



XI STIC CONFERENCE CCN-CERT

Cyberthreats, the challenge of sharing

Madrid, 13th & 14th of december of 2017

#XIJornadasCCNCERT

Dossier de Patrocinio 2017

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1. The conference: dates and indices

Dates:

13th and 14th of December of 2017

Will take place:

KINÉPOLIS MADRID

Access:

- By Car: More than 3.000 free parking places available, easily accessed from A5, M-40 y M-50
- Metro Ligerio ML -3 Ciudad del Cine
- Busses:
 - Line 658 Madrid (Moncloa)
 - Line 572 Madrid (Aluche)



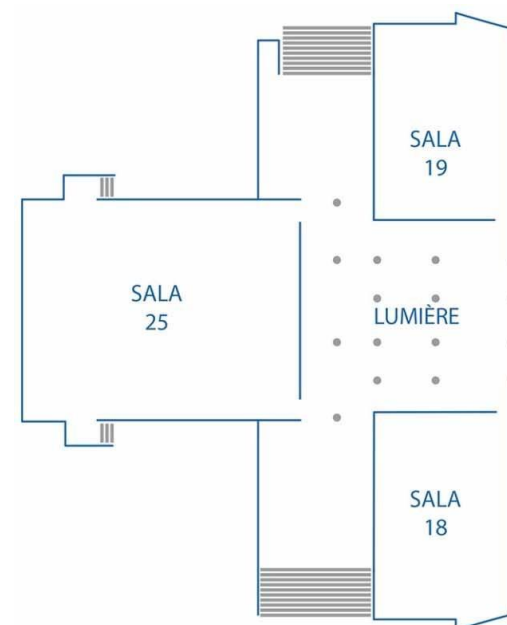
Aforo:

Room 25: 996 people (20 places for disabled)

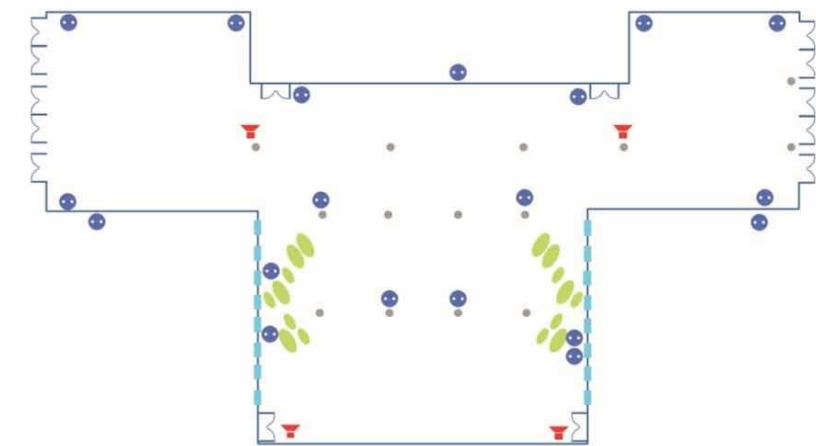
Room 19: 413 people (9 places for disabled)

Room 18: 413 (9 places for disabled)

Room Lumière (cóctel): 1.700 m2



Plan Room cóctel (Lumière)



2. Seminar Timetable (Draft)

DAY 1– 13th OF DECEMBER			
07:30	Pick up of credentials and reception of authorities		
PLENARY SESSION			
09:00 – 09:30	AUTHORITIES INAGURATION		
09:35-10:00	NEWS CCN-CERT. Incident Management. (CCN)		
10:05-10:30	Attacks directed against administration(CCN)		
10:35-11:00	Technology Lecture		
11:05-11:35	COFFEE		
	MODULE 1 (Room 25)	MODULE 2 (Room 18)	MODULE 3 (Room 19)
	THREATS, ATTACKS AND TECHNOLOGICAL CHALLENGES	NORMATIVE COMPLIANCE. ENS	PREVENTION IN CYBER SECURITY
11:35– 14:00	Technology Lecture	Technology Lecture	Technology Lecture
14:00 – 15:30	SPANISH WINE		
15:30-17:30	TOOLS DETECTION AND EXCHANGE OF INFORMATION	COMPLIANCE TOOLS	CERT/CSIRT (Meeting of CSIRT.es)
	Outside program		
17:30-18:25	Sponsor Lecture Room 25	Sponsor Lecture Room18	Sponsor Lecture Room 19

2. Seminar Timetable (Draft)

DAY 2 – 14th OF DECEMBER- PLENARY SESSION	
08:30	Pick up of credentials and reception of authorities
09:00 – 09:30	Lecture
09:35-10:00	Lecture
10.05-10.30	Lecture
10.35-11.00	Lecture
11.00-11.30	COFFEE
11:35 -12.00	Lecture
12:05 -12.30	Lecture
12:35 -13.00	Round Table (sponsors)
13:05 -13.35	Lecture
13.45	CCN Prize giving (recognition of trajectory in favour of the cyber security)
14:00	CLOSURE

3. ¿ Why sponsor?

Throughout the course of the two days in which these XI seminar will take place, the attendees will encounter the unique opportunity of communicating with the main responsible and experts in cyber security of the Spanish public and strategic sectors, as well as for the critical infrastructures of the country (energy, water, transport, Health, telecommunications, finance, etc.). All at the time in which cyber security has been installed in the timetable of all the public and private organisations of this country.

Sponsoring the XI seminar, STIC CCN-CERT, represents for a company or institution, the following benefits:

- Attendance to the main encounter of cyber security that will take place in Spain (it is expected more than **1.500 attendants**) and the greatest prestige (access for all the personal of your enterprise).
- **Advertisement directed to an specific target** (the responsible and experts of cyber security in public and private organizations).
- Presenting their findings and solutions of the growing market.
- **Great visibility throughout the course of the seminar:** oversight support of all kind , such as audio-visual (videos and radio), as well as interior and exterior cover advertisement at Kinépolis.
- Presence in the means of communication **and social networks**, thanks to the intense labour of promotion of the seminars (including a **press conference** with the main means of communication of the country).
- Creation and reinforcement of collaboration ties and knowledge sharing between the organizers , speakers and sponsors with a view to future activities of mutual interest.
- **Networking** at the different recesses of the seminar(two coffees and one lunch).
- Outstand as collaborator for **CCN-CERT**, Spain's main cyber security enterprise.
- Position as an enterprise that is **compromised with cyber security**.

4. Sponsorship Modalities (DEADLINE: 15th DE NOVEMBER)

The various categories of sponsorship have a number of benefits, appropriate to the cost of the same and to the commitments made by each of the parties. It is important to highlight that in order to maintain the quality of independence of these seminars, **THE TIMETABLE AND THE PROGRAM OF THE EVENT IS NOT BOUND IN ANY CASE TO SPONSORSHIP OF ANY KIND.**

Its elaboration and design is made by the team of experts of CCN-CERT depending exclusively on the interest, the novelty and knowledge that can be provided to all attendees and the CFP organized for this purpose.

NOTE: THE OPTIONS OFFERED ARE OPTATIVES, ALLOWING THE ENTERPRISES TO DECLINE SOME OF THEM. THE SPONSORSHIPS THAT ARE COMPATIBLE WILL BE ABLE TO SIMULTANEARSE.



Sponsor Room VIP: Maximum 1

- **VIP room assignment of the event in coordination with the CCN-CERT with own poster.** The organization and costs of the room will be borne by the sponsors. The CCN may arrange this space according to their needs.
- **Stand, with adequate furniture 4x3 (12m2).** The stand will be located in the most visible area of room Lumiere.
- Participation in round table **(plenary)**
- **Corporate wall poster: 1**
- Insertion of their **logo**, size XL, at:
 - a) Outdoor canvas at Kinépolis
 - b) Photocall
 - c) Event Poster
 - d) Web page of the event (link to corporative web)
 - e) Social networks (link to corporative web)
 - f) Back cover of the program, Accreditations
 - g) Screens of the three rooms
- Broadcast of promotional video on breaks (Rooms 25, 18 y 19). Maximum 2,5 minutes.
- Handing over of documentation of the enterprise to all the attendants (paper and/or electronic support) in the welcome pack (unless it is non compatible with the sponsorship).
- Broadcast of the video in the plasmas of the cocktail room (Room Lumière), soundless.
- A radio interview on air (and later upload to the Web).
- Inclusion in **video summary** (with subsequent advertisement and upload to the web page)
- There **will be a mention in the official transcript of the seminar in words of gratitude**
- **8 Inscriptions (registrations/enrolment) for the company staff.**
- Invitations for **8 clients** related with the cyber security sector (IN THIS SECTION IT WILL NOT BE INCLUDED STAFF OF THE SPONSORING COMPANY)
- **Diploma proving to be collaborator** of CCN-CERT (handing over of diploma with authorities at Photocall)
- **List of attendees and speakers from whom authorization is available** (requested upon registration).
- Priority for the next editions.

Input: 17.500 € + 21% IVA

Strategic Sponsor Room 25: Maximum 1

- **Name room 25 (990 people), where plenary will take place.**
- **Presentation of the enterprise in room 25.** No act will be performed other than informative services or solutions from the sponsor. **Schedule:** at the end of the program sessions (17:30h).
- **Stand, with adequate furniture size 4x3 (12m2).** The stand will be located in the most visible area of room Lumiere. The measures of the stand established by the organization will be the same for the sponsors of the same level.
- Participation in round table **(plenary)**
- **Corporate wall poster: 1**
- Insertion of their logo, size XL, at:
 - a) Outdoor canvas at Kinépolis
 - b) Photocall
 - c) Event poster
 - d) Web page of the event (link to corporative web)
 - e) Social networks (link to corporative link)
 - f) Back cover of the program and accreditations
 - g) Screens of the three rooms
- Broadcast of promotional video on breaks (Rooms 25, 18 y 19). Maximum 2,5 minutes.
- Handing over of documentation of the enterprise to all the attendants (paper and/or electronic support) in the welcome pack (unless it is non compatible with the sponsorship).
- Broadcast of video in the plasmas of the cocktail room (Room Lumière), soundless.
- A radio interview on air (and later upload to the web page).
- Inclusion in video summary (with subsequent advertisement and upload to the web page)
- There will be a mention in the official transcript of the seminar in words of gratitude
- **8 Inscriptions for the company staff.**
- Invitations for 8 clients related to the cyber security sector (IN THIS SECTION IT WILL NOT BE INCLUDED STAFF OF THE SPONSORING COMPANY)
- **Diploma proving to be collaborator of CCN-CERT** (handing over of diploma with authorities at Photocall)
- **List of attendees and speakers from whom authorization is available** (requested upon registration).
- Priority for the next editions

Input: 17.500 € + 21% IVA

Strategic Sponsor Rooms 18 and 19: Maximum 2

- **Name one of the rooms of the event** (room 19 and room 18 – with a capacity to withhold 413 people). The choice will be by order of the sponsorship.
- **Presentation of the enterprise in their corresponding room (19 o 18).** No other act shall be carried out other than informative services or solutions from the sponsor.
Schedule: at the end of the program session (17:30h).
- **Stand, with adequate furniture size 4x3 (12m2).** The stand will be located in the most visible area of the room Lumière. The measures of the stand established by the organization will be the same for sponsors of the same level.
- Participation in round table (**plenary**)
- **Corporate wall poster: 1**
- Insertion of their logo, size XL, at:
 - a) Outdoor canvas at Kinépolis
 - b) Photocall
 - c) Event poster
 - d) Web page of the event (link to corporative web)
 - e) Social networks (link to corporative link)
 - f) Back cover of the program and accreditations
 - g) Screens of the three rooms
- Broadcast of promotional video on breaks (Rooms 25, 18 y 19). Maximum 2,5 minutes.

- Handing over of documentation of the enterprise to all the attendants (paper and/or electronic support) in the welcome pack (unless it is non compatible with the sponsorship).
- Broadcast of video in the plasmas of the cocktail room (Room Lumière), soundless.
- A radio interview on air (and later upload to the web page).
- Inclusion in video summary (with subsequent advertisement and upload to the web page)
- There will be a mention in the official transcript of the seminar in words of gratitude
- **8 Inscriptions for the company staff.**
- Invitations for 8 clients related to the cyber security sector (IN THIS SECTION IT WILL NOT BE INCLUDED STAFF OF THE SPONSORING COMPANY)
- **Diploma proving to be collaborator of CCN-CERT** (handing over of diploma with authorities at Photocall)
- **List of attendees and speakers from whom authorization is available** (requested upon registration).
- Priority for the next editions

Input: 16.950 € + 21% IVA

Platinum Sponsor: Maximum 4

- **Stand, with adequate furniture 3x3 (9m2).** The measure of the stand established by the organization will be the same for the sponsors of the same level. In its location the level of sponsorship and order will be a priority of the request form (with the signature of the corresponding sponsorship agreement).
- Participation in round table **(plenary)**
- **Corporate wall poster: 1**
- Insertion of their logo, size L, at:
 - a) Photocall
 - b) Event poster
 - c) Web page of the event (link to corporative web)
 - d) Social networks (link to corporative web)
 - e) Back cover of the program and accreditations
 - f) Screens for the three rooms
- Broadcast of the promotional video on breaks (Rooms 25, 18 y 19). Maximum 2,5 minutes.
- Handing over of documentation of the enterprise to all the attendees (paper and/or electronic support) in the welcome pack (except notebooks and pens, in the event that this sponsorship is covered).
- Broadcast of video in the plasmas of the cocktail room (Room Lumière), soundless.
- A radio interview on air (and later upload to the web page).
- Inclusion in video summary (with subsequent advertisement and upload to the web page)
- There will be a mention in the official transcript of the seminar in words of gratitude
- **6 Inscriptions for the company staff.**
- Invitations for 6 clients related to the cyber security sector (IN THIS SECTION IT WILL NOT BE INCLUDED STAFF OF THE SPONSORING COMPANY)
- **Diploma proving to be collaborator of CCN-CERT** (handing over of diploma with authorities at Photocall)
- **List of attendees and speakers from whom authorization is available** (requested upon registration).
- Priority for the next editions

Input: 9.300 € + 21% IVA

Gold Sponsor: Maximum 6

- **Stand, with adequate furniture 3x2 (6m2).** The measure of the stand established by the organization will be the same for the sponsors of the same level. In its location the level of sponsorship and order will be a priority of the request form (with the signature of the corresponding sponsorship agreement).
- Insertion of their logo, size M, at:
 - a) Photocall
 - b) Event poster
 - c) Web page of the event (link to corporate web)
 - d) Social networks (link to corporate web)
 - e) Back cover of the program and accreditations
 - f) Screens for the three rooms
- Handing over of documentation of the enterprise to all the attendees (paper and/or electronic support) in the welcome pack (except notebooks and pens, in the event that this sponsorship is covered).
- A radio interview on air
- There will be a mention in the official transcript of the seminar in words of gratitude
- **4 Inscriptions for the company staff.**
- Invitations for 4 clients related to the cyber security sector (IN THIS SECTION IT WILL NOT BE INCLUDED STAFF OF THE SPONSORING COMPANY)
- **Diploma proving to be collaborator of CCN-CERT** (handing over of diploma with authorities at Photocall)
- **List of attendees and speakers from whom authorization is available** (requested upon registration).
- Priority for the next editions

Input: 5.200 € + 21% IVA

Silver Sponsor: Unlimited

- Presence of your company's material in the **Silver Space arranged in the Lumière room** (the sponsoring companies will be in charge of replenishing the material of this space).
- Insertion of their logo, size S, at:
 - a) Photocall
 - b) Event poster
 - c) Web page of the event (link to corporative web)
 - d) Social networks (link to corporative web)
 - e) Back cover of the program, accreditations
 - f) Screens of the three rooms
- There will be a mention in the official transcript of the seminar in words of gratitude
- **2 Inscriptions for the company staff.**
- Invitations for 2 clients related to the cyber security sector (IN THIS SECTION IT WILL NOT BE INCLUDED STAFF OF THE SPONSORING COMPANY)
- **Diploma proving to be collaborator of CCN-CERT** (handing over of diploma with authorities at Photocall)
- Priority for the next editions

Input: 2.850 € + 21% IVA

Special Sponsorships

- **Sponsorship social event for 60 people and inclusion of the logo in invitations and menus (4 Inscriptions).** The organization reserves the possibility that a 20% of the invitations are contributed by the CCN. Logistics costs will be borne by the sponsor. **2 maximum**

Input: 8.500 € + 21% IVA

- **Sponsorship Headrest armchairs Room 25 (996 people)** (logo next to the one of the CCN-CERT in the living room seats) **(4 Inscriptions): 1 maximum.**

Input: 3.500 € + 21% IVA

- **Sponsorship Headrest Room 18 (413 people) and Room 19 (4 Inscriptions).** (logo next to the one of the CCN-CERT in the seats of one of the rooms): **1 maximum x Room.**

Input: 1.800 € + 21% IVA

- **Sponsorship Shoulder Bag Glazed Area (1x21m) (2 Inscriptions).** The design will be in charge of the sponsor that should include the logo and slogan of the seminars: **2 maximum.**

Input: 2.800 € + 21% IVA

- **Sponsorship Notebook type Moleskine (A3) (2 Inscriptions),** with logo and home page silkscreened: **1 maximum.**

Input: 3.500 € + 21% IVA

- **Sponsorship Congress Bag: (logo) (2 Inscriptions): 1 maximum.**

Input: 2.000 € + 21% IVA

- **Landyards Sponsorship: (logo) (2 Inscriptions): 1 maximum.**

Input: 2.000 € + 21% IVA

- **Pen Sponsorship (2 Inscriptions): 1 maximum.**

Input: 1.800 € + 21% IVA

- **Interior back cover program (2 Inscriptions): 1 maximum.**

Input: 1,850 € + 21% IVA

- **Inside cover program (2 Inscriptions) : 1 maximum.**

Input: 1,850 € + 21% IVA

- **Half Page program (2 Inscriptions): 2 maximum.**

Input: 1.200 € + 21% IVA

- **Main Seminars Web Banner (2 months) (2 Inscriptions): 1 maximum.**

Input: 2.000 € + 21% IVA

- **Seminars Newsletter (Including logo) (2 Inscriptions): 1 maximum.**

Input: 2.000 € + 21% IVA

Sponsorship Modalities

CHOOSE ONE OF THE PACKS

Sponsorship	VIP 1	Strategic 3	PLATINUM 4	GOLD 6	SILVER ILIMITADO	SPECIALS
Spaces						
VIP Room Assignment	✓	X	X	X	X	X
Room Name	X	✓	X	X	X	X
Lecture Room (out of program)	X	✓	X	X	X	X
Stand Room Lumière	✓	✓	✓	✓	X	X
Space Material Silver	X	X	X	X	✓	X
Round Table	✓	✓	✓	X	X	X

Sponsorship Modalities

CHOOSE ONE OF THE PACKS

SPONSORSHIP	VIP 1	STRATEGIC 3	PLATINUM 4	GOLD 6	SILVER UNIMITED	SPECIALS
VISIBILITY ¹						
Corporative poster Room Lumière	✓	✓	✓	X	X	X
Lona exterior Kinépolis	✓	✓	X	X	X	X
Photocall	✓	✓	✓	✓	✓	✓
Event Posters	✓	✓	✓	✓	✓	X
Web page event	✓	✓	✓	✓	✓	✓
Social networks	✓	✓	✓	✓	✓	✓
Back cover of the program and accreditations	✓	✓	✓	✓	✓	X
Screen three Rooms	✓	✓	✓	✓	✓	X

¹ The visibility and corporate image of all sponsorships will depend on the level of service contracted. In the case of special sponsorships, your image will be reproduced in Silver size (except for the modality of special sponsorship contracted).

Sponsorship Modalities

CHOOSE ONE OF THE PACKS

Sponsorship	VIP 1	STRATEGIC 3	PLATINUM 4	GOLD 6	SILVER ILIMITADO	SPECIALS
VISIBILITY ¹						
Welcome Pack	✓	✓	✓	✓	X	X
Advertisement video in the rooms	✓	✓	✓	X	X	X
Video plasmas at cocktail room	✓	✓	✓	X	X	✓
Radio Interview	✓	✓	✓	✓	X	X
Inclusion in video summary and subsequent advertisement	✓	✓	✓	X	X	X
Mention in official transcript	✓	✓	✓	✓	✓	✓

¹ The visibility and corporate image of all sponsorships will depend on the level of service contracted. In the case of special sponsorships, your image will be reproduced in Silver size (except for the modality of special sponsorship contracted).

Sponsorship Modalities

CHOOSE ONE OF THE PACKS

Sponsorship	VIP 1	STRATEGIC 1 (Sala 25)	STRATEGIC 2 (Salas 18/19)	PLATINUM 4	GOLD 6	SILVER ILIMITADO	SPECIALS
ACCREDITATIONS							
Company Staff Registration	8	8	8	6	4	2	SP ²
Clients Invitations	8	8	8	6	4	2	SP ²
CONTACTS							
Organisms List	✓	✓	✓	✓	✓	✓	✓
Attendants List	✓	✓	✓	✓	✓	x	SP ²
OTHER BENEFITS							
Diploma (handing over at Photocall)	✓	✓	✓	✓	✓	✓	✓
Priority for next editions	✓	✓	✓	✓	✓	✓	✓
Input (21% IVA no incl.)	17.500 €	17.500 €	16,950 €	9,300 €	5.200 €	2.850 €	SP ²

5. Collaborating Entities

It could be any organisation that eases the diffusion of the seminar amongst their members and/or associates..

Counterparty

The logo of the collaborating enterprise will be included in the web page of the event and will be offered priority to acceptance of registration for their members (ensuring, minimum two entrances for members of the organization).



6. Communication and advertisement

There will be a decided commitment to the dissemination and promotion of the seminars, through a communication campaign that will contemplate the following means and tools:

- **Press conference presentation**
- **Collaborating Entities:** diffusion between the main associations/entities of the sector of cyber security in Spain (Clickaseguro, ISACA, ISMS Forum, etc.)
- **On air Radio:** interviews to main characters (subsequent upload to the web page)
- **Social networks:**
 - o LinkedIn
 - o Twitter
 - o Youtube (uploading of all lectures)
- **Web Portal:** diffusion in the web portal of the CCN-CERT <https://www.ccn-cert.cni.es>
- **Own Website:** <https://www.ccn-cert.cni.es/xijornadas>
- **Digital bulletins:** with more than 8.000 subscribers
- **Lists of distribution by sectors (Administration, Strategic Sectors, etc.)**
- **Personal Invitations from the CCN**
- **Press releases:** previous and later (general and specialised media).
- **Adverts in magazines of the sector**
- **Press notes:** The means of communication, regardless they are online, or offline, will receive all needed information for the event (press note, photographs, presentations...).

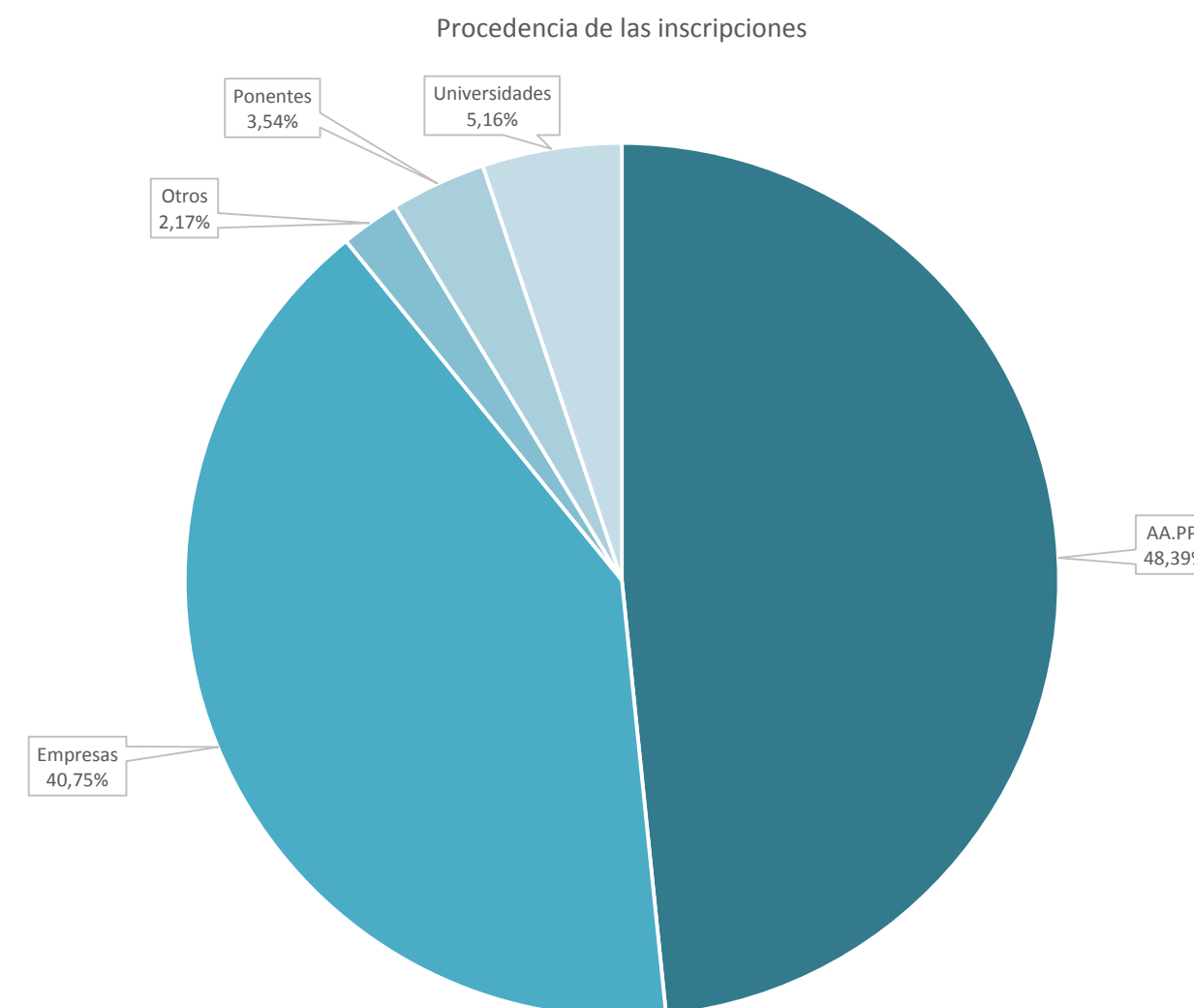
7. Registration of the XI Seminars STIC CCN-CERT

Will be given to each participant who requests it, a Diploma of Assistance with credits CPE for the maintenance of certifications CISSP, CISA y CISM.

8. Previous Edition: Success host

The X seminar STIC CCN-CERT, that took place at Kinépolis, City of the Image, in Madrid, during the 13 and 14th of December of 2016, counted with the attendance of more than **1.400 professionals**, on top of 1.800 petitions, and a 15 % more than the previous edition.

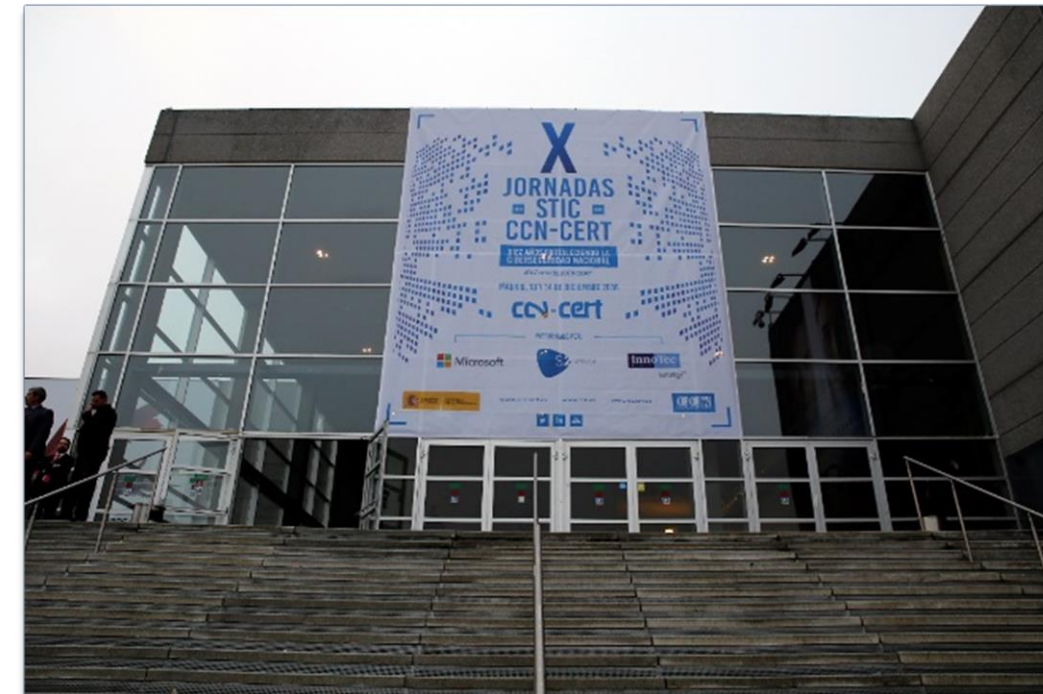
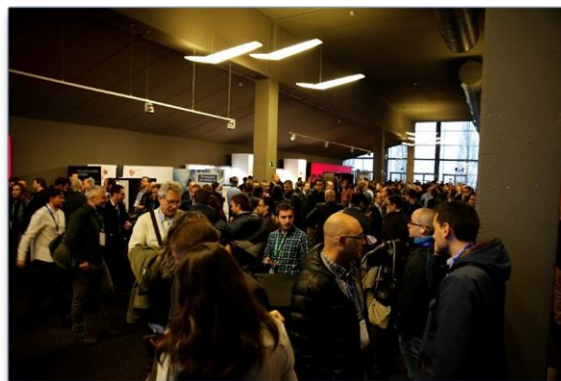
According to the results of a survey made to the attendees, the 98,53% of the respondents rated positively the contents of the presentations in general (Excellent, very good or good), being the 83,78% those who catalogue them with the highest category of Excellent or Very good. Only a 1,47% valued it as so-so (0,88%) or Insufficient (0,59%). As for the speakers, the 98,15% were valued positively (Excellent, very good or good). Only the 1,85% classified them as so-so (1,85%) or Insufficient (0%).



8. Previous Edition: success host (II)

The advertisement and diffusion of the seminars for new and divers areas contributed without doubt to the exit of assistance.

- Press conference presentation.
- 57 Speakers of recognized prestige.
- Interviews to the main characters.
- Exhibition area and Networking.



7. Sponsors and collaborators. Edition 2016



8. Repercussion. Edition 2016

• Press conference

- Date: 22nd of November, at 10.30 h
- Invitations: 40 means of communication
- Assistance: 27 means: generalist means (El País, El Mundo, ABC, El Periódico, etc.), news agencies (EFE, Colpisa), radios (RNE, SER), televisions (TVE, TV3) and specialised press (SIC, Silicon News, Grupo Atenea, etc.)

• Media appearance

rtve **60** **ve**

El 90% de ciberataques críticos que padece España tiene detrás a gobiernos de otros países

- ▶ De los 19.000 incidentes de este año, 42 han tenido una peligrosidad crítica
- ▶ Casi 5.000 ataques se han dirigido a compañías estratégicas
- ▶ Pertenecen a los sectores de defensa, aeronáutico, bancario y energético

22.11.2016 | actualización 15h56

Por **RTVE.es / EFE**

El 90% de los ciberataques críticos que padecen las administraciones públicas y las empresas de interés estratégico en España son orquestados por gobiernos de otros países, según el Centro Criptológico Nacional (CCN).

"Estos ataques no han llegado a comprometer la seguridad nacional, pero sí ha habido incidentes que han preocupado mucho", ha explicado el subdirector general del CCN -organismo dependiente del Centro Nacional de Inteligencia (CNI)-, Luis Jiménez, en una rueda de prensa celebrada en Madrid.

La cuarta parte de esos ataques críticos, de peligrosidad máxima, tienen como objetivo a compañías estratégicas y el 75% lo sufre el sector público (nacional, autonómico y local), siendo los ministerios de Asuntos Exteriores y Defensa los más atacados. Las empresas más afectadas pertenecen a los sectores de defensa, aeronáutico, bancario y energético.

The collage displays multiple news snippets with the following common themes:

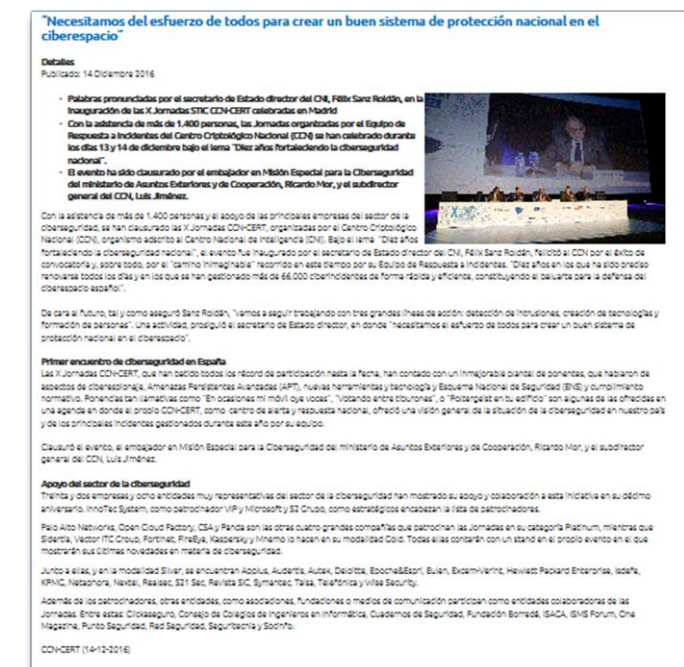
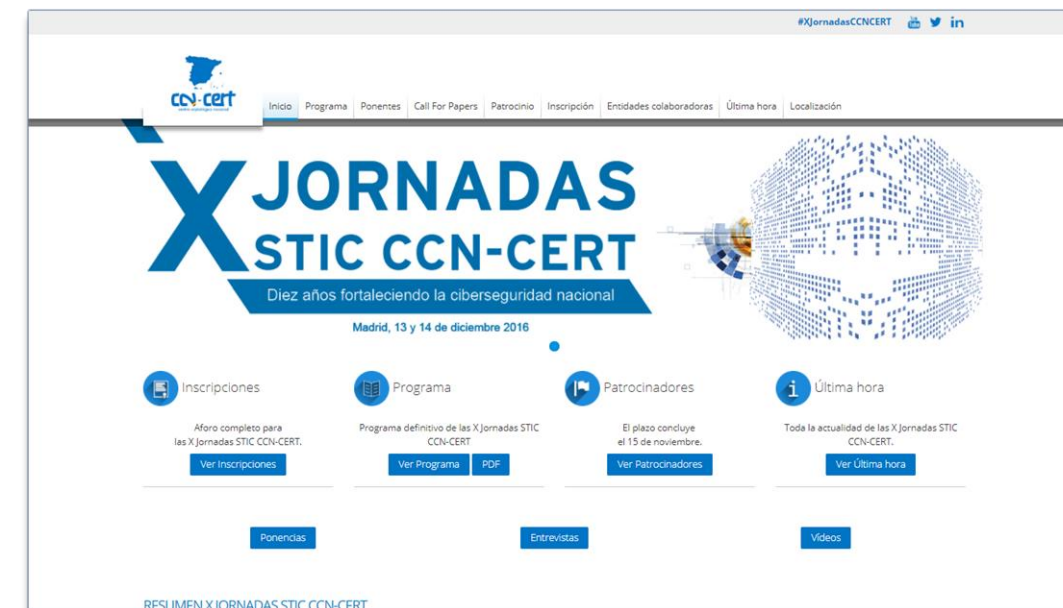
- LA VOZ DE CÁDIZ:** "El 90 por ciento del ciberespionaje procede de otros gobiernos".
- EL PAÍS:** "El 90 por ciento del ciberespionaje procede de otros gobiernos".
- ABC:** "Gobiernos extranjeros están detrás del 90 por ciento de los ciberataques críticos".
- el Periódico:** "Luis Jiménez: 'Presidencia, Exteriores y Defensa son los ministerios más atacados'".
- la información:** "El Centro Criptológico Nacional resuelve 19.000 ataques de ciberdelincuentes en 2016".
- 20 minutos:** "El 90% de los ciberataques críticos que padece España están orquestados por gobiernos".
- SUR:** "El 90% de ciberataques críticos que padece España tienen detrás a gobiernos".
- RTVE (from the top right block):** "El 90% de ciberataques críticos que padece España tiene detrás a gobiernos de otros países".

Additional headlines visible include "Los ministerios de Defensa y de Asuntos Exteriores, objetivo prioritario de los ciberataques" and "El 90% de los ciberataques críticos que padece España tiene detrás a gobiernos".

8. Repercussion. Edition 2016 (II)

- **Personal invitations (E-mailings)**
- **Invitations for portal users**
- **Sending notifications and communications to registered users**, more than 8.000, of the portal:
 - Call for papers
 - Registration
 - Lectures
- **Portal CCN-CERT**
- **Microsite specific**
- **Communications CCN-CERT**
 - Publishing and sending to the media
- **News of security (with thread RSS)**

Home Landing. <https://www.ccn-cert.cni.es/xjornadas>



8. Repercussion. Edition 2016 (III)

- **Campaigns in Social networks**

- **Twitter**

- Creation of the Hashtag: #XJornadasCCNCERT
 - Followers: 5.600

- **Linkedin**

- Enterprises: 3.600 followers
 - Advertisement at the adequate groups:
 - ENS
 - Strategic Enterprises
 - Public Administration
 - Critical Infrastructures
 - Cyber security
 - IT Security



8. Repercussion. Edition 2016 (IV)

- **Other online impacts**

- Insertion of adverts and banners in the newsletters of means specialised in cyber security.

- **Youtube**

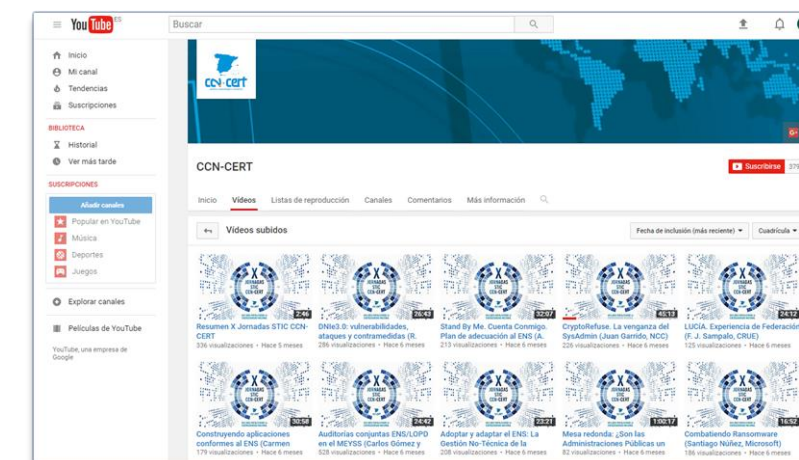
- 34 Videos summarising the different lectures.
 - 5.057 Views

- **Summary Video**

Banner link. <https://www.ccn-cert.cni.es/xjornadas>



Youtube Chanel www.youtube.com/playlist?list=PLIZWmGs0YDoelJnly2esXSnQ8vwGSJ1p2



https://www.ccn-cert.cni.es/images/M_images/XJornadas/videos/ResumenXJornadas.mp4

9. Sponsorship Registration Form

CONTACT PERSON

Company

Address City

Poste code

State / region

Telephone

Country

Email address

Fax

Web page

Required billing details (if different to the ones stated above)

CONTACT PERSON

Company

Address

City

State / region

Poste code

City

Telephone

Fax

Email Address

Web page

NIF

I hereby certify that I am authorized to sign this form and enter into this advertising contract on behalf of the customer.

Authorising signature:

Date:

Printed out name:

SPONSORSHIP

I would like to sponsor the following:

☐ VIP Pack	17.500 €
☐ Strategic Pack Room 25	17.500 €
☐ Strategic Pack Room 19 - 18	16.950 €
☐ Platinum Pack	9.300 €
☐ Gold Pack	5.200 €
☐ Silver Pack	2.850 €
☐ Social Event (Dinner)	8.500 €
☐ Headrest armchair Room 25	3.500 €
☐ Headrest Room 19	1.800 €
☐ Headrest Room 18	1.800 €
☐ Shoulder bag Glazed area Room Lumiere	2.800 €
☐ Congressman's notebook	3.500 €
☐ Bag of the congress	2.000 €
☐ Special Landyards	2.000 €
☐ Pens (unique bags)	1.800 €
☐ Interior back cover program	1.850 €
☐ Inside cover program	1.850 €
☐ Half page program	1.200 €
☐ Seminars web main Banner (2 months)	2.000 €
☐ Seminar Newsletter (including logo)	2.000 €

Precios no incluyen IVA.

10. General Conditions

All the sponsors and their representatives (attendants), for the mere formalization of the contract by the request for sponsorship, accept the terms and general conditions set forth:

ADMISSION

The CCN-CERT, from now onwards, Organiser, it reserves the right of admission and will be able to reject those forms that, to its criteria, do not adjust to the objective of the seminars.

DOCUMENTATION

The coordination of the event should count with all the information and material to give, in time and form, necessary to be able to accomplish with their compromises obtained towards the sponsors (logo, advertising material, presents, videos, etc.).

DEADLINE, MODE OF PAYMENT AND CANCELATION

All attendees who wish to take in any of the modalities of sponsorship previously exposed shall formalize the petition (with its corresponding form) and its payment, before the 15th of November of 2017.

In case the attendee cancels its participation, the following events may occur:

- If the cancellation is done before the 10th of November of 2017, 90% of the paid amount will be returned.
- If the cancellation is done after the 10th of November, no refund will be made.

SPONSORSHIP REGISTRATION POLICY, PAYMENT AND CANCELATION

The application for sponsorship must be made in writing and sent by email, where you will receive a contract that you must return completed. Will be billed to the sponsors the 100% of the total cost of the invoice at the time of receiving the contract payable to Innotec System within 30 days after receipt of the invoice and always as a deadline the 15th of November. Sponsorship will not be recognized until full payment is received. No acquisition of sponsorship will be reimbursed.

CALLING OFF OR CANCELATION

If the seminar is called off for reasons attributable to the organiser, the attendee and/or sponsor has the right of being repaid 100% of the paid amount and no compensation shall be payable. Nevertheless, if the seminar is called off due to a meaningful cause (understood as such, apart from the usual definition, like strikes, disruption in power and water supply or other similar reasons), the organization shall try to set a new date for the seminar, otherwise, the seminar shall be call off definitely and no amount will be refunded.

PHOTOGRAPHS., RIGHTS AND COPY OF CONTENTS

The contents of the lectures and contents accessed throughout the course of the seminars (images, audio and video) are property of the CCN-CERT. It is required to count with the authorization of the organiser in order to diffuse or partially reproduce or as a whole said material. In the same way, it will be necessary to count with the express authorization of the organizer in order to obtain photographs and recordings of the events.

EXEMPTION FROM LIABILITY

The CCN-CERT has created the following sponsorship document with the optimal conditions for the X STIC seminar, and these conditions shall be subject to the securing of the entire proposed sponsorship. In the case of failing to achieve the necessary funding, the organisation reserves the right to make as many changes as needed to achieve the proposed goals.

DISPLAY

The assembly will take place the day before the event (12th of December). It is the exhibitor's responsibility to decorate and review the material. The exhibitors are responsible for all costs of shipping, assembly and disassembly, decoration and labour, other than those supplied by the CCN. It is necessary to follow the general graphic image chosen for the congress, in order to maintain a homogeneity and coherence. The direction of the congress facilitates this general image to each of the exhibitors, without prejudice of being able to personalize the stands. The sending information can be obtained by contracting the secretary of the congress in the email address: eventos@ccn-cert.cni.es

WITHDRAWAL OF EXHIBITORS

None of the exhibitors will be disassembled nor material packed before the last coffee break on the last day of congress. It is the sponsorships responsibility to have the material packed identified and ready for posting at the counter for the closure of the congress. Any article that is not packed, identified and marked for their posting that is left behind in the stand at the end of the congress will be taken away and destroyed.

INVITATION PASSES

Given the sponsorship contract the invitation passes can only be used by those who represent the sponsoring enterprise assisting as participants and will only be valid for those people who have their name in the credentials. A form must be fill in and completed in order to receive a invitation pass. Passes must be worn at all times and must not be exchange with colleagues or covered by any kind of device.

USE OF SPACE / ADVERTISING MATERIAL

Each sponsor must have at all times their credentials/ official pass throughout the congress. When exhibiting, all demonstrations and other promotional activities must remain in the assigned area of their organisation. The sponsor can not distribute advertising material in a meeting room or during a session. The advertising material of an enterprise must not interfere with the sponsorship or the exposition of any other enterprise. The expositors will not be able to assigned any of the spaces that have already been assigned to them, and can not make publicity nor show different products of the ones manufactured nor sell them through their normal selling course.

INSURANCE

It is recommended to all the expositors to obtain an insurance that covers damages or loses and an insurance of civic responsibilities against personal or material damages to third parties. The exposition material must be covered from the moment where is sent, during the instalment, the dates of the exposition, the disassembly and till all other materials have been received. The expositor assumes all the responsibility for any damages, loses or claims of damages of the expositors equipment presentation and other

goods brought into the instalment of the congress and will maintain Innotec exempted towards any of the abuses, damages r claims stated above.

EXHIBITOR PASSES

The maximum number of exhibitor passes assigned by each stand is two. The pass covers attendance to the exhibition area only.

APPLICABLE LAW AND JURISDICTION

All contracts will be governed and interpreted exclusively according to the laws of Spain, without regard to the principles of conflict of laws.

ADMISION RIGHTS

The organization reserves the right of admission, both physical and legal person.

DATA PROTECTION

Expressly and unequivocally the exhibitor knows that this personal data will be incorporated into an automated file whose ownership belongs to the CCN organiser of the event. Your data will be treated with the utmost confidentiality and reservation. The provision of personal data requested is mandatory. At any time you can access the file in order to exercise the rights of access, rectification and opposition regarding your personal data, in accordance as established in the LO.15/1999, the 13th of December.