

## PRESS RELEASE

September 2024

### **Digital Preview Day: an exclusive online preview of it-sa Expo&Congress with trade fair outlook**

The Digital Preview Day takes place on 8 October, two weeks before the it-sa Expo&Congress (22–24 October). Alongside presentations by selected exhibitors, this digital event offers tips on effectively preparing for a visit to the leading IT security fair in Nuremberg. The Digital Preview Day is part of the extensive programme of the it-sa 365 online platform for knowledge transfer and year-round networking.

The Digital Preview Day is designed for all those who wish to carefully prepare for their trade fair visit and gain a crucial knowledge edge. The preview offers participating users of it-sa 365 the opportunity to find out about the forthcoming fair in an online space with interactive formats (which will be translated into English for the first time). They will also gain exclusive insights into trends and developments in the IT security sector. Participation in the event is free of charge, as is the required registration for the it-sa 365 digital platform.

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

#### **Expert information and interesting facts about the trade fair**

Participants can look forward to a presentation on the current threat scenario and effective protection strategies by Felix Kuhlenkamp, Security Policy Officer at Bitkom. Lars Lehman, Sales Manager at m-privacy GmbH, will explain how public authorities and companies can use the internet securely. The it-sa team will enhance the programme with a preview of the trade fair highlights and tips on successfully preparing for the event. This session gives participants the opportunity for direct contact with the organisation team. To conclude the Digital Preview Day, the five nominees for the ATHENE Startup Award UP24@it-sa will introduce themselves and



**22 – 24 October 2024**

On-site in  
Nuremberg, Germany



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present their business ideas. The decision on who will take home the coveted award will then be made at the it-sa Expo&Congress on 23 October.

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

At the Digital Preview Day, participants can use the practical functions of it-sa 365 to contact one another directly or arrange appointments at the trade fair ahead of time. In addition, registered users of it-sa 365 can access useful features like a wish list for the exhibitor and product search or the option of putting together a personalised agenda for the supporting programme.

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

Between 22 and 24 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 800 exhibitors, Europe's largest IT security fair also offers a comprehensive supporting programme. In six open forums, IT security providers will provide information on current attack vectors and defensive measures as well as products and solutions. This year, the special keynote address at the it-sa Expo&Congress will be given by cyber security expert, entrepreneur and author Peter Hacker. "Quo vadis cyber risks?" will analyse the growing importance of cyber risks, AI and geopolitics and explore future developments and their consequences for countries, companies and society.

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