



Messe München

Connecting Global Competence

# The Leading Summit for Cyber Security



[cmdctrl.com](http://cmdctrl.com)

**CMD CTRL**

Command Control  
September 20–22, 2018  
ICM – Internationales  
Congress Center München

# Connected Cybersecurity – Connected success

**Dear Readers,**

Connected cybersecurity is the basis for digital transformation and a driver for growth in our economy. By using the cross-sector format, "Command Control", Messe München will bring together decision makers and experts for the first time on the outlook for opportunities and risks in cybersecurity at Europe's leading digitalization location, Munich from September 20 to 22, 2018.

As a provider of cybersecurity solutions, you are fully aware of the latter. With your products and services, you do everything to create security for your customers for the long term. However, companies and public institutions are frequently not fully aware of the extent to which dangers are lurking, and what areas of the business have to be secured, or the necessary actions. Messe München has set itself the goal to create this awareness, and to bring you, as providers of solutions, and top decision makers from interested companies together, from the CEO to the CIO right through to the CISO, to explain the specific challenges.

Attendees will experience how cybersecurity can be a growth lever for your company, and how you can exploit the opportunities offered by digitalization to the full! A typical key combination provides the answer: CMD CTRL. You see, anyone who has control can use information security to their advantage. And comprehensive control is only possible if all the areas responsible work together, if awareness is raised about the risks among all employees, and if security is not simply prescribed by the IT department, but is established throughout the company.

With the Command Control concept, we are deliberately focusing on a connected cybersecurity approach, taking account of integrated industries, service providers, and their value chains. The following pages will show you why and how you should use Command Control for you. Get ready!

Yours



Katharina Keupp  
Exhibition Director Command Control



# Summit Profile

6

rooms for keynotes,  
workshops, masterclasses,  
barcamps and  
Peer-to-Peer Meetings



Command Control launch party  
including Fail Talks, Pecha Kucha  
Night and Security Slam



Summit configurator for  
your individual summit  
agenda

5

interactive showcases in  
the theme worlds

120

best practice sessions

3

days



big networking finale on  
Saturday at the Oktoberfest  
in the Schottenhammel

**Command Control visualizes cross-industry networked cybersecurity and is the interdisciplinary dialogue platform for decision-makers from business, politics and administration as well as experts in Europe.**

Exciting impulse speeches and panel discussions by international thought leaders, exclusive networking events, cross-industry best practice workshops and five interactive installations provide the basis for cross-industry and cross-sectoral exchange and make connections tangible.

**Cybersecurity is taken to the next level with Command Control**

With a holistic approach to cybersecurity along networked industries, service providers and their value chains, Command Control builds the cross-industry bridge to future-oriented topics and new growth markets in the age of digitization. A unique event format shows cybersecurity from a whole new perspective. Every attendee is an active participant, the focus is on interaction and exchange. Even in corporate reality, information security only works with networked departments and open communication.

## Attendee Target Groups

# Focus on Cybersecurity: Across Departments and Sectors

Analog “security thought processes” collide with the new digital realities. This silo thinking conflicts with the digital location decision and with the need to think holistically about cybersecurity. While cyber attacks are on the rise, there continues to be a lack of connected cybersecurity. Too often, cybersecurity is still understood as an isolated, technically complex task. This is why Command Control addresses all those involved in digitalization within the company and will improve digital capability in cybersecurity within the company and across all sectors.

## Command Control – Your Target Audience at a Glance



### C-Level 1

Chief Executive Officer  
Chief Finance Officer  
Chief Operation Officer



### C-Level 2

Chief Information Officer  
Chief (Industrial) Information  
Security Officer  
Chief Risk Officer  
Chief Data Protection Officer



Resilience Managers  
(Business continuity and  
IT disaster recovery managers)  
Crisis  
Communication Managers



### Consultants

Legal Advisors  
Governance, Risk and Compliance  
Professionals



### Government

Security Policy Makers  
Economic Policy Makers  
Agencies  
Research & Think Tanks

Interested stakeholders agree

# That is What your Potential Business Partners Expect

The market is ready and very dynamic. Companies are looking for tailored, connected security solutions for their business. Awareness is growing following many publicized attacks by hackers. Customers are looking for contacts and expertise. Pan European and across all sectors. They want interdisciplinary dialog platforms with a comprehensive approach to cybersecurity. They are looking for you!



**Andreas Eiba**  
information security officer,  
Stadtwerke München GmbH

"Europe has not had a platform for exchange aimed at CISOs, especially not in the energy industry, until now. I am happy to see an exchange of best practices, for example on the issue of how other companies handle their risk management or which consultants are available for collaboration."



**Petra Herrmann**  
data security officer at an  
international service company

"It is my task to check that cloud providers properly store our data, but I find it hard to picture that technology behind it. The approach of visualising complex concepts in cybersecurity as themed worlds is the main added value as far as I'm concerned."



**Marc Bernath**  
Managing Director,  
Wendero GmbH

Cybersecurity brought to life! Not only for security experts but for management. Excellent concept! I would like to see providers who can regularly screen our entire organisation and show us a risk radar and security tools that enable us to secure all of our cloud solutions."



**Michael Both**  
CISO at a financial  
service provider

"After we were affected ourselves, our Board of Directors realised that cybersecurity was no longer just a discussion point. We performed a social engineering assessment as a result of the incident. In real life, departments often work against each other when it comes to security, so I think it's great that Command Control unites various parties."

## Making Complexity more Transparent

# Themes

You will find five themes, which comprehensively show the key aspects of cybersecurity. You can choose which themes you want to take part in.



### #1 Data Protection:

**“Information security as a competitive advantage for success ”**

Command Control provides a hands-on understanding of why data security creates trust in the digital world and how responsible and lawful data management is the key to innovation and growth.



### #2 The Human Factor:

**“The human factor is the success-critical basis for cybersecurity”**

Command Control extends the current technology focused discourse on cybersecurity through the human factor and addresses new integrative and holistic cybersecurity approaches that combine technical security solutions and human behavior patterns.



### #3 Integrated Risk Management:

**“Companies with networked value-added chains need integrated risk management”**

Command Control addresses the relevance of holistic integrated risk management as a mission for success and promotes greater risk, legal and responsibility awareness in dealing with cyber risks through an interdisciplinary leadership discourse.



### #4 Digital Factory:

**“Highly networked production needs networked security”**

Command Control breaks down the boundaries in organizational structures and focuses on risk management and cybersecurity factors for networked production and value-added chains.



### #5 Critical Infrastructures:

**“Critical Infrastructures need comprehensive cybersecurity solutions ”**

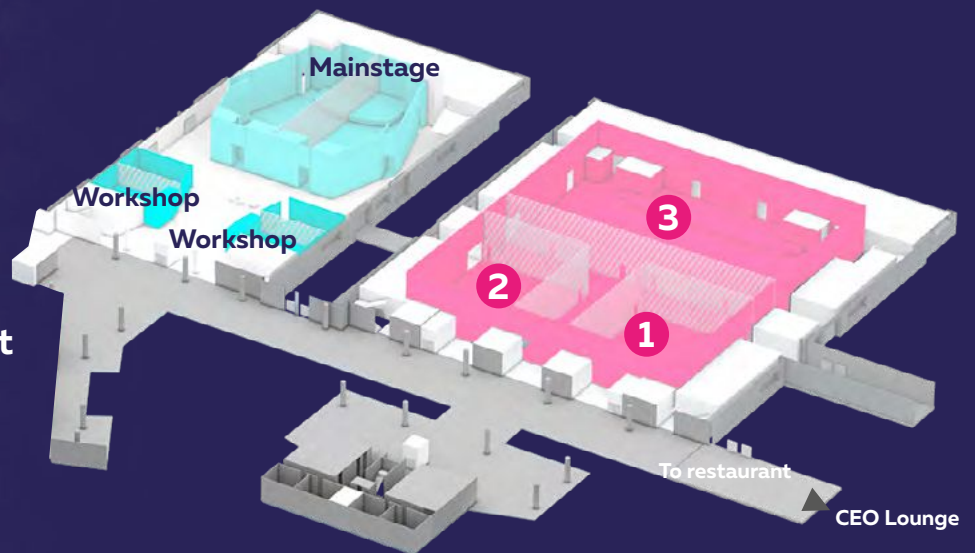
Command Control addresses the cross-sector security relevance of critical infrastructures for the functioning of our society and discusses new holistic risk and crisis management approaches for the intelligent protection of critical infrastructures.

# Each theme is assigned a space

Themes are staged as showcases in spaces and are the anchors for the corporate partners

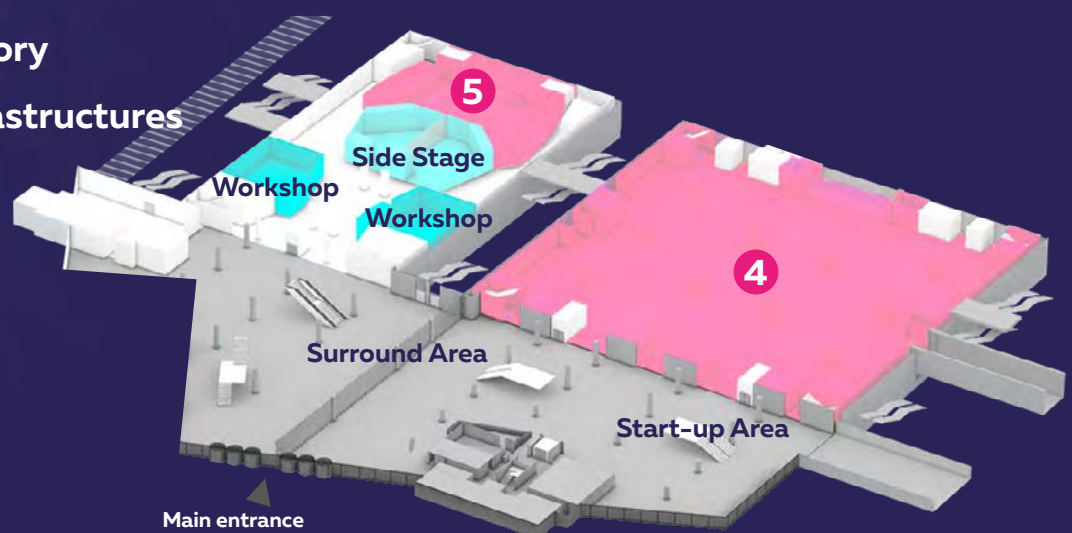
## 1st floor

- 1 Data Protection
- 2 Human Factor
- 3 Integrated Risk Management



## Ground floor

- 4 Digital Factory
- 5 Critical Infrastructures



Making cybersecurity tangible

# The Showcase Principle on the Command Control

Experience how your solution with specific practical reference will be made tangible for attendees. Thanks to the innovative room concept and the unique showcase principle, processes that are difficult to see are clearly presented to attendees. Based on the following five phases, the attendee is led to the solution and thus also to you.

## Showcase

Developed by us for you  
in five phases:

- 1 Attention
- 2 Information
- 3 Relevance
- 4 Action
- 5 Contact & Talk



Corporate partners are actively involved in the content of the showcases

Solutions and services are made transparent

Contact is initiated for more in-depth information and dialog



## Your benefits as a corporate partner

# Good Reasons for you to Participate

### 1. You Meet the Right People.

You meet European decision makers from business, politics, and government, as well as experts. With more than 50,000 exhibitors annually and over three million attendees to Messe München, Command Control has the backing of an international and cross-sector network.

### 2. You Present your Services Individually and Transparently.

The showcases enable you to demonstrate your services fully, interactively and based on practice. The result is direct demand from and qualitative exchange with potential customers.

### 3. You Act Quickly, with Low Investment and High Efficiency.

There are plug and play communication islands in the themes, configured in exclusive lounge settings for confidential discussions with customers.

### 4. You Become Part of the Leading Practices.

The Command Control starts as an international leading summit at the level of decision maker. Whoever now cultivates a theme and field from the outset will be seen as a leading provider there. Make you mark and be there right from the start.

### 5. Be our partner for a new cybersecurity culture.

Command Control uses the perfect surrounding of Munich to create a new cybersecurity culture. Munich plays a front-running role in security and digitalization among European cities. A vibrant start-up scene, a dynamic labor market to serve digital trend-setters, a densely packed IT workforce and a sizable footprint in the IT sector are all regarded as key success factors for effective digitization and a new hub for cybersecurity.

## Forms of Participation

# You Can Choose Your Perfect Presentation.

The options for presenting your company there and getting to know top prospective customers are as extensive, diverse and as varied as the overall event. In each case, you have access to all areas and are able to make contact with attendees.

### 1. Showcase Package Premium

As the name suggests, you visibly present your organization at the heart of the summit and enjoy the best conditions:

- Integrate your solutions and products into the storytelling of the relevant showcase.
- Present your company as a leading practice provider in your area.
- High quality 24 sq.m. communications island with facilities for networking, including monitor and branding, electricity, build and breakdown service, daily stand cleaning **plug and play**
- Option of a workshop event
- 1 exclusive CEO and 2 regular visitor tickets
- 4 corporate partner tickets

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**EUR 35,000**

of all services previously mentioned for your high quality presence

### 2. Showcase Package Advanced

Your own communications island in the relevant theme gives you a strong presence:

- Integrate your solutions and products into the storytelling of the relevant showcase.
- Present your company as a leading practice provider in your area.
- High quality 16 sq.m communications island with facilities for networking, including monitor and branding, electricity, build and breakdown service, daily stand cleaning **plug and play**
- Option of a Workshop Event
- an exclusive CEO and standard visitor ticket
- 2 Corporate partner tickets

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**EUR 29,000**

including all aforesaid services for your strong presence

### 3. Single Corporate Stand in the Surround Area

You are able to present your company and your solutions to prospective customers independent of the special showcases and defined themes:

- Stand in the central foyer of the ICM
- Attractive stand package **plug and play**
- Option of a Workshop Event
- 2 Corporate partner tickets

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Package including booth

9 sq.m-Package: **EUR 8,000**

18 sq.m-Package: **EUR 16,000**

### 4. Workshop Exhibitors\*

Decision makers are always interested in best practice and practical applications. You have the option here of presenting yourself personally in a qualified round of case studies, reference projects, and services:

- Organizational setup
- 90 min workshop space with beamer and presentation media
- Exclusive contact list of all workshop participants

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You have two options if you would like to book a workshop with your package:

5-12 participants : **EUR 2,500**

13-20 participants: **EUR 4,500**

\* The workshop package can only be booked in conjunction with packages 1-3

### Are you new to the market?

We know the challenge you face in impressing the security community with great ideas on a low budget. We also have the right offers for you! At Command Control, you have the opportunity to present yourself to an international audience. In the start-up area, the aim is to create valuable connections: Initiate joint projects with corporates, benefit from the exchange of experience with market leaders, form powerful cooperations with affected users, expand your network and meet international investors. The Command Control start-up area enables young enterprises to present themselves with attention and to meet business contacts and partners.

Please contact **Ms. Bojana Dorzi** and secure one of the limited places in the Command Control start-up area.

### Additional Tickets for your Customers

Each ticket grants entry to all themes and showcases, best practice workshops, speeches, participation in the summit's catering, as well as tailored event recommendations in the summit configurator, together with a comprehensive summit documentation following the show.

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Corporate partner ticket: EUR 350/person

Standard visitor ticket: EUR 890 /person

CEO visitor ticket: EUR 2,290

## How to proceed

# Would You Like to Find Out More? And So Would We, About you!

Command Control will cause a sensation in cybersecurity in September 2018.

Innovative presentation concept, comprehensive selection of themes from which to choose, international thought leaders, high-caliber decision makers and Europe's cybersecurity capital Munich, around the time of the city's Oktoberfest.

If you would like more information, you can find it here:  
[www.cmdctrl.com](http://www.cmdctrl.com)



Become our partner and sign up here:  
<https://application.messe-muenchen.de/login/auth>

Please note that we can only provide a limited number of corporate partners for each theme. We have a first come, first served policy.

Planning start: April 1, 2018.



## Contact us

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