

# HOW TO BE PART OF IT

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23. & 24.02.2027

SWISS  
CYBER  
SECURITY  
DAYS

An event organised by  
**BERNEXPO**

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# **FACTS & FIGURES**

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## THIS IS SWISS CYBER SECURITY DAYS

Swiss Cyber Security Days (SCSD) is Switzerland's leading cybersecurity dialogue and business platform. SCSD bridges the knowledge gap between technology, research, policymaking, business and the population, offering insights into current and future threats as well as innovative solutions.



**2**  
DAYS



# OVERVIEW OF STAGES

## MAIN STAGE

The Main Stage is the centrepiece at Swiss Cyber Security Days. This is where the most important strategic topics in the industry are discussed and the latest trends introduced. The presentations on the Main Stage are aimed at the broader public and are therefore generally easy to understand.



## TECH STAGE

The Tech Stage is where technical presentations and workshops are held. This is where the latest technologies and solution approaches in the field of cyber security will be presented. The presentations on the Tech Stage are geared toward a more technical audience and therefore require a certain familiarity with cyber security issues.

## BEST PRACTICE STAGE

The Best Practice Stage is the place for exhibitors to present their best practices in the field of cybersecurity. The presentations on the Best Practice Stage offer insights into practices and demonstrate how to successfully implement cybersecurity in companies.



# OVERVIEW OF TOP SPEAKERS SWISS CYBER SECURITY DAYS

## MAIN STAGE



Viktor Rossi



Florian Schütz



Pavlina Pavlova



Dr. Jean-Marc Rickli



## TECH STAGE



Damir Bogdan



Elisa Torres



Prof. Dr. Touradj Ebrahimi






Marco Bill



# BOOTH PACKAGES

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# BOOTH PACKAGES

	DIAMOND	PREMIUM	ELITE
			
	CHF 75,000	CHF 50,000	CHF 25,000

## Booth construction and equipment

Booth size	8m x 8m: 64 m <sup>2</sup>	8m x 5m: 40 m <sup>2</sup>	8m x 4m: 32 m <sup>2</sup>
Booth signage (branding)	-	Full-surface wrapping	Logo on the back wall
Open booth sides	4 open sides	3 open sides	3 open sides
Furnishings	✓	✓	✓
Flat screen (55-inch) incl. installation	2	1	1
Carpet black	✓	✓	✓
Booth lighting	✓	✓	✓
Reduit booth	✗	✓ (back wall)	✓ (back wall)
230 V socket	✓	✓	✓

## Services

Daily booth cleaning and service charge	✓	✓	✓
Communication package	✓	✓	✓
Water, soft drinks and fruit	✓	✓	✓

## Stage presence

Slot on the Best Practice Stage	2 x 15 Min.	2 x 15 Min.	2 x 15 Min.
Slot on the Main Stage	1 x 15 Min. (curated)	✗	✗
Slot on the Tech Stage	1 x 15 Min. (curated)	1 x 15 Min.	✗
Display of the company logo over two days on the Main Stage and Tech Stage	✓	✓	✓

# BOOTH PACKAGES




## Online and on-site presence

Logo presence for one year on the SCSD website	✓	✓	✓
Logo presence on the partner wall	✓	✓	✓
Spots on info screens in the hall	✓	✓	✓
Logo presence on digital hall map	✓	✓	✓
Logo presence on visitor and exhibitor badges	✓	x	x
Logo presence on BERNEXPO lanyards for visitors	x	✓	x

## Ticketing

VIP day tickets	6 pcs.	4 pcs.	x
Congress-Access day passes for customers	16 pcs.	12 pcs.	10 pcs.
Congress-Access two-day passes for booth staff	8 pcs.	6 pcs.	5 pcs.
Expo Access exhibitor tickets (2 days)	20 pcs.	14 pcs.	10 pcs.
Expo Access day passes for customers	Unlimited	Unlimited	Unlimited

# BOOTH PACKAGES

	GOLD	SILVER	BRONZE
			
	CHF 18,750	CHF 15,150	CHF 8,750

## Booth construction and equipment

Booth size	6 m x 4 m: 24 m <sup>2</sup>	6 m x 3 m: 18 m <sup>2</sup>	3 m x 3 m: 9 m <sup>2</sup>
Booth signage (branding)	Logo on the back wall	Logo on the back wall	Logo on the back wall
Booth type	2 open sides	2 open sides	2 open sides
Furnishings with carpet	✓	✓	✓
Booth lighting	✓	✓	✓
Reduit booth	✓	✓	✗
230 V socket	✓	✓	✓

## Services

Daily booth cleaning and service charge	✓	✓	✓
Communication package	✓	✓	✓

## Stage presence

Slot on the Best Practice Stage	15 min.	15 min.	✗
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## Ticketing

Congress-Access day passes for customers	8 pcs.	6 pcs.	2 pcs.
Congress-Access two-day passes for booth staff	4 pcs.	2 pcs.	1 pcs.
Expo Access exhibitor tickets (2 days)	8 pcs.	6 pcs.	3 pcs.
Expo Access day passes for customers	Unlimited	Unlimited	Unlimited

# **SPECIAL ZONES**

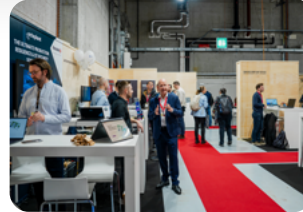
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# SPECIAL ZONES

## KMU ZONE

## START-UP ZONE

## CAREER ZONE



### Package content

Booth size	Approx. 4 m <sup>2</sup> / 8 m <sup>2</sup> booth in a communal area	Approx. 4 m <sup>2</sup> / 8 m <sup>2</sup> booth in a communal area	Approx. 4 m <sup>2</sup> / 8 m <sup>2</sup> booth in a communal area
1 high table with 2 stools	✓	✓	✓
Booth lighting, incl. power socket and electricity supply	✓	✓	✓
Internet access	✓	✓	✓
Communication package	✓	✓	✓
Booth signage	✓	✓	✓
Daily booth cleaning and waste disposal	✓	✓	✓

### Conditions

Company has been in existence for no more than 10 years	✗	✓	✗
The product or service is an innovative and newly developed cybersecurity idea.	✗	✓	✗

### Maximum number

max. 12 per Zone (first come, first served!)

## SPECIAL ZONES




4 M<sup>2</sup>: CHF 2'350.00

8 M<sup>2</sup>: CHF 4'700.00

# SPONSORSHIP PACKAGES

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# NAME SPONSORSHIP STAGES

MAIN STAGE	TECH STAGE	BEST PRACTICE STAGE
		
CHF 40'000	CHF 35'000	CHF 30'000

## Visibility as a name sponsor at the trade fair / advertising measures

Stage name sponsor	✓	✓	✓
Logo display on stage	✓	✓	✓
Slot on the stage	✓	✓	✓
Logo display on info screens in the foyer	✓	✓	✓
Placing flyers on the seats at the stage (production: sponsor)	✓	✓	✓
Logo on hall map	✓	✓	✓

## Website

Logo under the heading "Name sponsors" with link	✓	✓	✓
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## PR / media

Piece in newsletter for visitors	✓	✓	✓
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## Ticketing

Ticket quota by category (2-day passes)/event admission Included	4 pcs.	4 pcs.	2 pcs.
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# NAME SPONSORSHIP ZONES

NETWORKING ZONE	VIP ZONE	SPECIAL ZONES
		
CHF 40'000	CHF 35'000	CHF 30'000

## Visibility as a name sponsor at the trade fair / advertising measures

Stage name sponsor	✓	✓	✓
Logo display on stage	✓	✓	✓
Slot on the stage	✓	✓	✓
Logo display on info screens in the foyer	✓	✓	✓
Placing flyers on the seats at the stage (production: sponsor)	✓	✓	✓
Logo on hall map	✓	✓	✓

## Website

Logo under the heading "Name sponsors" with link	✓	✓	✓
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## PR / media

Piece in newsletter for visitors	✓	✓	✓
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## Ticketing

Ticket quota by category (2-day passes)/event admission Included	4 pcs.	4 pcs.	2 pcs.
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## WE'RE ALWAYS HAPPY TO HELP

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An event organised by  
**BERNEXPO**

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