



GOES VIRTUAL

SEPTEMBER 14-15, 2020

EVOLVING SECURITY

Information for Displayers

The HLS&CYBER event, the international homeland security and cyber event in Israel, initiated by the Israeli Export International Cooperation Institute in cooperation with the Foreign Trade Administration at the Ministry of Economy and Industry, the National Cyber Directorate at the Prime Minister's Office, the Defense Export Division at the Ministry of Defense, the Ministry of Internal Security and the Ministry of Foreign Affairs, returns for the sixth time, and this time, in a virtual format. The event, which will be held on September 14-15, 2020, will include a professional conference, as well as a virtual exhibition of about 100 Israeli companies in the field of homeland and cyber security and an online B2B conference arena.

The event is of immense business importance, and represents a unique opportunity to display and expose Israeli technologies in the field of homeland and cyber security, and to facilitate personal business meetings between Israeli exporters and potential partners / customers from abroad.

Target Audience:

- Government offices, municipalities and agencies, ministers, seniors, decision-makers – minister / CEO of public security, ministers of internal affairs, ministers of defense, mayors, chiefs of police, senior police officers, intelligence agencies, cyber headquarters, anti-terrorism / emergency / law enforcement authorities...
- Corporations - retail, healthcare, communications industry, companies of more than 1000 employees, Fortune 500...
- Business partners - integrators, agents, distributors, resellers, project companies, MSSP...

- Critical infrastructure - airports, seaports, electricity, gas, oil and minerals, hospitals, transport, banks, water, prisons, communications infrastructure...
- Law enforcement and first respondents - police, anti-terrorism units, anti-drug units, intelligence units, rescue, emergency and firefighting units, special units, forensic units...
- Senior executives in various organizations - CEO, CSO, CISO, VP of Operations, CTO, CRO, VP Cloud, Head of Innovation, DevOps...
- Business development managers

Virtual Pavilion Types Specifications:

Startup pavilions:

Price for displaying in a virtual startup pavilion by early registration until July 15, 2020:

500 NIS for Export Institute members, 1,500 NIS regular price.

Regular registration after July 15, 2020:

750 NIS for Export Institute members, 2,000 NIS regular price.

Virtual pavilion for startup companies includes:

- Dedicated company page in English that includes a space in the center for the logo (width 250, height 200 and up to 3 MB), and company text that includes a key phrase of up to 60 words, a brief description of the company in up to 450 words, and additional company information in up to 5-6 paragraphs. Also includes space for a brochure, in PDF format only, and weighing up to 5 MB, space for viewing one video from YouTube, social networking links: LinkedIn, Facebook, Instagram, Twitter, YouTube. You can add up to 10 images weighing 3 MB per image per page. Recommended image dimensions: 1,080 width, 560 height.
- 2 registration codes for the event and for personal sessions scheduled in advance through the event's conference system.

Standard display pavilion includes:

Price for displaying in a standard virtual pavilion by early registration until July 15, 2020:

1,250 NIS for Export Institute members, 3,000 NIS regular price.

Regular registration after July 15, 2020:

1,750 NIS for Export Institute members, 3,500 NIS regular price.

Standard virtual display pavilion includes:

- Dedicated company page in **English** that includes a space in the center for the logo (width 250, height 200 and up to 3 MB), and company text that includes a key phrase of up to 60 words, a brief description of the company in up to 450 words, and additional company information in up to 5-6 paragraphs. Also includes space for a brochure, in PDF format only, and weighing up to 5 MB, space for viewing one video from YouTube, social networking links: LinkedIn, Facebook, Instagram, Twitter, YouTube.
You can add up to 10 images weighing 3 MB per image per page.
Recommended image dimensions: 1,080 width, 560 height.

- 4 registration codes for the event and for personal sessions scheduled in advance through the event's conference system.

❖ **The number of places in the virtual exhibition is limited and subject to the approval of the Export Institute's professional committee. Please register as soon as possible.**

Sponsorships:

As part of the event, you can integrate into a variety of sponsorships that will form an additional advertising platform for the company, expose you to target audiences and decision-makers in the field, position you as a leading technology leader, and create business opportunities for you in Israel and around the world.

Below are details of the sponsorship packages:

Diamond sponsorship - limited to only 3 companies.

Price: for members of the Exports Institute 25,000 NIS, regular price 35,000 NIS

- Dedicated company page in **English** that includes a space in the center for the logo (width 250, height 200 and up to 3 MB), and company text that includes a key phrase of up to 60 words, a brief description of the company in up to 450 words, and additional company information in up to 5-6 paragraphs. Also includes space for a brochure, in PDF format only, and weighing up to 5 MB, space for viewing one video from YouTube, social networking links: LinkedIn, Facebook, Instagram, Twitter, YouTube. You can add up to 10 images weighing 3 MB per image per page. Recommended image dimensions: 1,080 width, 560 height.
- The company's logo will be featured in all digital publications related to the event, displaying the title "**Diamond Sponsorship**".
- The company's CEO will participate in the main panel of the conference relevant to the company's activities, subject to the approval of the conference's content committee.
- 15 registration codes for the event and for personal sessions scheduled in advance through the event's conference system.

Platinum sponsorship - limited to only 5 companies

Price: for members of the Export Institute 15,000 NIS, regular price 25,000 NIS

- Dedicated company page in **English** that includes a space in the center for the logo (width 250, height 200 and up to 3 MB), and company text that includes a key phrase of up to 60 words, a brief description of the company in up to 450 words, and additional company information in up to 5-6 paragraphs.

Also includes space for a brochure, in PDF format only, and weighing up to 5 MB, space for viewing one video from YouTube, social networking links: LinkedIn, Facebook, Instagram, Twitter, YouTube.

You can add up to 10 images weighing 3 MB per image per page.

Recommended image dimensions: 1,080 width, 560 height.

- The company's logo will be featured in all digital publications related to the event, displaying the title "**Platinum Sponsorship**".
- Option to hold a **unique virtual event / photographed demo** of the sponsor as part of the topics of the event, the responsibility for videotaping the event and creating a link on YouTube for the event video is the sponsor's responsibility. The event will be uploaded to the conference program on the event website.
- 10 registration codes for the event and for personal sessions scheduled in advance through the event's conference system.

Gold Sponsorship

Price: for members of the Export Institute 7,500 NIS , regular price 15,000 NIS

- Dedicated company page in **English** that includes a space in the center for the logo (width 250, height 200 and up to 3 MB), and company text that includes a key phrase of up to 60 words, a brief description of the company in up to 450 words, and additional company information in up to 5-6 paragraphs.

Also includes space for a brochure, in PDF format only, and weighing up to 5 MB, space for viewing one video from YouTube, social networking links: LinkedIn, Facebook, Instagram, Twitter, YouTube.

You can add up to 10 images weighing 3 MB per image per page.

Recommended image dimensions: 1,080 width, 560 height.

The company's logo will be featured in all digital publications related to the event, displaying the title "**Gold Sponsorship**".

- 5 registration codes for the event and for personal sessions scheduled in advance through the event's conference system.

Purchase of admission tickets to the virtual event as a visitor

Registration for the event will be made by credit card through the event website starting from September 1, 2020.

Participant / ticket type	Member of the Export Institute	Regular	Notes
Israeli citizen	250	500	The ticket includes admission to both days of the virtual event, including the conference and the exhibition to be held September 14-15, 2020, and allows the use of the event's system for advance scheduling of personal meetings

Contact and Registration

❖ For more information about the exhibition, sponsorships and registering for the event, please contact the Export Institute:

- Alon Shahak, **Director of Homeland Security, Aviation and Space**
03-5142973 or by email: Alons@export.gov.il
- Yaara Sabzerou, **Director of the Cyber Unit**
03-5142805 or by email: Yaaras@export.gov.il
- **Sponsorships** – Meital Kuperman, **Director, Projects and Initiatives Center**
03-5142907 or by email: meitalk@export.gov.il