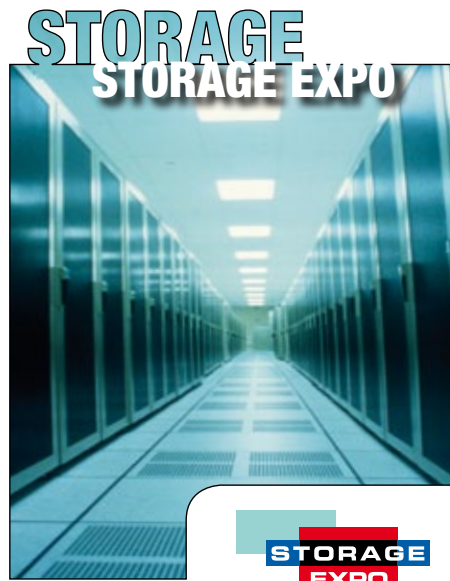
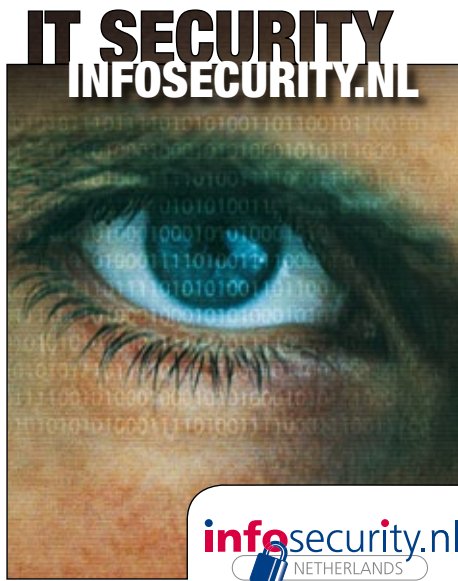


# 2 - 3 NOV 2011 JAARBEURS UTRECHT

TRADE SHOWS, SEMINARS AND ONLINE MATCH MAKING FOR THE IT MANAGER & ICT PROFESSIONAL



## PRESENT YOUR COMPANY AT THE MOST IMPORTANT ICT TRADE SHOWS IN THE NETHERLANDS

For years now, Infosecurity.nl, Storage Expo and the Tooling Event have been of extreme importance for ICT professionals. Your company can also present itself at the largest and most complete trade show in the fields of IT security, data storage and IT management. At our inspiring trade show with its extensive seminar program, your company will have the opportunity to contact potential customers and to share experiences with other exhibitors.

### Where and when in 2011

Date: 2 and 3 November, 2011

Location: Hall 1 in Jaarbeurs Utrecht

## FACTS & FIGURES 2010

- ✔ More than 7,500 visitors
- ✔ More than half is end-user or consultant
- ✔ Visitors from e.g. business and financial services, government and telecom.

Sector	Infosecurity.nl	Storage Expo
Business services	25%	29%
Government	17%	13%
Financial services	11%	12%
Telecom	11%	10%
Education	8%	5%
Industry	5%	8%
Health care / Public welfare	5%	7%
Media / Communication	3%	3%
Transport / Logistics	2%	2%
Other	18%	11%

Role visitor	Infosecurity.nl	Storage Expo
End-user / Consultant	60%	51%
Reseller	14%	16%
Manufacturer	10%	18%
Distributor	6%	8%
Other	10%	7%

Level of decision-making	Infosecurity.nl	Storage Expo
(Co-)Decision maker	41%	39%
Consulting role	35%	36%
Not involved	24%	25%

### FACTS & FIGURES PUBLICITY 2010

Our extensive publicity and media campaign helps you to not only reach visitors at the trade show; in the run-up to the trade show many people who are interested will be informed via printed and online channels and via partners and social media.

- ✔ Websites generating 275,000 page views
- ✔ E-mailings to 25,000 addresses
- ✔ Printed publicity reaching more than 150,000 readers

### PROFIT FROM A DISCOUNT OF € 20 PER M<sup>2</sup>

For exhibitors who decide now, we have an Early Bird Discount of € 20 per m<sup>2</sup>. This special rate will expire on March 1, 2011.

Floor Rate (per m <sup>2</sup> )	Standard Rate	Early Bird Rate
Row stand	€ 290,-	€ 270,-
Corner stand	€ 300,-	€ 280,-
Head stand	€ 305,-	€ 285,-
Island stand	€ 310,-	€ 290,-

For more information about rates, go to our website or contact us by phone or e-mail.

### CONTACT

#### Want to find out more?

You can present your organization in a professional manner at Infosecurity.nl, Storage Expo and the Tooling Event. Free stand construction, a promo point or a complete package offering comfort and convenience? There are many different options. Go to our website for more information or contact us by phone or e-mail.

Your contact person for Infosecurity.nl or Storage Expo is Sales & Account Manager Ivo Meertens, tel. +31 30-295 2765, or e-mail: [ivo.meertens@vnuexhibitions.com](mailto:ivo.meertens@vnuexhibitions.com).

For the Tooling Event you can contact Sales & Account Manager Maartje Jansen of Marqit, tel. +31 70-313 0070 or e-mail: [maartje.jansen@marqit.nl](mailto:maartje.jansen@marqit.nl).

Also go to [www.infosecurity.nl](http://www.infosecurity.nl), [www.storage-expo.nl](http://www.storage-expo.nl), [www.toolingevent.nl](http://www.toolingevent.nl).