



**BARCELONA
CYBERSECURITY
CONGRESS**

MAY 13 –15, 2025

BARCELONA | GRAN VIA VENUE - HALL 6

**BUILDING
A SECURE FUTURE
FOR INDUSTRIES**

CO-CELEBRATED WITH

IOT SOLUTIONS
WORLD CONGRESS



IN PARTNERSHIP WITH:

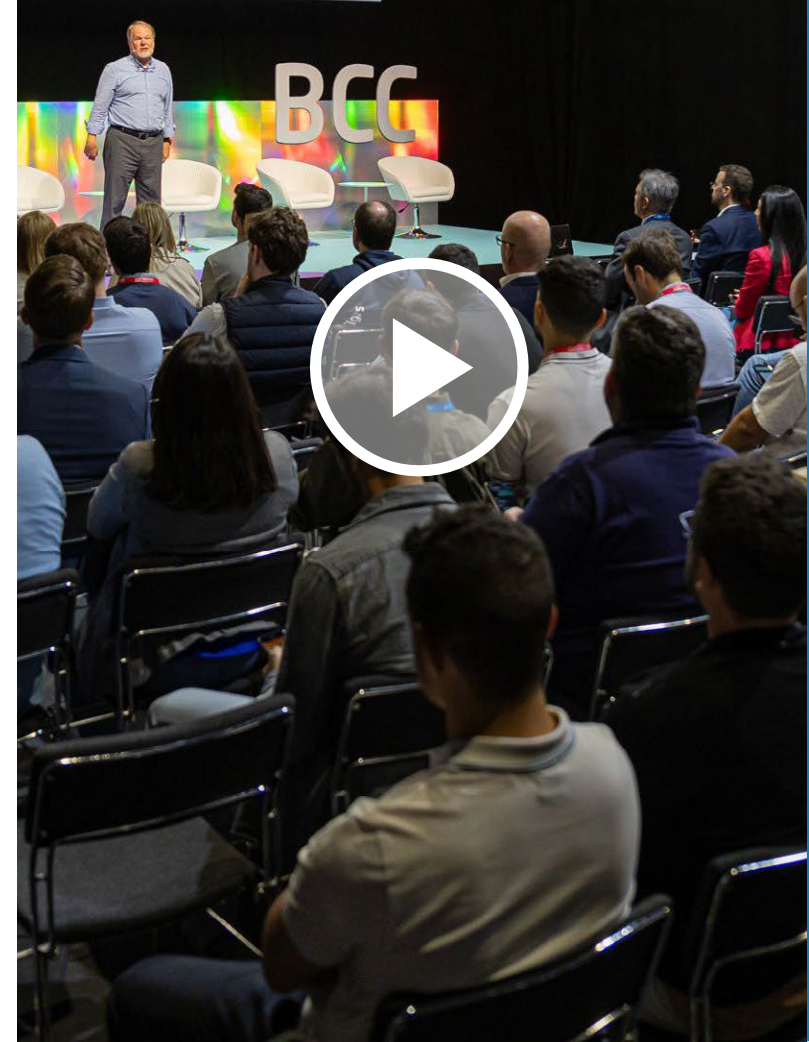


**EVENT
FOLDER
2025**

Barcelona Cybersecurity Congress 2025

The sixth edition of the Barcelona Cybersecurity Congress, organized by Fira de Barcelona and the Cybersecurity Agency of Catalonia, underscores the vital significance of cybersecurity in an ever-more digitalized world. Within the Congress framework, BCC25 will bring together a diverse array of cybersecurity thought leaders. Meanwhile, the Hacking Village will energize the exhibition area with dynamic sessions, workshops and activities, featuring exciting competitions.

OFFICIAL
PARTNER:



PROJECTIONS 2025

11,000
VISITORS

100+
COUNTRIES

80
EXHIBITORS

120
SPEAKERS

70
SESSIONS



Visitor Profile



74%
DECISION MAKERS

Create meaningful connections and foster enduring professional relationships

Job Position

Head/ Director / Manager	29,68%
C- Level (CEO, CIO, CTO, CISO)	23,84%
Engineer / Technician	21,05%
Account Manager	17,43%
Business Development	7,99%

End-user Sectors

Technology	17,73%
Healthcare / Pharma	14,18%
Retail	13,95%
Energy / Utilities	12,06%
Industrial	10,64%
Banking / Insurance	7,57%
Government / Education	6,86%
Telco	6,15%
Transportation / Logistics	5,67%
Aerospace / Defense	5,20%

TOP 10 Countries

- Spain
- United Kingdom
- Germany
- France
- United States of America
- Italy
- Netherlands
- Peru
- Belgium
- Ireland

The event



CONGRESS



**EXHIBITION
AREA**



**HACKING
VILLAGE**



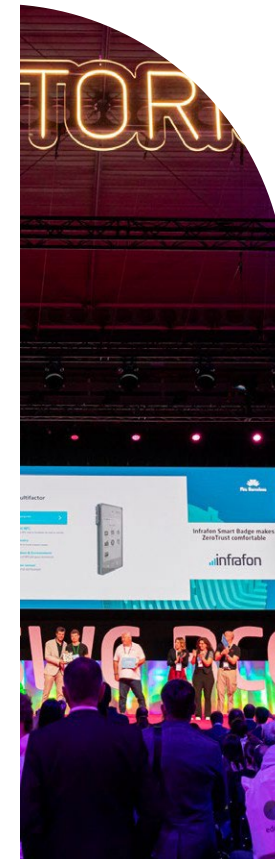
**STARTUP
PAVILION**

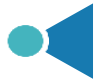


**INDUSTRY
SOLUTIONS
AWARDS**

CO-CELEBRATED
WITH

IOT SOLUTIONS
WORLD CONGRESS





Congress: Dive into Cybersecurity's Most Critical Topics

The Congress is structured around three core tracks, each addressing different aspects of cybersecurity to provide attendees with comprehensive insights and strategies:

BOOST YOUR CYBERSECURITY INVESTMENT

- Cybersecurity Adoption Strategy
- Sustainability Initiatives
- Data Utilization
- Implementing AI to Generate ROI

LEVERAGE EMERGING TECHNOLOGIES

- Cyber Threat Intelligence
- Machine Learning
- Standards and Regulations
- Data Protection

PROTECTING THE SUPPLY CHAIN

- Cybersecurity in Autonomous Vehicles
- Secure Connectivity
- Remote Operations
- The Public/Private Future of Space



Track:

Boost your cybersecurity investment

Investment in cybersecurity is essential for business success in 2025. But are companies seeing a return on their investment? Let the experts refine your strategy, set realistic goals, and define a clear value case for your cybersecurity efforts.



Covered topics

Cybersecurity Adoption Strategy

Many cybersecurity initiatives stumble not due to technology, but strategy. Set clear, measurable goals to transform your approach and ensure your organization is prepared for future threats.

Sustainability Initiatives

Embrace the promise of a sustainable cybersecurity framework. Enhance efficiency and reduce environmental impact while safeguarding your digital assets. Discover how sustainability and cybersecurity go hand in hand.

Data Utilization

Transform big data into your greatest ally against cyber threats. Learn how effective data utilization boosts threat detection, enhances responses, and fortifies your cybersecurity posture.

Implementing AI to Generate ROI

Leverage the power of artificial intelligence in cybersecurity. Explore innovative AI applications that deliver significant returns, streamline processes, and elevate your defense strategies.



Track: **Leverage emerging technologies**

Emerging technologies allow for a deeper understanding of persistent challenges in cybersecurity. Knowing the problem you're trying to solve is the first step to leveraging automated solutions that deliver data in a form that can improve security processes and operations.



Covered topics

Cyber Threat Intelligence

Unlock the power of cyber intelligence to stay ahead of threats. Learn how proactive threat intelligence can identify vulnerabilities, inform security strategies, and enhance your organization's defenses against evolving cyber risks.

Machine Learning

Harness the potential of machine learning to revolutionize cybersecurity. Discover how machine learning algorithms can analyze vast amounts of data, detect anomalies, and improve threat detection and response times, making your systems more resilient.

Standards and Regulations

Navigating the complex landscape of cybersecurity standards and regulations is crucial for compliance and security. Understand the latest frameworks, best practices, and how to align your security policies with regulatory requirements to protect your organization effectively.

Data Protection

Safeguard your sensitive information with robust data protection strategies. Explore the essential practices for data encryption, access controls, and incident response plans to ensure the integrity and confidentiality of your data in an increasingly digital world.



Track: **Protecting the Supply Chain**

Cybersecurity is essential in remote operations. Secure connectivity and communication are crucial for autonomous systems and remote operators to utilize real-time data for decision-making. Discover how these advanced technologies are driving the digital economy and developing new business strategies in an interconnected world.



Covered topics

Cybersecurity in Autonomous Vehicles

Explore the critical role of cybersecurity in autonomous vehicles. As these vehicles become more prevalent, understanding their vulnerabilities and implementing robust security measures is essential to protect data, ensure safety, and maintain public trust.

Secure Connectivity

Establishing secure connectivity is fundamental for modern digital infrastructures. Learn how to implement secure communication protocols, protect data in transit, and create resilient networks that safeguard your organization against cyber threats.

Remote Operations

Remote operations present unique cybersecurity challenges. Discover effective strategies for securing remote systems, ensuring data integrity, and maintaining operational continuity in environments where physical access is limited or impossible.

The Public/Private Future of Space

The collaboration between public and private sectors is vital for a robust cybersecurity framework. Understand how partnerships can enhance threat intelligence sharing, improve incident response, and create a unified front against cyber threats in an interconnected world.



Exhibition Area:

An event trusted by the top names in the industry

2024 SPONSORS

OFFICIAL PARTNER:  **CYBERSECURITY AGENCY OF CATALONIA**  **Generalitat de Catalunya**

DIAMOND SPONSORS:  **THREATLOCKER**
ZERO TRUST ENDPOINT PROTECTION PLATFORM

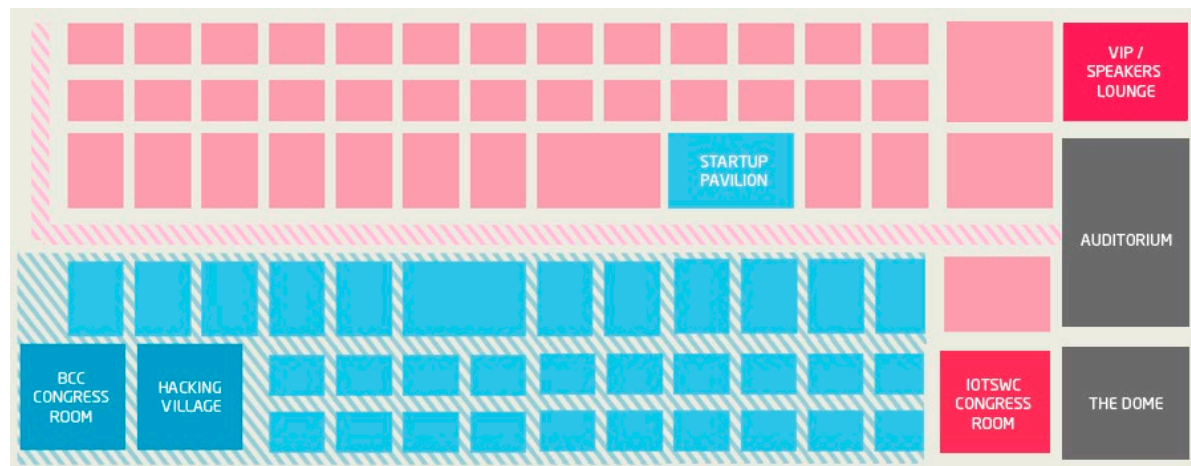
GOLD SPONSORS:  **ANOMALI**  **paloalto**
NETWORKS

INSIGHT SPONSOR:  **Microsoft**
 **inetum**

SILVER SPONSORS:  **CLOUDFLARE**  **CROWDSTRIKE**  **EY** Building a better working world  **Forcepoint**  **FORTINET**  **ManageEngine**  **SentinelOne**  **sosafe**  **Telefónica Tech**

The exhibition area is undoubtedly one of the main attractions of the event, where exhibitors will have the opportunity to showcase new products and solutions, increase their market visibility, interact with key decision-makers in each of the sectors and make new contacts.

2025 FLOOR PLAN





Hacking Village: Where Innovation Meets Opportunity

The Hacking Village is designed to offer participants a practical, immersive experience through a variety of activities. From technical workshops and hands-on labs to intense hacking competitions, it's the ideal space for anyone interested in cybersecurity to enhance their skills and knowledge.

For companies, the Hacking Village provides the opportunity to take center stage in the cyber world, driving challenges, sponsoring events, and engaging directly with top talent and decision-makers.



Technical Workshops and Sessions

Dive into practical, high-impact technical workshops and sessions led by top cybersecurity experts. Whether you're mastering a new tool or learning advanced techniques, these sessions provide hands-on experience with the latest industry practices.

Networking Opportunities

Connect with peers, industry leaders, and innovators. Our open, interactive space is designed to facilitate new connections, foster collaboration, and exchange valuable insights, making it the perfect setting for meaningful professional interactions.

Cybersecurity Games and Fun Challenges

Get involved in our fun, competitive cybersecurity games. Whether it's solving security puzzles or taking on team-based challenges, the Hacking Village offers a mix of learning and fun.

2024 Hacking Partners



2024 Supported by





Startup Pavilion: Where Innovation Meets Opportunity

Are you ready to showcase your groundbreaking solutions to the world? **Startup Pavilion** at BCC 2025 is designed to empower the next generation of tech innovators. Gain unparalleled exposure, access to industry experts, and connect with top investors, all while competing for the prestigious **Industry Solutions Awards**.

This is your opportunity to elevate your startup to the next level!



Participate in the StartupXChange Forum

Join a high-energy forum designed exclusively for startups and investors. Connect with key players in the innovation ecosystem, present your solutions, and explore funding opportunities with top-tier investors.



Access to the Strategy Boost Program

The Strategy Boosters consist of impactful 60- and 90-minute sessions covering Problem-Solution Fit, Value Proposition, Customer Profile, Beachhead Market Selection, and Market Alignment.



Exhibition Space at the Heart of Innovation

Showcase your solutions to thousands of industry leaders, potential partners, and investors. Gain visibility among key decision-makers who are actively searching for disruptive technologies.



Compete for the Industry Solutions Award

Stand out as the best in your field! One lucky startup will be crowned the winner of the Best Startup Award at our prestigious Industry Solutions Awards, gaining recognition and credibility across the industry.



The Industry Solutions Awards: Celebrating Innovation and Impact

The Industry Solutions Awards celebrate groundbreaking innovations across key sectors. Our goal is to honor the most transformative technologies that are driving progress, from sustainability to AI, Industry 4.0, cybersecurity, and beyond.

The Industry Solutions Awards are more than just recognition; they are a testament to your impact on the world. Here's why you should join:

- Global Recognition.
- Inspire Innovation.
- Network with Leaders.
- Gain Credibility.



Awards

Award Categories



Cyber-Security Innovation Award

Acknowledging the most effective solutions in protecting digital environments from cyber threats.



Industry 4.0 Excellence Award

Celebrating advanced solutions like automation, IoT, and smart factories that revolutionize manufacturing and production processes.



Space & Connectivity Breakthrough Award

Recognizing technologies driving progress in space exploration and global connectivity through satellite communications or broadband advancements.



Sustainability Initiative Award

Honoring technological solutions that promote environmental sustainability, from carbon reduction to resource efficiency.



AI Innovator of the Year Award

Highlighting innovations that leverage AI for smarter decision-making, customer experiences, and operational efficiency.



Startup Award

Recognizing outstanding startups showcased within the Startup Pavilion that demonstrate innovative solutions and significant potential for growth in the technology sector.

IOT SOLUTIONS WORLD CONGRESS

Connect to the next level

Join us at the **IOT Solutions World Congress** for an exciting exploration into how transformative technologies are tackling today's most urgent challenges for industries and the planet.

As the **premier annual event, the IOT Solutions World Congress brings together top industry leaders, technology experts, and executives from around the globe.**

Discover groundbreaking **innovations** that are **redefining the future and driving impactful change.** We go beyond IoT to unlock the full potential of disruptive technologies and their applications.

Be part of the **essential gathering for actionable tech solutions and connect with a dynamic community** that is actively shaping the future of industries.


CONGRESS


**EXHIBITION
AREA**


**SIDE
EVENTS**


**STARTUP
PAVILION**


**INDUSTRY
SOLUTIONS
AWARDS**



Networking, innovation, insights, growth!



1. Reach a highly targeted audience

The BCC attracts cybersecurity leaders, innovators, and experts, offering a chance to showcase your company's solutions and expertise to a focused audience.



2. Highlight your brand and products

Sponsoring and exhibiting at the BCC lets you showcase your cybersecurity brand and solutions, boosting visibility and generating valuable business leads.



3. Networking opportunities

The BCC creates unmatched networking opportunities with cybersecurity professionals, potential clients, and partners, fostering meaningful collaborations.



4. Learn about the latest trends and innovations

Exhibitors gain insights into the latest cybersecurity trends, helping you stay ahead in protecting businesses against emerging threats.



5. Identify new business models and opportunities

The BCC reveals new business opportunities in cybersecurity, ensuring your company stays competitive in a rapidly evolving industry.



6. Establish partnerships and collaborations

Connect with key cybersecurity players to forge partnerships and develop solutions that address today's critical security challenges.



7. Gain media exposure

The BCC draws global media attention, amplifying your company's cybersecurity expertise and solutions to a wider audience.



8. Influence the future of the industry

Shape the future of cybersecurity by engaging with thought leaders, sharing insights, and contributing to discussions on pivotal security topics.

Choose the best participation option for you



DIAMOND SPONSOR

- Great Visibility in the Exhibit Hall
- 1 Keynote Speaker
- 1 Parallel Session
- Bespoke Communication Campaign
- Exclusive discounts and benefits for customers and employees
- A full and customized experience to maximize your participation

From 50,000€
Early bird: 47,000€



GOLD SPONSOR

- Great Visibility in the Exhibit Hall
- 1 Parallel Session
- Promotion and Communication tools
- Special discounts and benefits for customers and employees
- A full and customized experience to maximize your participation

From 18,000€
Early bird: 17,000€



HACKING PARTNER

- Session / Workshop / Activity at Hacking Village
- Extra Passes

From 8,000€
Early bird: 7,000€



EXHIBITOR

- Space from 12m²
- Passes included: Full Congress Pass, Expo+ and Exhibitor passes

From 3,600€
Early Bird 3,420€



STARTUP PAVILION

- Participation in the StartupXChange Program
- Strategic Boost Program in the Startup Pavilion
- Exhibition space with expert insights
- Eligibility for the Best Startup Award
- Full Congress Passes / Expo + passes / Exhibitor Passes

From 1,395€

ADDITIONAL SPONSORSHIP OPPORTUNITIES

- Free Wifi
- Side Events
- Startup Pavilion Awards
- App
- Lanyards
- Onsite Signage
- Registration Site (banner)
- Others

Sponsorship Options



DIAMOND SPONSOR



GOLD SPONSOR



HACKING PARTNER

		DIAMOND SPONSOR	GOLD SPONSOR	HACKING PARTNER
CONGRESS	Keynote Session	1	✗	✗
	Parallel use case session	1	1	1 Session / Activity at Hacking Village
INVITATIONS	Full Congress Pass invitations	150	50	7
	Expo + Passes	UNLIMITED	400	100
NETWORKING AND ACTIVITIES	VIP Lounge Area passes	8	3	2
	Lead Retrieval Licences	5	2	
ADVISORY BOARD	C- Level Representative in the Advisory Board	1	✗	✗
	Regular Meetings with Top-Level Executives from the world's biggest tech companies	✓	✗	✗
	Onsite Networking Lunch	✓	✗	✗
WEBSITE VISIBILITY	Logo on Hero section of the Home page	✓	✗	✗
	Logo on Home page	1 st Level	2 nd Level	✗
	Use case article publications on our Blogsite	2	1	✗
	Interview on our blogsite	1	✗	✗
DIGITAL EVENT PLATFORM & AGENDA	Logo in the App	1 st Level	2 nd Level	✗
	Push Notification of Keynote Session	✓	✗	✗
	Logo visibility at the Event Description in the Agenda	✓	✗	✗
	Publication of Sponsor's events and activities in general event Agenda	✓	✓	✓
EMAIL MARKETING	Exclusive Promotional Email with Sponsors informations sent to the event's Database	1	✗	✗
	Speaker featured in e-mail campaigns	2	1	✗
	Logo on the footer of all promotional emails	1 st Level	2 nd Level	✗
SOCIAL MEDIA	Welcome Sponsor Social Media Post	1	1	1
	Session Promotion Social Post	2	1	1
	Promocional Social Media Posts about the Sponsors participation in the Onsite	2	1	1
	Use case article publications on our Blogsite	2	1	✗
	Interview publication on our blogsite	1	1	✗
DEDICATED RESOURCES	Senior Marketing and Communications manager to help Sponsors maximize the promotion of their participation	✓	✗	✗
	Video Interview During the Event	✓	✓	✓
ONSITE COVERAGE	HQ Pictures Pack of the stand and Congress Sessions	✓	✓	✓
	Customized Sponsorship post-event Report	✓	✗	✗
SIGNAGE	Logo in Hall Map	✓	✓	✓
	Logo in General Signage	✓	✓	✓
	Logo in backdrop of Congress Rooms	✓	✓	✓
	Logo in Session's screens (Video animation)	✓	✗	✗
	Priority for Additional Branding opportunities	✓	✗	✗
PRESS	1 Hour Press Room for Sponsors' media Event	✓	✗	✗
	Space in the Press Room for Media Kits and Brouchers	✓	✓	✗
REPORT	Logo on the Post-Event Report	1 st Level	2 nd Level	4 th Level
	Face Valued	300k	100k	50k



Participation benefits

Hacking Partner

HACKING VILLAGE

- 1 Session / Workshop / Activity at Hacking Village
 - 7 Full Congress Passes
 - 100 Expo+ Passes
- NETWORKING & ACTIVITIES
- 2 VIP Lounge Area Passes
 - 1 Ticket VIP Cocktail Party

DIGITAL BRANDING

WEBSITE

- Logo visibility on Hacking Village site
- Logo on your activity description in the Agenda

SOCIAL MEDIA

- 1 promotional post describing activity.

ONSITE BRANDING

SIGNAGE

- Logo on Hacking Village Area Backdrop as Hacking Partner

PRESS

- Publication of session / workshop / activity in BCC public agenda

REPORT

- Partner's Logo on Event Report

[CONTACT US](#)



Participation benefits

Exhibition Space

Reserve your space in the exhibition area

- Space from 12m²
- Passes included:
 - Cybersecurity Congress Passes
 - Expo + Passes
 - Exhibitor Passes

Space	Normal Price	Early bird Price
12-15 m ²	300 €/m ²	285 €/m ²
16-29 m ²	285 €/m ²	270 €/m ²
30-59 m ²	270 €/m ²	255 €/m ²
60-99 m ²	250 €/m ²	237 €/m ²
+100 m ²	200 €/m ²	190 €/m ²



Participation benefits

Startup Pavilion

- Exhibition space in the Startup Pavilion
- Strategic Boost Program with expert insights
- Participation in the Startup Xchange Forum
- Eligibility for the Best Startup Award
- 2 Full Congress Passes
- 5 Exhibitor Passes
- Networking opportunities with industry leaders and investors
- Social media mentions and web publication to enhance visibility

Additional Sponsorship opportunities

We offer a wide range of opportunities for companies like yours to make a significant impact in the industry. Contact our sales team, and let's create a customized experience that will make your company stand out.



Free Wifi



Startup Pavilion



Industry Solutions Awards



APP



Lanyard



Registration Site (banner)



Onsite Branding & Signage

If you are interested in other sponsorship opportunities, contact your account manager.

[CONTACT US](#)

Testimonials



This is a great environment for customers and interested parties to come, see our platform in action, talk to our experts, and see us in the context of the wider security market—how we’re innovating and really at the leading edge of where security operations need to go.



Steve Benton
VP of Threat Research.



It gives me the opportunity to talk to a lot of practitioners and many people active in the space. This allows me to talk directly to customers, understand their challenges and problems, which eventually leads to better products, right?



Daniele Molteni
Group Product Manager



This is a great opportunity to get to know us. We’re probably the market leader in employee security protection, but many people aren’t aware that we also play a strong role in the cloud security industry.



Alfredo Reino
Senior Solution Architect



So it’s super important to be here, first of all to understand the trends, the new solutions, how we can actually cooperate with different organizations, and how we can best support our clients. I think these kinds of events are super important. To- day, it’s very difficult to fight cybercrime alone, so we need to collaborate. And I think this is a perfect way to do that.



Piotr Ciepiela
EMEA Cybersecurity Leader

Testimonials



We are happy to be here once again to share our technology, views, and insights with a broader audience of partners and customers, and to have the chance to discuss with other vendors to gain insights and advance in the cybersecurity field.



Joan Ruiz
Network and Security
Systems Engineer



So we are talking about identity and access management, which is an umbrella that collaborates with different domains to identify trends. A key part of this Congress is to adopt new technologies. Today, we are discussing Artificial Intelligence, Generative Artificial Intelligence, and Zero Trust strategies, which are among the top topics everyone is discussing.



Andrés Mendoza
Director Southern Europe and LATAM



It's very important for us to be here. When we meet our customers, we want to share more about our capabilities in the industry because we have a broader picture and a proactive approach to helping customers win the battle against attacks.



Dharminder Dabisarun
Cybersecurity Executive



This is a great event, and I think we will be here next year as well. We invite all of you to join us at our booth, speak with us, and learn how to be more effective in protecting your organization.



SentinelOne

Paolo Cecci
Regional Sales Director



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CYBERSECURITY
CONGRESS**

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**Secure your spot at
the Barcelona Cybersecurity
Congress and be a part of
the future of cybersecurity!**

CONTACT SALES

cyber.sales@firabarcelona.com

MORE INFO

www.barcelonacybersecuritycongress.com

#BCC25


Fira Barcelona

IN PARTNERSHIP WITH:

