

PRESS RELEASE

June 2020

2020 sees launch of it-sa 365; it-sa in Nuremberg will be back in 2021

- **Industry respects decision to suspend it-sa 2020**
- **From 6 October, it-sa 365 will offer comprehensive digital presentation options and permanent networking opportunities**
- **Save the date: The next it-sa will take place in new exhibition halls from 12 to 14 October 2021**

Following intensive discussions with the it-sa advisory committee, exhibitors and trade visitors, NürnbergMesse has decided to suspend it-sa this year due to the drastically changed conditions caused by the coronavirus pandemic. By taking this decision, the organisers are accommodating the preferences of the sector, which had questioned how the dialogue between exhibitors and visitors, characterised by in-depth professional discussions and in some cases confidential consultations, could still take place while adhering to hygiene and social distancing rules. An event with such a strong focus on dialogue would be significantly impaired by the underlying conditions that are expected to be in force. This is particularly relevant because a lot of services and applications need to be demonstrated directly on monitors or mobile devices.

The next it-sa will therefore take place from 12 to 14 October 2021 and will be accompanied as usual by the conference programme Congress@it-sa. In the interim and beyond, a new digital platform – it-sa 365 – will launch on 6 October 2020. It will put the planned content for the event online and provide innovative digital formats all year round to connect IT security vendors with experts and decision-makers.

Decision facilitates planning

“As hard as it was for us to decide to suspend the event this year, we are nevertheless convinced that it was in the interests of both the IT security industry and trade visitors. We are therefore making it easier for companies and individuals to plan ahead and are now looking to the future, shoulder to shoulder with the

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sector, to make it-sa 365 a success. We would like to sincerely thank all participating industry representatives for the constructive exchanges,” says Thomas Preutenborbeck from the NürnbergMesse management board.

Confidentiality and data privacy incompatible with distancing rules

Many exhibitors had expressed their reservations that the essential nature of it-sa as a “venue for doing business” could not be guaranteed under the expected circumstances and that this would therefore impact the success of their involvement. Frank Venjakob, Director it-sa, explains the background: “All participants have to assume that strict hygiene and social distancing rules will still be in force in October. The necessary adjustments would affect the function of it-sa that is much appreciated by all participants, as a platform for what are often confidential discussions on sensitive issues like data privacy and security. This was reflected in our consultations in the advisory committee and in the numerous conversations we had with industry representatives. The results of a separate visitor survey that we conducted also support our decision.”

With it-sa 365, the “home of IT security” is also moving to the digital space

In time for the originally scheduled date for it-sa, IT security vendors and managers will have access to a new digital dialogue platform, it-sa 365. It will bring the planned elements of the it-sa supporting programme and forums under one roof in virtual form and also provide the latest expertise on IT security questions. The focus will be on interactive dialogue formats, product information and presentations by IT security vendors, as well as news from the world of IT security. This makes it-sa 365 the logical extension of it-sa in Nuremberg. As the “home of IT security” in the digital space, it offers a year-round marketing tool for all exhibitors and IT security vendors and an innovative platform for IT security solutions. “All year round, experts and decision-makers can find the right contacts and answers to specific solutions on this platform. This means that it-sa 365 is creating a virtual bond in two senses: between exhibitors and visitors and between the trade fairs dates that are the highlight of the industry calendar,” says Venjakob.

Currently in the development phase, it-sa 365 will launch in time for the original date of the trade fair on 6 October. Companies will then be able to present themselves and their products on the new platform 365 days a year. Various

packages have been put together to cover different individual requirements. The it-sa team is happy to advise suppliers seeking information on the various options.

New hall configuration for it-sa 2021

The next round of it-sa will take place at Exhibition Centre Nuremberg from 12 to 14 October 2021. The exhibition will then relocate as planned into new halls adjacent to the modern NürnbergConvention Center Ost.

About it-sa

It-sa is the largest trade fair for IT security in Europe and is also one of the leading events of its kind worldwide. It offers an extensive range of IT security products and solutions, including physical IT security, services, research and consulting. At it-sa and the accompanying Congress@it-sa, decision-makers and IT security experts find comprehensive information on the latest hot topics in IT security.

Safety and security trade fairs at NürnbergMesse

NürnbergMesse has established and proven expertise in the safety and security field. With events such as Enforce Tac – Trade Fair for Law Enforcement, U.T.SEC, it-sa, and it-sa India – Trade Fairs for IT Security, FeuerTRUTZ – Trade Fair for Preventive Fire Protection as well as Perimeter Protection – Trade Fair for Perimeter Protection, and FIRE & SECURITY INDIA EXPO, it brings together a total of around 1,600 exhibitors and some 41,000 visitors from all over the world.

For more information please visit:

www.nuernbergmesse.de/sicherheit

Partnership beyond business

In these turbulent times with unpredictable developments, NürnbergMesse offers all customers and trade fair participants as much planning certainty and transparency as possible under the circumstances. Under the hashtag #PartnershipBeyondBusiness, all our communication channels are open for questions and suggestions from exhibitors, visitors and other interested parties. For contact details and updated information on the status of the trade fair please go to: **www.it-sa.de/partnershipbeyondbusiness**

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