

**PRESS RELEASE**

September 2023

**Digital Preview Day provides online preview of it-sa Expo&Congress with exclusive insights**

Two weeks ahead of this year's round of the it-sa Expo&Congress (10–12 October), the organisers are running a Digital Preview Day on 26 September. This digital event will feature specialist presentations, product and service highlights from a range of exhibitors, and tips and tricks to enable visitors to effectively prepare for their trade fair visit. The Digital Preview Day is part of the extensive programme of the it-sa 365 online platform

The Digital Preview Day is designed for all those who don't want leave anything to chance when planning their trade fair success. "Through this sneak peek, we are giving our visitors the opportunity to find out in advance about some of the highlights from the wide-ranging programme of the it-sa Expo&Congress and get a few tips about how to best prepare for their trade visit with the help of it-sa 365," says Frank Venjakob, Executive Director it-sa.

**For information and to register for the Digital Preview Day, go to:**  
[www.itsa365.de/itsa-preview](http://www.itsa365.de/itsa-preview)

**Specialist information and useful facts about the trade fair**

The companies Cirosec, Ericom, Jamf, Pathlock, Lookout and SoSafe will provide a preview of the trade fair highlights. The programme includes answers to the question of what to do in the event of a security incident and information on topics like mobile phone security and awareness training. A virtual "getting-to-know you" session with five of the best cyber-security startups is also on the agenda, when the creative minds behind the startups nominated for the ATHENE Startup Award UP23@it-sa will present their business ideas to participants of the Digital Preview Day. An evaluation by the trade fair's institutional sponsor Bitkom on the risks from cybercrime is a fitting complement to the programme. Representing NürnbergMesse,

**10–12 October 2023**On-site in  
Nuremberg, Germany**Online 365 days a year**  
Your digital platform

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Exhibition Director Frank Venjakob will provide valuable first-hand information about the it-sa Expo&Congress.

### **Efficient trade fair preparation with it-sa 365**

For the Digital Preview Day, participants will make use of the practical functions provided by it-sa 365. For example, they can contact one another directly or arrange appointments ahead of time. As users of it-sa 365, they can also benefit from useful features like the wish list for the exhibitor and product search or put together their personal agenda for the supporting programme.

### **Preview of it-sa Expo&Congress**

Between 10 and 12 October, the it-sa Expo&Congress will once again turn Exhibition Centre Nuremberg into the “Home of IT Security” as a live event. Alongside the extensive displays by the more than 750 exhibitors already registered, Europe’s largest IT security fair also offers a comprehensive supporting programme. In five open forums, IT security providers will provide information on current attack vectors and defensive measures as well as products and solutions. Crime and intelligence analyst Mark T. Hofmann will give the special keynote “Hacking the Hackers”, which will discuss the motivations of cyber criminals and who they are and explain how we can use this knowledge to better protect ourselves from them.

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