

The Security event for the European IT Channel



Royal Lancaster
Hotel, London

Thursday
18th May 2023

ITEUROPA
CHANNEL AWARDS

Co-located with the
IT Europa Channel Awards
www.iteawards.com

www.Channel-Sec.com

Cyber threats are increasing but so is the opportunity to better protect your clients

The recent pandemic witnessed a surge in cyber-attacks but also large-scale adoption of managed security services as organisations endeavoured to better protect against damage to their revenues, reputation, and legal issues stemming from compliance failures.

IT channels of every description, including service providers, must up their game to better defend against this constantly changing threat landscape. This is a time when partners are looking for clarity and guidance on how to give customers peace of mind through technology, alliances, and best practice. Alongside operational skills, partners need targeted marketing to open new security businesses while staying in lockstep with technical and process advances.

This is a time of opportunity and transition. From traditional resellers testing the waters of service provision to native cloud suppliers and specialist builders of security practices, all can thrive in an expanding market. Many new themes and ideas are worth exploring, and while some channels look for more established and customised solutions to address specific vertical market compliance models, others want to join eco-systems of like-minded partners looking to develop mutually beneficial relationships.

This edition of Channel-Sec provides a forum to develop greater understanding of the security landscape, from

the changing nature of threats and identifying new opportunities, to building sound business models.

A day of thought-provoking keynote speeches, presentation and demonstration that cover all aspects of the cyber security landscape. From cutting edge technology, through legal advice, training, and education to managing risk, Channel Sec offers a forum to understand the wider issues of negotiating security sales and implications for customers.

This year, we are introducing several roundtable and workshop sessions that allow delegates to spend time, in smaller groups, with industry experts to gain valuable insight. With 9 workshops across the day, delegates can learn Continuous Professional Development (CPD) accredited skills across topics including cyber security marketing, sales, and operational best practice.

Based on trends, research and expert analysis, this event will also facilitate the exchange of good working practices using real-world examples from the channel itself.

Channel-Sec is steadily becoming the must attend event for any channel player looking to better form or build on a security strategy, and this is the right place and time to act.

Who should attend?

Delegates: Directors and senior managers of Managed Service Providers (MSPs), Managed Security Service Providers (MSSPs), IT Resellers and Systems Integrators.

Sponsors: Hardware and software vendors, service providers, ISVs who market via channel partners, distributors, hosting and datacentre providers, cloud service providers.

Why Sponsor?

If you are a hardware and software vendor, service provider, ISV, distributor, hosting and datacentre provider, cloud service provider or any other organisation involved in security services delivered to end-users via the channel, then this is the perfect event for you.

The event will help provide opportunities to:

- *Meet with security-focused channel partners*
- *Position your company as a thought leader on moderated panel discussions*
- *Diamond and Platinum level Sponsors can host and present masterclass & workshops during the day to engage with delegates on a pertinent topic. Sessions will be Continuing Professional Development (CPD) certified to allow delegates to gain credits towards professional qualifications.*
- *Create brand awareness about your company pre and post event through IT Europa extensive database of over 70,000 MSPs/MSSPs.*
- *Forge closer relationships and host partners and delegates in the evening at the IT Europa Channel Awards.*

This event will offer a forum for developing understanding – from the changing nature of the threat and identifying new opportunities to building a sound business model.

Sponsors Feedback

"Excellent organisation and fantastic to have two great channel events on the same day."

Datto

"Channel-Sec was a brilliant event for gaining in-depth and up-to-date information on security in all areas."

Mimecast

"Delegate quality is always very high."

RapidFire Tools



Channel-Sec provides an exhibition area plus guest speakers, channel thought leaders and interactive workshops to help delegates understand how the market is changing and how they can address security issues while creating value.



Security Trends

Key trends such as zero trust architecture (ZTA) with its “never trust, always verify” approach is amongst a list of emerging cyber security trends

that we examine throughout the day. Across our discussion and workshops, we will look at everything from supply chain security through to Managed Detection and Response and key issues such as compliance, operational best practice, and ways to develop a differentiated offering in an increasingly competitive marketplace.



Security as a Service

A major focus of the event is around services and includes sessions examining how to build an effective portfolio; customising solutions

for verticals; what constitutes an effective hybrid cloud solutions package; building scale and resilience; security as part of infrastructure-as-a-service; along with the value of partnership and co-operation.



Security Education and Training

Addressing the skills gap is a major challenge faced by our industry. Throughout the day, there are opportunities to discuss with

experts and peers' ways of addressing this issue; automation tools for secure enterprise; talent retention strategies; security training; strides in risk management, and the role of documentation to aid skill development.



Regulation and Compliance

Learn about the latest initiatives in areas such as GDPR, PCI and other emerging standards; data-centric tools and adopting a preventative mindset for breaches; Cyber Essentials+; security orchestration, automation, and response (SOAR) tools; and data retention, anonymization, encryption, and secure destruction.



Application and Endpoint Security

Gain insight from presentation and demonstrations that highlighting application and endpoint security issues; incorporating security in design; retrofitting using SECaaS; emerging malware trends; AI based detection and response, IoT security, and best practice around multi-factor authentication.



Leadership and Culture

Learn from industry experts and leaders how to build a better business foundation; ways to adapt to hybrid working; improving EBITA for exit strategies, CSR, and diversity; creating security champions; and leading by example through mentoring.



Sales and Marketing

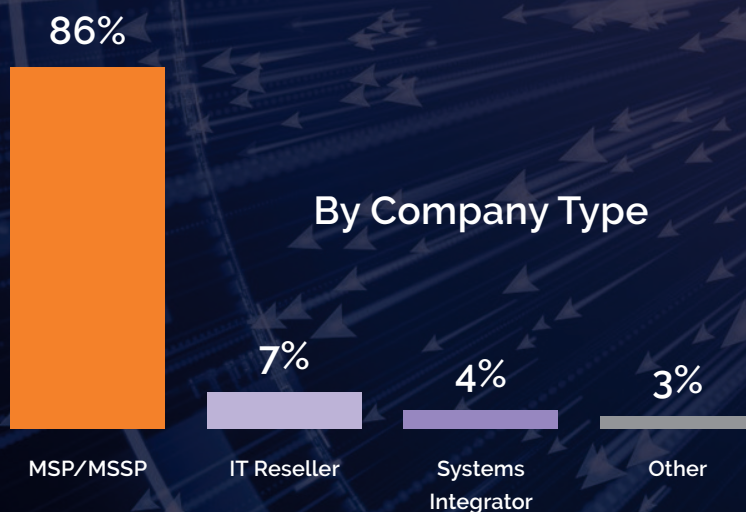
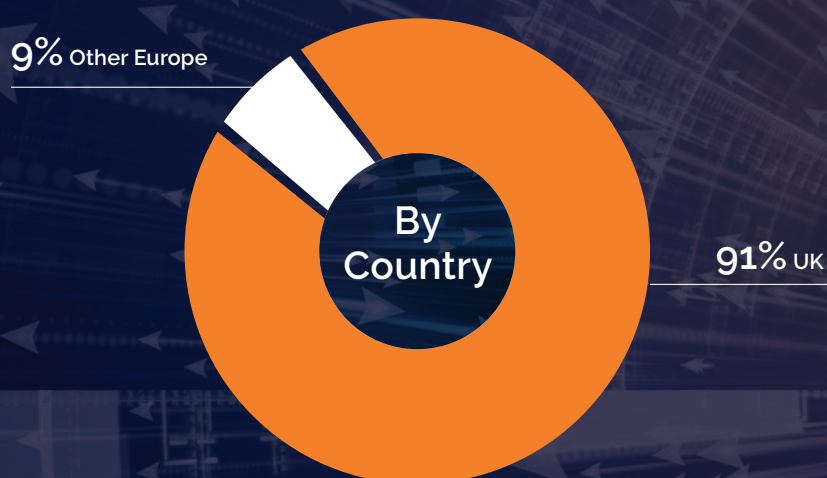
Understand how to effectively promote, sell, and monetise services; marketing and sales insights to grow existing revenue and win new deals; best practice for social engagement; unlocking MDF; creating engaging collateral, pricing models and upsell.

Packages	Diamond	Platinum	Gold	Silver
Opening introduction Elevator pitch – 2 Minutes	●	●		
Plenary session panel speaking slot in main conference session – 30 minutes	●	●		
Dedicated Workshop Roundtable Session - 30 minutes	●	●		
Table-Top booth in networking area (2x2m) – Priority placing in networking area	●			
Table-Top booth in networking area (2x2m)		●	●	●
Corporate logo on event website	●	●	●	●
Corporate logo on all delegate HTML emails and social media promotion	●	●	●	●
Corporate profile in events guide	●	●	●	●
Advertisement in Channel-Sec guide and IT Europa Channel Awards guide	2 page	1 page		
Video Interview during event for social media and marketing channels	●	●		
Leaflet drop-in plenary conference room	●			
Staff Passes	6	4	3	2
Contact details for all delegate registrations and attendees post event	●	●	●	●
Editorial coverage in IT Europa website and weekly e-news bulletin to over 50,000 registered readers	●	●	●	●
Channel Business Insights Video Interview – 10 minutes post event and email marketing campaign to 70,000 MSPs/Resellers	●			
Dedicated Email marketing to IT Europa's 70,000 MSP/ Resellers	3 emails	2 emails	1 email	
Category Sponsorship at the IT Europa Channel Awards in the evening	●			
VIP Table/Places at the IT Europa Channel Awards gala dinner	10	5	3	
Cost	£19,950	£14,950	£6,950	£4,950

Other Sponsorship Options

Leaflet drop in main conference area for delegates x 1 item	£950
Lanyard Sponsorship (Sponsor to supply lanyards)	£1,450
Lanyard Sponsorship (Organisers to supply sponsor branded lanyards)	£1,950
WiFi Sponsor	£1,950

Event Demographics



For further information about Sponsorship please contact:

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