

**SWISS CYBER SECURITY DAYS 2025:**  
BERNEXPO | 18.2. & 19.2.2025

## **Package offers**

- Partners
- Exhibitors
- Name sponsors

### Our vision

"Swiss Cyber Security Days SCSD" is Switzerland's leading cyber security dialogue and know-how platform. These SCSD events bridge the knowledge gap between technology, business, research, population and offering policy-makers, administrators and experts insights into current and future threats as well as innovative solutions. The focus is on politics, economy, education and research. The platform is an opportunity for all participating national and international actors to exchange information, gain inspiration and meet with politicians, administrators and the business sector as well as with researchers, educators and leading cyber security experts."

### Our values

We are committed to:

- Transparency
- Knowledge transfer
- Open communication and discussion
- Business development

### Swiss Cyber Security Days target groups

- CEO, CRO, CFO, CIO (C-level)
- CISOs and CSOs
- Decision-makers in SMEs, Board of Directors
- Editors, system providers, distributors
- Insurance providers and brokers
- Consultancy services
- Process outsourcing and process management provider
- Median creators (business sector, politics, IT and education, etc.)
- Politicians, public authorities
- Students and trainees
- Associations
- General public with interest in IT and security

Today, cyber is driving strategic competition and it has become an integral part of modern warfare. In fact, cyberspace is contested at all times. We see malicious cyber events every day, from low-level attempts to technologically sophisticated incidents. Authoritarian regimes, in particular, are challenging our interests, values and security. They are determined to shape the future of cyberspace in their own image with little transparency and no regard for human rights. Their aim is to degrade our critical infrastructure, interfere with our government services, extract intelligence, steal intellectual property and impede our military activities. That is why we must proactively shape cyberspace in line with our values.

Russia's war against Ukraine has also highlighted the extent to which cyber is part of modern conflict before, during and after the kinetic phase of hostilities. We have seen Russia using cyberspace to prepare its invasion, shape the information space, and attack Ukraine's critical infrastructures. We have seen them use cyber as a weapon from the start. This has shown us that preparation can never begin too early and that resilience is critical.

It has also shown us that cyberspace can only be defended and secured effectively in a collaborative way, including with the private sector. We must avoid relying on equipment supplied by authoritarian regimes to build our digital backbone for the future. We need to work with every level of the private sector to make our systems harder to damage, more resilient, and quicker to bounce back.

This is where the advantages of the Swiss Cyber Security Days lie: they are an ideal platform for exchanging knowledge, values and ideas, learning from each other, building capacities and deepening cooperation with partners from business, research, education and government.



**Christian-Marc Lifländer**  
**Head of NATO Cyber & Hybrid Policy Section**

# Partner packages

## Partner packages

	<b>ELITE</b> (LIMITED AVAILABILITY)	<b>PREMIUM</b> (LIMITED AVAILABILITY)	<b>DIAMOND</b> (LIMITED AVAILABILITY)
<b>Package price</b>	<b>CHF 25,000</b>	<b>CHF 50,000</b>	<b>CHF 75,000</b>
Early bird through 28.6.2024	CHF 22,500	CHF 45,000	CHF 67,500



### Booth construction and equipment

Booth size	8 m x 4 m: 32 m <sup>2</sup>	8 m x 5 m: 40 m <sup>2</sup>	8 m x 8 m: 64 m <sup>2</sup>
Booth labelling (branding)	Logo on back panel	Full-surface wrapping	–
Open stand ends	3 open sides (peninsula booth)	3 open sides (peninsula booth)	4 open sides (island booth)
Furniture	✓	✓	✓
Flat screen (55 inch) incl. installation	1 pc.	1 pc.	2 pcs.
Carpet black	✓	✓	✓
Booth lighting	✓	✓	✓
Reduit booth	✓	✓	–

### Services

Daily booth cleaning and waste disposal	✓	✓	✓
Communication package (contents see "Further information")	✓	✓	✓
Plug socket and power supply	✓	✓	✓
Water, soft drinks and fruit for 12 people per day	✓	✓	✓

## Partner packages

	ELITE (LIMITED AVAILABILITY)	PREMIUM (LIMITED AVAILABILITY)	DIAMOND (LIMITED AVAILABILITY)
<b>Stage presence</b>			
Slot on the Best Practice Stage	2 x 20'	2 x 20'	2 x 20'
Slot on the Main Stage	–	–	1 x 20' (curated)
Slot on the Tech Stage	–	1 x 20'	1 x 20' (curated)
Display of the company logo over two days on the Main and Tech Stages	✓	✓	✓
<b>Online and on-site presence</b>			
Logo presence for one year on the SCSD website from 2024	✓	✓	✓
Logo presence on the partner wall in the Networking Zone and in the entrance area	✓	✓	✓
Spots on info screens in the hall (still image or short spot)	✓	✓	✓
Logo presence on digital hall map (digital guide)	✓	✓	✓
Logo presence on badges of visitors and exhibitors	–	–	✓
Logo presence on BERNEXPO lanyards for visitors	–	✓	–
<b>Ticketing</b>			
VIP day tickets (also for speakers)	–	4 pcs.	6 pcs.
Full-access day tickets for customers	10 pcs.	12 pcs.	16 pcs.
Full-access two-day ticket for booth staff	5 pcs.	6 pcs.	8 pcs.
Expo-access exhibitor tickets (2 days)	11 pcs.	14 pcs.	17 pcs.
Invitation to partner evening on 18.2.2025	2 pers.	4 pers.	6 pers.



Co-exhibitors can be registered for a fee of CHF 1,850 ([see conditions of participation page 5](#))

# Exhibitor packages



# Exhibitor packages

	BRONZE	SILVER	GOLD
<b>Package price</b>	<b>CHF 8,750</b>	<b>CHF 15,150</b>	<b>CHF 18,750</b>
Early bird through 28.6.2024	CHF 7,880	CHF 13,640	CHF 16,880



## Booth construction and equipment

Booth size	3 m x 3 m: 9m <sup>2</sup>	6 m x 3 m: 18 m <sup>2</sup>	6 m x 4 m: 24 m <sup>2</sup>
Booth labelling (branding)	Logo on back panel	Logo on back panel	Logo on back panel
Booth type	2 open sides (corner booth)	2 open sides (corner booth)	2 open sides (corner booth)
Furnishing with carpet according to still image	✓	✓	✓
Booth lighting	✓	✓	✓
Reduit booth	–	✓	✓

## Services

Daily booth cleaning and waste disposal	✓	✓	✓
Communication package (contents see "Further information")	✓	✓	✓
Plug socket and power supply	✓	✓	✓

## Stage presence

Slot in the Presentation Lounge	15'	–	–
Slot on the Best Practice Stage	–	20'	20'

## Ticketing

Full-access day tickets for customers	2 pcs.	6 pcs.	8 pcs.
Full-access two-day ticket for booth staff	1 pc.	2 pcs.	4 pcs.
Expo-access exhibitor tickets (2 days)	5 pcs.	5 pcs.	5 pcs.

👉 Co-exhibitors can be registered for a fee of CHF 1,850 ([see conditions of participation page 5](#))



## Start-up package



**The start-up package** for CHF 2,350 includes  
The following services:

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

This offer is  
limited to 12 spots  
– **first come, first  
served!**

# Name sponsorship packages

# Name sponsorship stage packages

	MAIN STAGE (LIMITED AVAILABILITY)	TECH STAGE (LIMITED AVAILABILITY)	BEST PRACTICE STAGE (LIMITED AVAILABILITY)
Package price	CHF 40,000	CHF 35,000	CHF 30,000
<b>Visibility as a name sponsor at the trade fair / advertising measures</b>			
Name sponsor of the stage	✓	✓	✓
Logo display on stage	✓	✓	✓
Slot on the stage	✓	✓	✓
Logo display on info screens	✓	✓	✓
in the foyer			
Placing flyers on the chairs at the stage (production: sponsor)	✓	✓	✓
Logo in the hall map	✓	✓	✓
<b>Website</b>			
Logo under the heading "Name sponsors" with link	✓	✓	✓
<b>PR / media</b>			
½ page advertisement in trade paper / magazine	✓	✓	✓
Piece in newsletter for visitors	✓	✓	✓
Three posts on our social media channels	✓	✓	✓
<b>Ticketing</b>			
Ticket contingent by category			
(2-day passes) / event admission	4 pcs.	4 pcs.	2 pcs.

# Name sponsorship networking packages

	NETWORKING ZONE (LIMITED AVAILABILITY)	VIP ZONE (LIMITED AVAILABILITY)	PARTNER EVENING (LIMITED AVAILABILITY)
Package price	CHF 40,000	CHF 35,000	CHF 25,000
<b>Visibility as a name sponsor at the trade fair / advertising measures</b>			
Name sponsor of the zone / event	✓	✓	✓
Logo display in zone / at event	✓	✓	✓
Sponsorship of aperitif / dinner	✓	✓	✓
Logo display on info screens in the foyer	✓	✓	✓
Placing flyers on the chairs in the zone / event (production: sponsor)	✓	✓	✓
Logo in the hall map	✓	✓	✓
<b>Website</b>			
Logo under the heading "Name sponsors" with link	✓	✓	✓
<b>PR/media</b>			
½ page advertisement in trade paper / magazine	✓	✓	✓
Piece in newsletter for visitors	✓	✓	✓
Three posts on our social media channels	✓	✓	✓
<b>Ticketing</b>			
Ticket contingent by category (2-day passes) / event admission	2 pcs.	2 pcs.	2 pcs.

# Name sponsorship packages special zones

	START-UP ZONE (LIMITED AVAILABILITY)	COUNTRY ZONE (LIMITED AVAILABILITY)	CAREER ZONE (LIMITED AVAILABILITY)
Package price	CHF 30,000	CHF 35,000	CHF 30,000
<b>Visibility as a name sponsor at the trade fair / advertising measures</b>			
Name sponsor of the zone	✓	✓	✓
Logo display on zone	✓	✓	✓
Logo display on info screens in the foyer	✓	✓	✓
Placing flyers on the chairs in the zone / event (production: sponsor)	✓	✓	✓
Logo in the hall map	✓	✓	✓
<b>Website</b>			
Logo under the heading "Name sponsors" with link	✓	✓	✓
<b>PR / media</b>			
½ page advertisement in trade paper / magazine	✓	✓	✓
Piece in newsletter for visitors	✓	✓	✓
Three posts on our social media channels	✓	✓	✓
<b>Ticketing</b>			
Ticket contingent by category (2-day passes) / event admission	4 pcs.	4 pcs.	4 pcs.

# Name sponsorship packages special zones

	PODCASTING LOUNGE (LIMITED AVAILABILITY)	PRESS CORNER (LIMITED AVAILABILITY)
Package price	CHF 30,000	CHF 15,000
<b>Visibility as a name sponsor at the trade fair / advertising measures</b>		
Name sponsor of the zone	✓	✓
Logo display on zone	✓	✓
Logo display on info screens in the foyer	✓	✓
Placing flyers on the chairs in the zone / event (production: sponsor)	✓	✓
Logo in the hall map	✓	✓
Digital reach (followers and influencers) via podcasting	✓	—
<b>Website</b>		
Logo under the heading "Name sponsors" with link	✓	✓
<b>PR / media</b>		
Piece in newsletter for visitors	✓	✓
Three posts on our social media channels	✓	✓
<b>Ticketing</b>		
Ticket contingent by category (2-day passes) / event admission	2 pcs.	2 pcs.



# Further information



# Contents of the communication package

Added value for you	Our services
<b>Comprehensively present your company in the event guide</b>	<p><b>Full Event Guide profile:</b>            Company description            Company logo            Links to social media and websites            Uploads of images, videos &amp; PDFs            Contact information            Display on the hall map</p> <p><b>Present any number of products and services:</b>            Product description            Product images, videos &amp; PDFs            Link to online shop or website</p> <p>Scheduler for consulting slots at your booth in the Event Guide</p>
<b>Increase the visibility of your activities at the trade fair</b>	<p>Announce activities at the booth in the Event Guide</p> <p>Use registration for the event to get contact details of the visitors</p>
<b>Optimise networking at the booth</b>	<p>Business Wi-Fi for stable internet at the booth</p>

# Overview of stages

Stage	Description
<b>Main Stage</b>	<p>The Main Stage is the centrepiece at the Swiss Cyber Security Days. This is where the most important strategic topics in the industry will be discussed and the latest trends will be introduced. The presentations on the Main Stage are addressed to the broader public and are generally easy to understand.</p> <p><u>Target groups:</u> Professionals and executives from all industries, IT experts, students and the interested public</p> <p><u>Typical topics on the Main Stage:</u></p> <ul style="list-style-type: none"> <li>• Current threat situation: professionals provide information about the latest cyber threats and give tips on how to protect against them.</li> <li>• The future of cyber security: what trends will shape cyber security in the years to come?</li> </ul> <p><u>Presentation formats:</u> Keynotes, panel discussions</p>
<b>Tech Stage</b>	<p>The Tech Stage is where technical presentations and workshops will be 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.</p> <p><u>Target group:</u> IT experts, security specialists, developers</p> <p><u>Typical topics on the Tech Stage:</u></p> <ul style="list-style-type: none"> <li>• Penetration testing: how to find and exploit vulnerabilities in IT systems.</li> <li>• Incident response: how to respond to cyber attacks and minimise damage.</li> <li>• Cloud security: how to protect data in the cloud.</li> <li>• Blockchain security: How to protect the blockchain from cyber attacks.</li> </ul> <p><u>Presentation formats:</u> Keynotes, technical presentations, workshops, hands-on labs</p>
<b>Best Practice Stage</b>	<p>The Best Practice Stage is the place for companies and organisations to present their best practices in the field of cyber security. The presentations on the Best Practice Stage offer insights into practices and demonstrate how to successfully implement cyber security in companies.</p> <p><u>Target group:</u> Specialists and managers in all industries, IT experts, security specialists</p> <p><u>Typical topics on the Best Practice Stage:</u></p> <ul style="list-style-type: none"> <li>• Creating a cyber security apparatus: how to build an effective cyber security apparatus in a company.</li> <li>• Awareness training for employees: How to sensitise employees to cyber threats.</li> <li>• Incident Response Management: how to respond to cyber attacks and minimise damage.</li> </ul> <p><u>Presentation formats:</u> Best practice lectures, case studies, testimonials</p>

## Contact

**Marcos Lopez** – Partner & Sponsoring Manager  
+41 31 340 14 33 | [scsd@bernexpo.ch](mailto:scsd@bernexpo.ch)

**Sarah Ebel** – Exhibition Director  
+41 31 340 12 17 | [scsd@bernexpo.ch](mailto:scsd@bernexpo.ch)

**Inka Bannholzer** – Exhibition Coordinator  
+41 31 340 11 86 | [scsd@bernexpo.ch](mailto:scsd@bernexpo.ch)

> [swisscybersecuritydays.ch](https://swisscybersecuritydays.ch)