and the organization.

This year, we are offering a unique opportunity to sponsor the Coworking Area, a space designed to facilitate work in a **comfortable and professional environment** within the event where attendees can work, hold meetings and establish **valuable connections among industry professionals**. This space will be a key meeting point to interact with other professionals.

The benefits of this sponsorship offer **high visibility and brand exposure** to all event attendees, a **positive association of the sponsoring company** and **direct engagement** through interactions with the target audience, collecting valuable feedback and fostering business relationships and a sense of community. The location of the area will be in a central location within the event venue, accessible and visible to all attendees.

This category is limited to one (1) company, which will have the **exclusivity** of being the sole sponsor of the area. The Sponsor will be in charge of the design and assembly, always supervised and approved (both design and materials) by the CCN. Likewise, all of the above must comply with the organization's standards in this regard.

This sponsorship includes the following aspects:

- > Logo insertion, size L, in
 - o Event website (<https://jornadas.ccn-cert.cni.es>).
 - o Printed program of the Conference.
 - o Photocall event.
- > **Congress App**: logo and company summary.
- > **Image** with your logo for use in **social networks**.
- > **List of registered participants** and speakers for whom authorization is available in accordance with data protection regulations, once the event is over.
- > **Four (4) daily invitations** for company staff/clients for the days of the event (these invitations include space staff and speakers).
- > **Unlimited tickets** for access to the online broadcast of the event.
- > **One (1) invitation** to the **closing cocktail** (November 28) with authorities and CCN team.
- > Mention in the **official announcement** of the Conference.
- > **Diploma** accrediting their collaboration with the CCN-CERT, delivered at the closing ceremony.

Maximum 1 sponsor

Contribution:
16,500€ + 21% VAT

8.2.6. Innovation

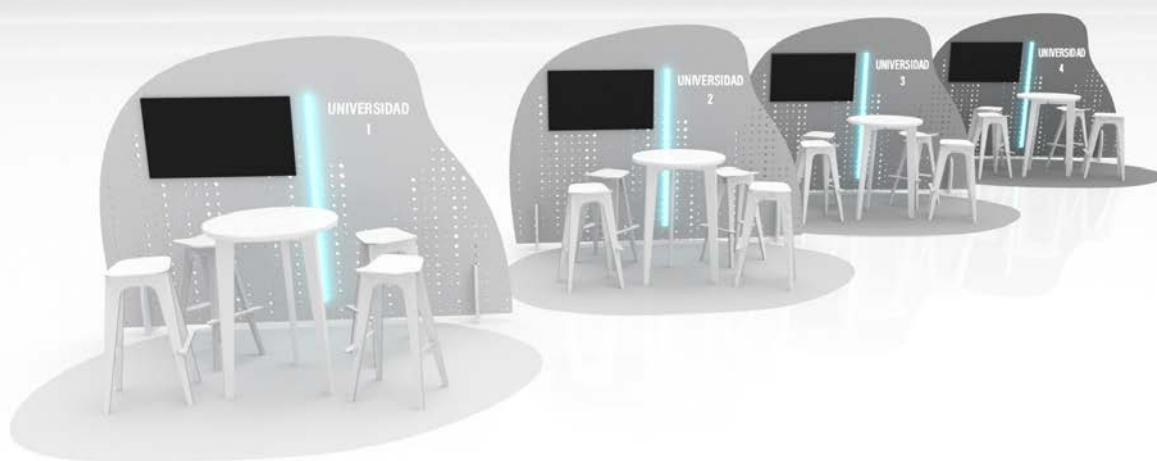
This year the event will have an area dedicated to universities and start ups in the field of cybersecurity. This is an area where university students, academics and entrepreneurs can share ideas with the potential to become disruptive solutions. In order for Universities and Start Ups to be part of the event, the possibility of sponsoring this area of innovation is offered, being one of the most innovative sponsorships of the event, as well as the main focus of innovation and entrepreneurship of the event.

Sponsorship includes the following aspects:

- > Space in which to group small exhibitors focused on startups and universities in the field of cybersecurity.
- > Logo insertion, size L, in:
 - o Event **website** (<https://jornadas.ccn-cert.cni.es>).
 - o **Printed program of the Conference.**
 - o **Photocall event.**
- > **Congress App:** logo and company summary.
- > **Image** with your logo for use in **social networks**.
- > **List of registered participants** and speakers for whom authorization is available in accordance with data protection regulations, once the event is over.
- > **Four (4) daily invitations** for company staff/clients for the days of the event (these invitations include the space staff and speakers).
- > **Unlimited tickets** for access to the online broadcast of the event.
- > **One (1) invitation** to the **closing cocktail** (November 28) with authorities and CCN team.
- > Mention in the **official announcement** of the Conference.
- > **Diploma** accrediting their collaboration with the CCN-CERT, delivered at the closing ceremony.

Maximum 4 sponsors

Contribution:
4,490€ + 21% VAT



*The content of the image is merely illustrative and may be subject to changes according to the needs of the event and the organization.

8.2.7. Add-Ons Sponsorship Exhibitor Category

The Sponsor Exhibitor Category may opt for additional and exclusive considerations, such as those detailed below:

Photography Visibility Pack



Available for Exhibitor, Speaker, Promo and Special sponsorship categories, with a maximum of 45 sponsorships.

Contribution:

990€ + 21% VAT per Day

Price subject to at least 15 sponsors contracting this pack.

Includes:

- High resolution photo package of the event, including a total of detailed photos of the sponsor company's stand and/or speaker. Includes editing and delivery of the full event report within 5 working days.

Only the Diamond Sponsor will be eligible for Room Sponsorship, by paying the corresponding amount:

Room Sponsorship



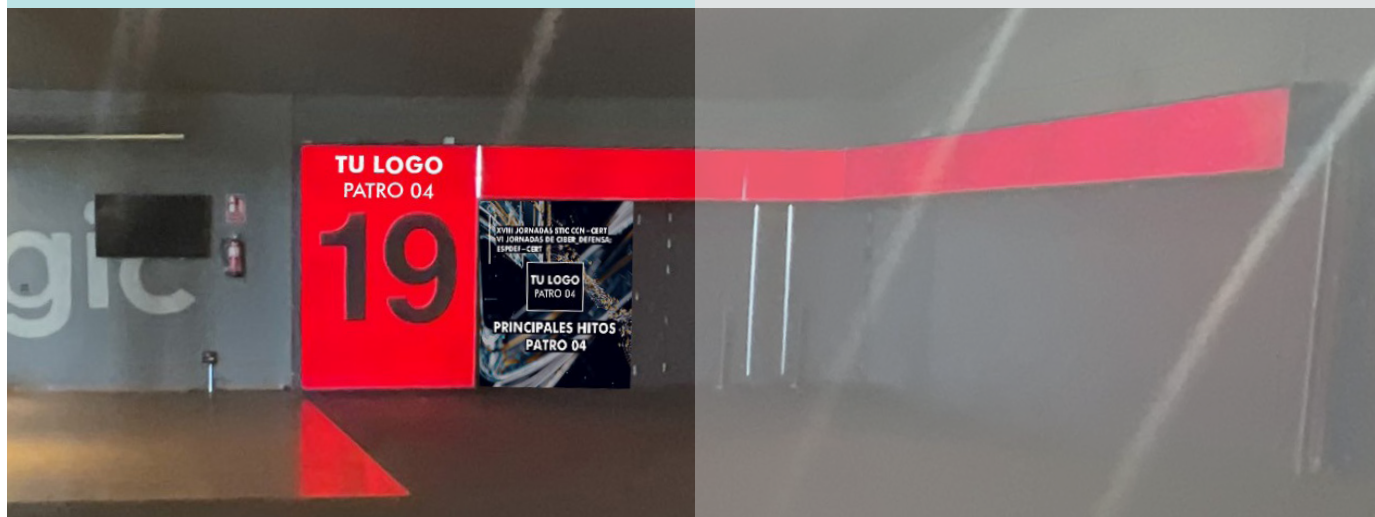
Maximum 4 sponsors

Contribution:
2,990€ + 21% VAT

Possibility of sponsoring the rooms where the presentations will take place, with the exception of Room 25, whose sponsorship is available as an independent sponsorship.

Room sponsorship includes:

- **Name of the room** (indicated on the entrance door and program).
- **Headboards of the seats** during the three days of the event (interspersed with those of the Organizer).
- **Frame of the cinema screen** in the hall (the online broadcast will carry a cover of the Conference along with the Sponsor's logo).
- **Start-up banner on the projection screens** with the logo during the 15 minutes prior to the start of the event. It will be projected in person and online (text or image that appears before the presentation begins).



8.3. Speaker Sponsorship category

8.3.1. Gold

This type of sponsorship gives Sponsors the opportunity to have a prominent position in the event through a presentation in which they can talk about their services or solutions. This presentation will have a direct impact on the attendees, both those who attend in person and those who attend online. In this way, the impact achieved by the sponsorship of the event is very relevant.

This Sponsorship includes the following aspects:

- > **Informative presentation** of services or solutions of the company. The presentations will be in the afternoon and broadcast online (20 minutes).
- > Insertion of logo, size **M**, in:
 - o Event **webpage** (<https://jornadas.ccn-cert.cni.es>).
 - o **Printed program of the Conference**.
 - o **Photocall event**.
- > **Congress App**: logo and company summary.
- > **Image** with your logo for use in **social networks**.
- > **List of registered participants** and speakers for whom authorization is available in accordance with data protection regulations, once the event is over.
- > **Four (4) daily invitations** for company staff/clients for the days of the event (these invitations include space staff and speakers).
- > **Unlimited tickets** for access to the online broadcast of the event.
- > **One (1) invitation** to the **closing cocktail** (November 28) with authorities and CCN team.
- > Mention in the **official announcement** of the Conference.
- > **Diploma** accrediting their collaboration with the CCN-CERT, delivered at the closing ceremony.

Maximum 14 sponsors

Contribution:
13,500€ + 21% VAT

8.2.7. Add-Ons Sponsorship Speaker Category

The Sponsor in the Speaker mode will be eligible for additional and exclusive considerations, such as those detailed below:

Photography Visibility Pack



Available for Exhibitor, Speaker, Promo and Special sponsorship categories, with a maximum of 45 sponsorships.

Contribution:

990€ + 21% VAT per Day

Price subject to at least 15 sponsors contracting this pack.

Includes:

- High resolution photo package of the event, including a total of detailed photos of the sponsor company's stand and/or speaker. Includes editing and delivery of the full event report within 5 working days.

8.4. Promo Sponsorship category

8.4.1. Silver

This type of sponsorship offers a high level of visibility of the brand before, during and after the event, giving Sponsors the opportunity to share corporate material in a space set up for this purpose (Silver Area). The space where the Silver Area will be located has been strategically designed by the organization, taking into account the influx of public, being located at a point near the entrance of the event.

Sponsorship includes the following aspects:

- > Possibility of placing corporate material in the Silver area in both paper and digital format. The organization will not be responsible for the placement of such material.
- > Logo insertion, size **S**, in:
 - o Event website (<https://jornadas.ccn-cert.cni.es>).
 - o **Printed program of the Conference.**
 - o **Photocall event.**
- > **Congress App**: logo and company summary.
- > **Image** with your logo for use in **social networks**.
- > **List of registered participants** and speakers for whom authorization is available in accordance with data protection regulations, once the event is over.
- > **Two (2) daily invitations** for company staff/clients for the days of the event (these invitations include the space staff and speakers).
- > **Unlimited tickets** for access to the online broadcast of the event.
- > **One (1) invitation** to the **closing cocktail** (November 28) with authorities and CCN team.
- > Mention in the **official announcement** of the Conference.
- > **Diploma** accrediting their collaboration with the CCN-CERT, delivered at the closing ceremony.

Unlimited

Contribution:
5,490€ + 21% VAT

8.2.7. Add-Ons Sponsorship Promo Category

The Promo Category Sponsor may opt for additional and exclusive considerations, such as those detailed below:

Photography Visibility Pack



Available for Exhibitor, Speaker, Promo and Special sponsorship categories, with a maximum of 45 sponsorships.

Contribution:

990€ + 21% VAT per Day

Price subject to at least 15 sponsors contracting this pack.

Includes:

- High resolution photo package of the event, including a total of detailed photos of the sponsor company's stand and/or speaker. Includes editing and delivery of the full event report within 5 working days.

8.5. Special Sponsorship Category

8.5.1. Room 25



This option offers the opportunity to be the Sponsor of the room with the largest capacity of the event where the opening and closing ceremonies are held by the authorities (capacity of 950 people), thus having the largest number of attendees. The hall will be identified with the name of the company. The Sponsor of Room 25 will have brand visibility for both in-person and online attendees, thus increasing the impact of its participation in the event.

Sponsorship includes the following aspects:

- > Logo insertion, size **M**, in:
 - o Event **webpage** (<https://jornadas.ccn-cert.cni.es>).
 - o **Printed program of the Conference.**
 - o **Photocall event.**
- > **Congress App:** logo and company summary.
- > **Image** with your logo for use in **social networks**.
- > **List of registered participants** and speakers for whom authorization is available in accordance with data protection regulations, once the event is over.
- > **Unlimited tickets** for access to the online broadcast of the event.
- > **One (1) invitation** to the **closing cocktail** (November 28) with authorities and CCN team.
- > Mention in the **official announcement** of the Conference.
- > **Diploma** accrediting their collaboration with the CCN-CERT, delivered at the closing ceremony.

As for Room 25, the Sponsor will have the following considerations:

- > **Name of the room** (indicated on the entrance door and program).
- > **Headboards of the seats** during the three days of the event (interspersed with those of the Organizer).
- > **Frame of the cinema screen** in the hall (the online broadcast will carry a cover of the Conference along with the Sponsor's logo).
- > **Start-up banner on the projection screens** with the logo during the 15 minutes prior to the start of the event. It will be projected in person and online (text or image that appears before the presentation begins).
- > **Four (4) daily invitations** for company staff/clients for the days of the event (these invitations include the space staff and speakers).



Maximum 1 sponsor

Contribution:
14,500€ + 21% VAT

8.5.2. Lanyard

This sponsorship option allows the Sponsor to place its logo on the official lanyards of the event, an element that will be used during the 3 days and at all times by the attendees with the consequent repercussion.

Sponsorship includes the following aspects:

- > Logo insertion, size **M**, in:
 - o Event **webpage** (<https://jornadas.ccn-cert.cni.es>).
 - o **Printed program of the Conference.**
 - o **Photocall event.**
- > **Congress App:** logo and company summary.
- > **Image** with your logo for use in **social networks**.
- > **List of registered participants** and speakers for whom authorization is available in accordance with data protection regulations, once the event is over.
- > **Two (2) daily invitations** for company staff/clients for the days of the event (these invitations include the space staff and speakers).
- > **Unlimited tickets** for access to the online broadcast of the event.
- > **One (1) invitation** to the **closing cocktail** (November 28) with authorities and CCN team.
- > Mention in the **official announcement** of the Conference.
- > **Diploma** accrediting their collaboration with the CCN-CERT, delivered at the closing ceremony.

Maximum 1 sponsor

Contribution:
8,000€ + 21% VAT



*The content of the image is merely illustrative and may be subject to changes according to the needs of the event and the organization.

8.5.3. Bag

This sponsorship option allows the Sponsor to place its logo on the official bag of the event. This is one of the sponsorship options that provides the longest lasting brand visibility, since attendees will be able to continue using it after the event.

Sponsorship includes the following aspects:

- > Logo insertion, size **M**, in:
 - o Event **webpage** (<https://jornadas.ccn-cert.cni.es>).
 - o **Printed program of the Conference.**
 - o **Photocall event.**
- > **Congress App**: logo and company summary.
- > **Image** with your logo for use in **social networks**.
- > **List of registered participants** and speakers for whom authorization is available in accordance with data protection regulations, once the event is over.
- > **Two (2) daily invitations** for company staff/clients for the days of the event (these invitations include the space staff and speakers).
- > **Unlimited tickets** for access to the online broadcast of the event.
- > **One (1) invitation** to the **closing cocktail** (November 28) with authorities and CCN team.
- > Mention in the **official announcement** of the Conference.
- > **Diploma** accrediting their collaboration with the CCN-CERT, delivered at the closing ceremony.

Maximum 1 sponsor

Contribution:
8,000€ + 21% VAT



*The content of the image is merely illustrative and may be subject to changes according to the needs of the event and the organization.

8.5.4. Official dinner November 26th

One of the most important moments of the event, where networking is the protagonist, is the official dinner. This meeting will take place on November 26, 2024, in the private space chosen by the organization to close the first day of the event with a flourish. This sponsorship option allows the Sponsor to be the image of the official dinner of the event and, therefore, be associated with one of the most relevant moments of the event.

Sponsorship includes the following aspects:

- > Sponsorship of the official dinner for a minimum of 150 people. The Organization reserves the possibility that 60% of the guests will be provided by the organization itself and the other 40% by the Sponsor. The logistics expenses will be paid by the Sponsor.
- > **Four (4) invitations per day** for company staff/clients for the days of the event.
- > Logo insertion, size **M**, in:
 - o Event website (<https://jornadas.ccn-cert.cni.es>).
 - o **Printed program of the Conference.**
 - o **Photocall event.**
- > **Congress App**: logo and company summary.
- > **Image** with your logo for use in **social networks**.
- > List of registered participants and speakers for whom authorization is available in accordance with data protection regulations, once the event is over.
- > **Unlimited tickets** for access to the online broadcast of the event.
- > **One (1) invitation** to the **closing cocktail** (November 28) with authorities and CCN team.
- > Mention in the **official announcement** of the Conference.
- > **Diploma** accrediting their collaboration with the CCN-CERT, delivered at the closing ceremony.

Maximum 1 sponsor

Contribution:
17,990€ + 21% VAT

8.5.5. Tickets

- > Purchase of 10 additional tickets for the three days of the event. This sponsorship will be linked to any other sponsorship (it cannot be acquired in isolation) and depending on the available capacity.

Depending on available capacity

Contribution:
810€ + 21% VAT

8.5.6. Add-Ons Sponsorship Special Category

The Special Category Sponsor will be eligible for additional and exclusive considerations, such as those detailed below:

Photography Visibility Pack



Available for Exhibitor, Speaker, Promo and Special sponsorship categories, with a maximum of 45 sponsorships.

Contribution:

990€ + 21% VAT per Day

Price subject to at least 15 sponsors contracting this pack.

Includes:

- High resolution photo package of the event, including a total of detailed photos of the sponsor company's stand and/or speaker. Includes editing and delivery of the full event report within 5 working days.

Table of sponsorships

	DIFFERENTIAL		EXHIBITOR						SPEAKER	PROMO	SPECIAL				
	Vip	Strategic	Rooted Labs	Diamond	Platinum	Networking	Coworking	Innovation	Gold	Silver	Room25	Lanyard	Bag	Official dinner	Tickets
Contribution 21% VAT not included in €.	28,500€	28,500€	28,500€	22,500€	14,500€	22,500€	16,500€	4,490€	13,500€	5,490€	14,500€	8,000€	8,000€	17,990€	810€
Number of sponsorships	1	6	1	10	36	1	1	4	14	unlimited	1	1	1	1	SP ⁽¹⁾
Stand in Lumiere Room	Yes	5x4	4x3	4x3	3x2	5 coffee stations	Reserved space	Yes	No	No	No	No	No	No	NA ⁽²⁾
Rooted Labs Room	No	No	Yes	No	No	No	No	No	No	No	No	No	No	No	NA ⁽²⁾
Informative presentation	Yes	Yes	Yes	Yes	No	No	No	No	Yes	No	No	No	No	No	NA ⁽²⁾
Logo size	XXL	XXL	XL	XL	L	L	L	L	M	S	M	M	M	M	NA ⁽²⁾

EVENT BRAND															
Logo visible on at least 5 surfaces next to official event logo	Yes	Yes	No	No	No	No	No	No	No	No	No	No	No	No	NA ⁽²⁾
Logo in the event's website	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	NA ⁽²⁾
Logo in printed program	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	NA ⁽²⁾
Logo on photocall	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	NA ⁽²⁾
Event App	Yes	Yes	Yes	Yes	Sí	Sí	Sí	Sí	Yes	Yes	Yes	Yes	Yes	Yes	NA ⁽²⁾
Promotional video in rooms	Yes	Yes	Yes	Yes	No	No	No	No	No	No	No	No	No	No	NA ⁽²⁾
Image with logo for use in social networks	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	NA ⁽²⁾

List of registered participants and speakers	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	NA ⁽²⁾
Daily in-person invitations	9	9	9	8	5	8	4	4	4	2	4	2	2	4	10
Online tickets	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	NA ⁽²⁾
Invitaciones cena oficial	1	1	1	No	No	No	No	No	No	No	No	No	No	Yes ⁵⁾	NA ⁽²⁾
Invitations to the closing cocktail	2	2	2	2	2	2	1	1	1	1	1	1	1	1	NA ⁽²⁾
Mention in the oficial press release	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	NA ⁽²⁾
Diploma of accreditation	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	NA ⁽²⁾
Rooms sponsorship extra ⁽⁶⁾	Yes ⁽³⁾	Yes ⁽³⁾	Yes ⁽⁴⁾	Yes ⁽³⁾	No	No	No	No	No	No	No	No	No	No	NA ⁽²⁾
Extra high visibility pack social media ⁽⁶⁾	Yes	Yes	No	No	No	No	No	No	No	No	No	No	No	No	NA ⁽²⁾
Extra Aftermovie video visibility pack ⁽⁶⁾	Yes	Yes	No	No	No	No	No	No	No	No	No	No	No	No	NA ⁽²⁾
Extra photography visibility pack ⁽⁶⁾	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	NA ⁽²⁾

⁽¹⁾ SP: Linked to another sponsorship category, number will depend on the capacity.

⁽²⁾ NA: The Special Tickets modality is linked to another sponsorship, so the Sponsor will have the benefits corresponding to such sponsorship plus the pack of 10 tickets.

⁽³⁾ Possibility of sponsoring rooms except for room 25 whose sponsorship is available as an independent sponsorship option and room 20 whose sponsorship is included in the Rooted Labs Exhibitor category

⁽⁴⁾ Extra room included in Rooted Labs sponsorship package

⁽⁵⁾ The Sponsor reserves the right to bring 40% of the guests.

⁽⁶⁾ Extra subject to payment of the corresponding amount



9. Institutional Support

Any Public Sector Organization or Institution that wishes to collaborate and actively participate in the Conference may do so.

Counterpart

The logo of your Organization or Institution will appear on the event's web page and priority will be given to your members when accepting registration applications (guaranteeing at least two (2) tickets for members of the Organization).



10. Collaborating entities

Any organization that facilitates the dissemination of the Conference among its members and/or associates may be a Collaborating Entity.

Counterpart

The logo of the Collaborating Entity will appear on the event's website and priority will be given to its members when accepting registration applications (guaranteeing at least two (2) tickets for members of the Organization).



11. Media collaborators

Any media that facilitates the dissemination of the Conference among its followers through advertising in the media itself, mentions in social networks, etc., may be a Collaborating Media.

Counterpart

The Media Partner logo will appear on the event's website and priority registration acceptance will be offered to its members.

**MADRID,
NOVEMBER
26TH - 28TH**

LOCATION:
CINES **KINÉPOLIS**
CIUDAD DE LA IMAGEN

**XVIII
JORNADAS
STIC
CCN-CERT**

**VI
JORNADAS
DE CIBER_
DEFENSA
ESPDEF-CERT**

**ACTIVE CYBERDEFENSE
FOR A DIGITAL WORLD**

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#VIJORNADASESPDEF CERT



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