

PRESS RELEASE

May 2018

It-sa on track for growth with much larger display area

- **Booked stand area for it-sa 2018 far higher than previous year**
- **Larger stands and new exhibitors boost growth**
- **Some stand space still available**

At this year's it-sa from 9 to 11 October 2018, the participating companies will be showcasing their IT security solutions on a display area that has grown significantly yet again. Five months before the start of the event, the exhibition space already booked exceeds the previous year's total. This growth is a result not only of larger stands but also the large number of new registrations.

With a total of 630 exhibitors and 12,780 visitors last year, it-sa recorded double-digit growth. Display area also increased by 46 percent. This dynamic development is being replicated at it-sa 2018. This year, more than 11,000 square metres of stand area in Halls 9, 10.0 and 10.1 have been booked just by the exhibitors that have registered so far. This means that it-sa is set to enjoy a double-digit growth rate for display area once again in 2018.

Larger stands and new companies

Companies and organisations like Atlassian, Bechtle, LogPoint, NTT Security, Protected Networks and many more have booked much larger stands than in 2017. There is also a growing demand from companies that are taking part for the first time in what is the world's biggest IT security event in respect of exhibitor numbers. This underpins it-sa's position as the leading dialogue platform for cybersecurity.

Timely investment in trade fair exhibit

"Companies are deciding on their participation in it-sa 2018 in good time and are systematically investing in their trade fair exhibit. Several companies will be demonstrating their products and expertise at stands that are up to three times larger than in the previous year," explains Frank Venjakob, Executive Director it-sa at NürnbergMesse. His team is continuing to receive inquiries from all segments of the IT security sector. "We are also noticing an increase in expressions of interest from start-ups," says Venjakob.

**Veranstalter
Organizer**
NürnbergMesse GmbH
Messezentrum
90471 Nürnberg
Germany
T +49 9 11 86 06-0
F +49 9 11 86 06-82 28
it-sa@nuernbergmesse.de
www.it-sa.de

**Vorsitzender des Aufsichtsrates
Chairman of the Supervisory Board**
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Oberbürgermeister der
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More stand area still available

The hall changes made last year have provided extra capacities to meet the substantial interest of the IT security sector and there are still some stands available. Interested companies, organisations and associations will find further information on it-sa, a comprehensive overview of the event and details of how to register at: www.it-sa.de/become-exhibitor

Security trade fairs at NürnbergMesse

NürnbergMesse has established and proven expertise in the security field. With events such as Enforce Tac – Trade Fair for Law Enforcement, it-sa, it-sa Brasil 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, FIRE & SECURITY INDIA EXPO and also U.T.SEC – Unmanned Technologies & Security, it brings together a total of around 1,400 exhibitors and some 36,000 visitors from all over the world.

For more information please visit: www.nuernbergmesse.de/security

Contact for press and media

Thomas Philipp Haas, Lena Vogl

T +49 9 11 86 06-83 23

F +49 911 86 06-12 83 23

lena.vogl@nuernbergmesse.de

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