Post show report



1st - 2nd

September 2015

Espaço Transatlântico

São Paulo - Brazil

NÜRNBERG MESSE

Index

Event 03

it-sa Brasil 04

Expo Area 04

Conference 05

Target Public 06

Segmented Market Profile 07

Partners and Sponsors 08

Media Plan 09

Press Results 09

Testimonials 11

Event

Information security is one of the main points of discussion and development when it comes to the survival of organizations. Within this context, various topics are discussed, such as protection of data and information at companies and preservation of the value of individuals and organizations.

Identifying market trends, NürnbergMesse Brazil is organizing a cutting-edge event to discuss IT Security, featuring debate panels with major names in the Information Security industry.



it-sa Brasil

it-sa Brasil, with support from the Advisory Committee – whose members are renowned professionals in the market – proposed discussion panels and activities geared towards the topic of information security.

CLOUD
SECURITY



OPEN
DATA



CYBER
SECURITY



Expo Area

At this 2nd edition, it-sa Brasil made it possible for visiting industry professionals to have direct contact with national and international companies focused on solutions and innovations in the IT area, namely: **Symantec, Tech4Safe, MC Software, Akquinet, Drivelock, Tuvit and Secusmart.**



Conference

38 Brazilian and international panelists

18 Hours of content over **2** days of event

10 Debate panels

190 Participants









Target Public

Highly qualified professionals with a decision-making profile in Information Security:

CEOs
Chief executive officers or general managers at companies

CIOs
Chief information officers

CSOs
Chief science officers

CTOs
Chief technology officers

Participant Profile by Position

(including G100)

5,9%
Analyst/Assistant

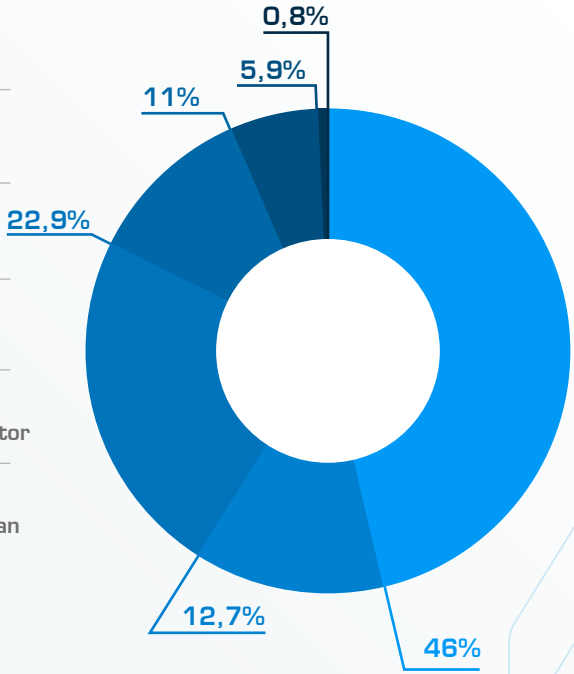
0,8%
Faculty Members/Academics

46%
C-Suite

12,7%
Superintendent/Director

22,9%
Manager/Supervisor/Coordinator

11%
Consultant/Specialist/Technician



Segmented Market Profile

- Industry
- IT
- Agribusiness
- Health
- Banks & Insurers
- Telecommunications
- Logistics
- Universities and Learning Institutions
- Government



Partners and Sponsors

Diamond Sponsors:

Silver Sponsors:

Bronze Sponsors:

German IT Security Pavilion:

Sponsors:

Partners:

Official Media:

Media Partners:

Media Plan

E-MKT mailings to partner contact databases – trade associations and media organizations

Placement in industry media

Social Media

Linkedin
+150
followers

Outbrain
+1.300
impressions

Website
+ 38.000
views

Content on Information Security
+14 articles/+6 videos/
+5 cases

Press Results

54 Stories

3 Story pitches

16 Releases

4 Articles

Interaction with the press

- America Economia
- B2B Magazine
- Blog Meio Bit
- Blog Profissionais de TI
- BN Americas
- Boomberg
- Brasil Post
- Canal Tech
- CBN
- Cibersecurity
- Convergência Digital
- Cryptoid
- DCI
- Diário do Grande ABC
- Época Negócios
- Exame
- Fx Review
- G1
- Gizmodo
- IDG Now/Computerworld/CIO
- IG
- Infomoney
- Information Management
- Infowester
- Investimento e notícias
- Istoé Dinheiro
- Lyderis
- Mobile Expert
- Mobile Time
- O Globo
- Olhar Digital
- R7
- RNTI
- Techtudo
- TecMundo e Baixaki
- Tecnoblog
- Telesintese
- Up to tech
- Valor Econômico
- VoiT

Testimonials

Dr. Holger Mühlbauer, TeleTrusT

"We are happy with this partnership with it-sa, which has been extended to NürnbergMesse Brazil. TeleTrusT has 250 members and offers them information and access to promising markets, like Brazil. The it-sa Brasil Conference is an excellent change to network and meet the markets biggest decision-makers. We will surely support the event next year, investing more time and resources."

Marina Cavallo, Symantec

"We very much enjoyed participating in the event. We didn't talk to a lot of people, but everyone had the features of the public we were looking for. We held a drawing, giving away a prize on our table top, which was also very popular. The Coffee break was excellent as well."

Adam Blackwell,
Secretary of Multidimensional Security for the Organization of American States

"Overall, it's a good event. The public is made up of an interesting mix, which brings a multisectorial view to the debates. We have representatives from industry, the government and academia as well as international speakers debating a quite complex scenario."

Harry Halpin, W3C representative

"The it-sa had quite a high level compared to the other events, with a public made up of very technical decision-makers. I really liked the format of panels and the space dedicated to Open Data, the discussion of political and legal aspects."



itsa 2016 Brasil

13th - 14th

September, 2016

Espaço Transatlântico

São Paulo - Brazil

NÜRNBERG MESSE