

PRESS RELEASE

May 2017

it-sa continues to grow

- **Over 25 per cent more exhibition space booked five months before the exhibition opens its doors**
- **Move to Halls 9 and 10 creates space for growth**
- **Continuation of the successful fair strategy**

Europe's biggest IT security trade fair in exhibitor terms is growing again: Five months before it-sa 2017 begins, the amount of exhibition area booked is already 25 per cent higher than at the last edition. it-sa will take place from 10 to 12 October, occupying two halls of Nuremberg Exhibition Centre in order to meet high demand from German and international IT security providers.

The Wanna Cry ransom software quickly paralysed hundreds of thousands of computers around the world, including systems used by hospitals and the German railway operator Deutsche Bahn. This attack once again displays the vulnerable nature of modern IT infrastructure. The it-sa exhibition will show how companies and organisations can protect themselves against a wide variety of security threats. With its clear focus on IT security, this event has carved out an outstanding position in the European exhibition landscape in recent years. With 489 exhibitors last year, it reached the capacity limits of Hall 12, where it was last held. The event will therefore move to Halls 9 and 10 for it-sa 2017. Today, 25 per cent more exhibition space has already been booked than at the last edition.

Positive feedback from exhibitors

“Positive feedback from existing exhibitors, many new registrations and a large number of bigger stands promise that it-sa will be even larger. This move allows us to create the space we need for it-sa to grow,” said Frank Venjakob, Executive Director it-sa at NürnbergMesse. Visitors can now reach the trade fair directly through Nuremberg Exhibition Centre's Mitte entrance. The accompanying congress programme Congress@it-sa will take place in the direct vicinity and will also be accessible through the Mitte entrance.

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An extensive overview of the market - a recipe for success

Our successful exhibition strategy will stay the same: it-sa covers the entire gamut of current IT security solutions from the areas of hardware, software, research, consulting and services to physical protection for data centres. Exhibitor presentations in open forums will complement a range of information pertaining to practical knowledge sharing, industry expertise and discussions about the latest IT security issues. it-sa was chosen as the most popular of all relevant events in Europe in a recent survey of members by the IT Security Association Germany (TeleTrust) on preferences and participation at IT security exhibitions.

Information about the last it-sa and a video review can be found at:

www.it-sa.de/review

NürnbergMesse security exhibitions

NürnbergMesse has proven expertise in the field of security. It brings together a total of about 1,200 exhibitors and roughly 30,000 visitors from all over the globe at event like Enforce Tac – the trade fair for law enforcement, it-sa and it-sa Brasil – trade fairs for IT security, FeuerTRUTZ – the trade fair for preventative fire protection, Perimeter Protection – the trade fair for perimeter protection, FIRE & SECURITY INDIA EXPO and U.T.SEC – Unmanned Technologies & Security.

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