



GOBIERNO
DE ESPAÑA

VICEPRESIDENCIA
TERCERA DEL GOBIERNO
MINISTERIO
DE ASUNTOS ECONÓMICOS
Y TRANSFORMACIÓN DIGITAL

SECRETARÍA DE ESTADO
DE DIGITALIZACIÓN
E INTELIGENCIA ARTIFICIAL

Public Call

Participation in 14ENISE spirit as a foreign exhibitor



INSTITUTO NACIONAL DE CIBERSEGURIDAD

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1. INTRODUCTION

ENISE is the International Meeting on Information Security, which has been held annually in the city of León.

After 13 editions, the event has consolidated itself as a leading business forum and meeting point for the cybersecurity industry, professionals of the sector, the entrepreneurial ecosystem as well as the academic and research environment.

The 2019 edition brought together 2,684 attendees who gathered at the León Exhibition Centre for an extensive activities program: 52 national and international speakers gave lectures in the main hall of the event; 9 international investors held 188 bilateral meetings with Spanish entrepreneurs and companies; and 85 companies participated by promoting their products in the exhibition area.

In conjunction with the official ENISE program, participants had the opportunity to make new contacts, hold informal meetings and network, a fundamental element for a successful business forum.

In 2020, the 14th edition of the event will take place, which will be held virtually for the first time, without an in-person audience.

14ENISE spirit will be held online on the 20th and 21st of October 2020.

It is a business forum that offers attendees a space for expert discussion and generation of business opportunities.

The objectives of ENISE are the following:

- To promote a meeting that generates business opportunities and internationalization for the Spanish cybersecurity industry.
- To encourage networking among professionals and consolidate the event as a reference meeting point for the cybersecurity sector.
- To position ENISE as an international showcase of cybersecurity trends, solutions and threats.
- Especially in this first online edition, providing 14ENISE spirit attendees and exhibitors with a positive participation experience, where they can establish relationships and connections online much like they would in the physical environment.

To respond to this need, a 14ENISE spirit program has been designed which includes the following activities:

- Program of conferences and roundtables
- Virtual exhibition space for companies
- International business forum with virtual bilateral meetings

Within the framework of this event, INCIBE wishes to make public and extend a call to all possible interested parties to establish collaborations with sector companies that may be interested in participating in 14ENISE spirit.

Two initiatives have been proposed:

- 14ENISE spirit sponsorship: aimed at companies or subsidiaries based in Spain.

- Foreign exhibitor: aimed at foreign companies with registered offices outside of Spain.

The terms and conditions for the participation of foreign exhibitors in 14ENISE spirit are the subject of this public call.

2. WHY PARTICIPATE IN 14ENISE SPIRIT?

14ENISE spirit is the benchmark forum for professionals in the sector. It offers an international showcase for brands, provides a space for brand presence and allows a large community of professionals to be reached.

In a virtual environment, exhibitors will gain visibility and have the possibility of making high-level professional contacts:

- Visibility before, during and after the event
- An opportunity to network with organizers, speakers, personalities, exhibitors, buyers, investors and entrepreneurs
- Positioning as a company that supports the growth of the cybersecurity sector



3. TECHNICAL SHEET

3.1. Host

S.M.E. Instituto Nacional de Ciberseguridad de España, M.P., S.A. (Spanish National Cybersecurity Institute, in English) (INCIBE), is an organization under the Spanish Ministry of Economic Affairs and Digital Transformation through the Secretary of State for Digitalization and Artificial Intelligence, and is the benchmark institution with regard to the development of cybersecurity, and of digital trust for the general public, for RedIRIS (the Spanish academic and research network), and for businesses, especially sectors of strategic importance.

INCIBE works to strengthen digital trust, increase Cybersecurity and resilience, and contribute to the digital market so as to encourage a secure use of cyberspace in Spain.

With its activities focused on research, the provision of services, and cooperation with the relevant actors, INCIBE contributes to building cybersecurity at both a national and an international level.

3.2. Dates

20 and 21 October 2020.

3.3. Venue

14ENISE SPIRIT will be held virtually

4. STRUCTURE OF THE 14ENISE SPIRIT PROGRAM

14ENISE <i>spirit</i>						
20 th October				21 st October		
	Video streaming conferences and roundtables	Online exhibition space	Online international business forum	Video streaming conferences and roundtables	Online exhibition space	Online international business forum
		80 sponsors 15 foreign exhibitors	30 buyers		80 sponsors 15 foreign exhibitors	30 buyers
11 a.m. to 12 p.m.	Talk 1	Open tour	Virtual meetings 15-20'	Talk 7	Open tour	Virtual meetings 15-20'
12 p.m. to 1 p.m.	Talk 2			Talk 8		
1 p.m. to 2 p.m.	Talk 3			Talk 9		
2 p.m. to 3 p.m.						
3 p.m. to 4 p.m.	Talk 4	Open tour	Virtual meetings 15-20'	Talk 10	Open tour	Virtual meetings 15-20'
4 p.m. to 5 p.m.	Talk 5			Talk 11		
5 p.m. to 6 p.m.	Talk 6			Talk 12		
6 p.m. to 7 p.m.						
7 p.m. to 8 p.m.						

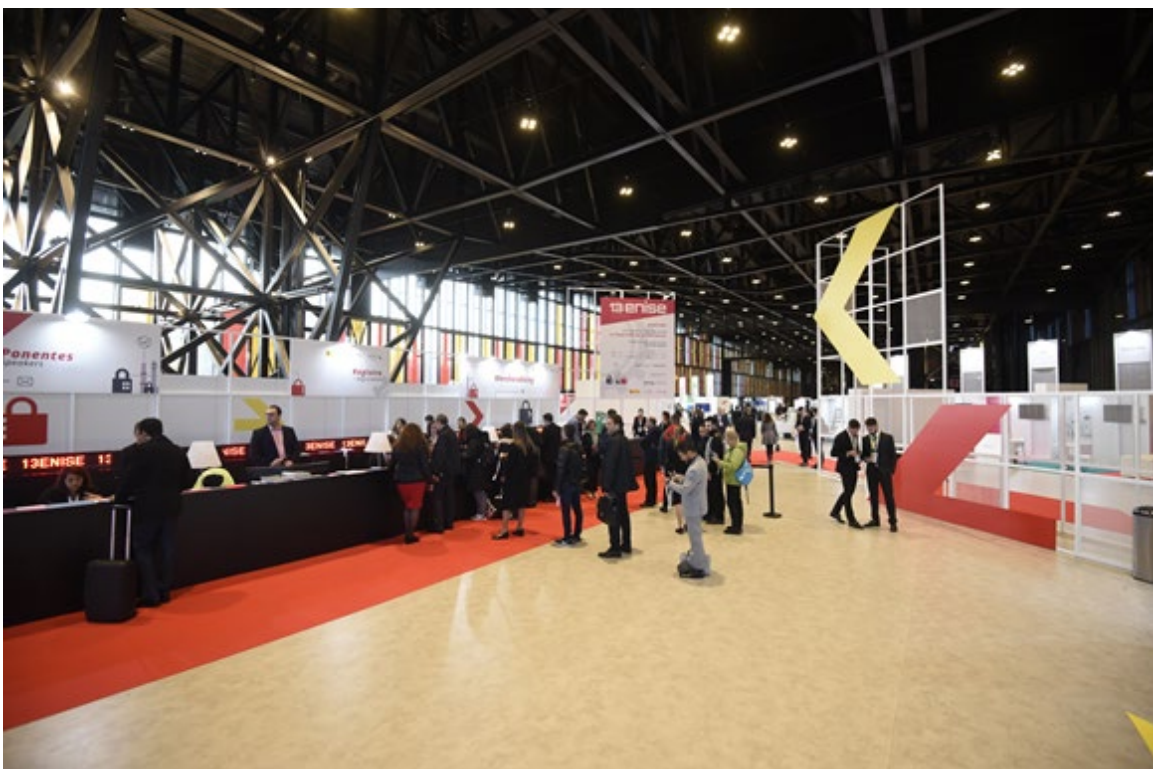
5. 13ENISE RESULTS AND INDICATORS

The indicators of the last edition of the event confirm the good results and reinforce the International Meeting on Information Security as a reference event for the cybersecurity sector.

5.1. General event indicators

- **Widely followed.** 2,684 attendees and 4,900 followers streaming
- **Institutional and sectoral support** 85 organizations participating in one of 13ENISE's activities:
 - 59 exhibitors in the Trade show
 - 20 sponsors
 - 10 demonstrators
 - 3 institutional stands
- **Significant program.** 52 speakers in the main hall, 11 conferences and 8 discussion panels
- **Entrepreneurship.** 40 pitches in the Entrepreneurship room
- **Funding opportunities.** 50 speed dates between 10 startups and 5 investors
- **Internationalization opportunities.** 188 bilateral meetings in the International business forum with 34 Spanish vendors
- **Presence of international investors.** 9 international buyers from 7 invited countries
- **Private workshops.** 4 private workshops with 158 participants

Figure 1. 13ENISE summary of indicators



5.2. Attendance indicators

Over the course of 2 days, a total of 2,684 professionals participated in-person in one of 13ENISE's proposals. Together with the 4,900 followers of the event via streaming, this once again consolidates record attendance and activity, confirming the success of the format.

In this new edition of 14ENISE spirit, 100% online, it is expected that the number of national and international attendees will increase.

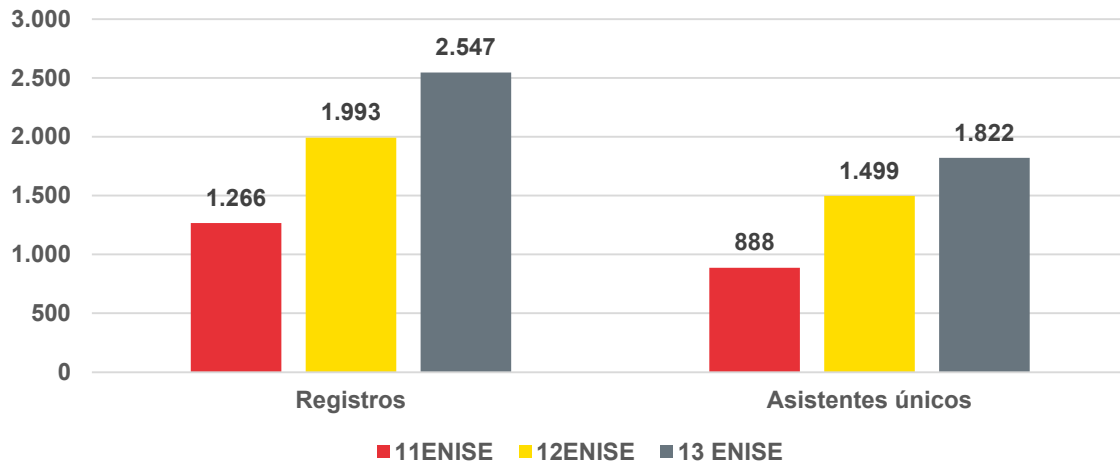


Figure 2. Evolution of ENISE registration and attendance

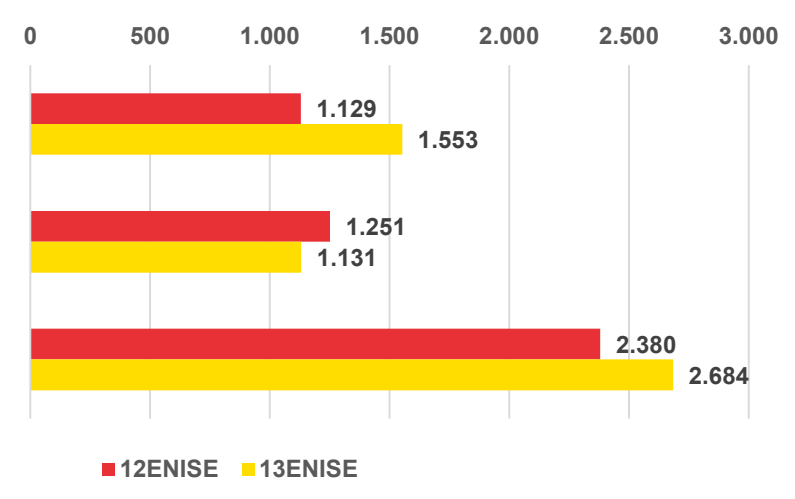


Figure 3. Evolution of attendees by day (Individual attendees day 1, Individual attendees day 2 and Individual attendees day 1 + day 2)

5.3. Satisfaction indicators

The satisfaction survey administered to the in-person attendees at 13ENISE shows it received an outstanding reception from the public, who value the event very positively and confirm their intention to participate in future editions.

Survey of in-person attendees Questionnaire	Valuation (1 = unsatisfied and 5 = very satisfied)
Ease of registration	4.8
Agility in accreditation	4.5
Website use	4.2
Website design	4.1
Functionality of the APP	4.1
Headquarters quality and comfort	4.6
In situ attention	4.7
Main Auditorium program Quality	4.2
Entrepreneurship program Quality	4.2
Trade Show Quality	4.1
Likelihood of future attendance	4.5
Overall satisfaction	4.4
Overall promethium	4.2
Recommendation: Would you recommend ENISE?	96.2%

Table 1: Satisfaction indicators for 13ENISE in-person attendees (n=288)

5.4. Communication indicators

- Media
 - 287 impacts in the national, regional and local media
- Social media
 - 1,775 posts on Twitter with the 13ENISE hashtag.
 - Posts with the event hashtag generated more than 5,160,000 views

6. CONDITIONS FOR PARTICIPATING IN 14ENISE SPIRIT AS AN EXHIBITOR

6.1. Terms and conditions

Participation as a foreign exhibitor in 14ENISE spirit implies acceptance of the terms and conditions set out in this call.

In any event, it will be the responsibility of INCIBE to resolve any questions regarding the organization of the event, as well as the terms and conditions of the agreement.

6.2. Features and services

- Number of places available for foreign exhibitors: 15
- Amount: € 500 + IVA
- Services for foreign exhibitors:
 - Virtual space on the online platform where 14ENISE spirit takes place.
 - Logo on the website
 - Appearance in the 14ENISE spirit video summary
 - Event leads

6.3. Recipients

Companies or subsidiaries of cybersecurity companies that do not have their registered office in Spain and wish to promote their products and services in the Spanish market may apply to 14ENISE spirit as foreign exhibitors¹.

Participating entities take on the commitment that their participation in the event shall refer to the identification of business opportunities related to cybersecurity products, services or solutions.

6.4. Duration

The duration corresponds to the days and times of the event:

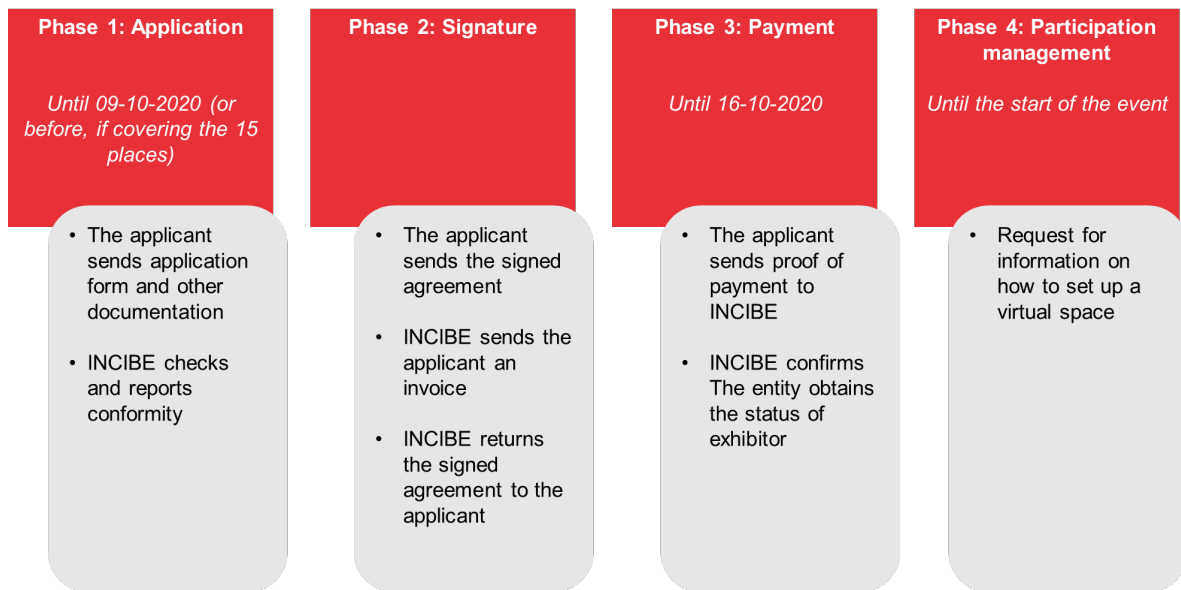
- Tuesday 20 October 2020: from 11 a.m. to 2 p.m. and 3 p.m. to 6 p.m.
- Wednesday 21 October 2020: from 11 a.m. to 2 p.m. and 3 p.m. to 6 p.m.

Schedules are subject to change.

6.5. Selection process for foreign exhibitors

The following sections describe the selection process for foreign exhibitors, which is graphically summarized in the following outline.

¹For companies or subsidiaries that wish to participate and have their registered offices in Spain, there is a sponsorship initiative.



Should additional clarifications or doubts about the process arise, interested entities can address their questions to the e-mail address: enise-patrocinios@incibe.es

6.5.1. Phase 1: Application

Deadline. Applications for participation may be submitted until 9 October 2020 at 11:59 p.m.

If, before the date indicated, there are no vacancies for international exhibitors, INCIBE will publish this circumstance on the website, closing the call or, alternatively, increasing the number of places for foreign exhibitors. In the event that the number of places for international exhibitors is extended, the deadline for sending applications will also be 9 October 2020 at 11:59 p.m.

Applications received after the deadline or through channels other than those provided for in this call will not be accepted.

Delivery method. Applications should be sent to enise-patrocinios@incibe.es with the subject line "SOLICITUD EXPOSITOR EXTRANJERO - NAME OF THE APPLICANT COMPANY".

Documentation to be sent. Applications should include the following documentation:

- Cybersecurity company supporting documentation:
 - Appendix I: Application form and cybersecurity declaration of responsibility
 - This documentation must be duly completed and electronically signed by a proxy of the applicant entity.
- Supporting documentation from the person who signs the application and will sign the exhibitor agreement:
 - Power of attorney of the signatory of the request to act on behalf of the entity.
 - If an intermediary is used to sign the agreement, a document must be presented that proves the existence of the representation of the entity and the scope of its powers in relation to the agreement, pursuant to Article 94.5

of Royal Decree 1784/1996 of 19 July approving the General Regulations of the Commercial Registry.

- Other documentation:
 - The companies from States that are not members of the European Union or signatories to the Agreement on the European Economic Area must provide:
 - A report issued by the Permanent Diplomatic Mission or Consular Office of Spain of the place where the company has its registered offices, in which it is stated, after accreditation by the company, that they are registered in the local professional, commercial or similar register or, failing that, that they habitually act in local traffic in the area of the activities to which the object of the contract extends.

Review of the documentation and validation. Once the application has been received, INCIBE assesses the suitability of the information provided for these terms and conditions, if in agreement, notifies the interested party and begins the procedures for formalizing the collaboration. INCIBE may request the clarifications it deems necessary to verify the capacity and personality of the applicants, and the suitability of the information requested in these terms and conditions.

Waiting list. In the event that the available spaces are exhausted, a waiting list will be opened in which the order applications were received will be respected, in the event that any of the exhibitors cancel their participation.

6.5.2. Phase 2: Signature

After INCIBE confirms the correct receipt of the documentation provided for in the previous section, the agreement in Appendix II will be signed. The electronically signed agreement will be sent to INCIBE at enise-patrocinios@incibe.es

Upon receipt of the agreement signed by the applicant, INCIBE will send him/her an invoice for payment.

Once the agreement has been signed by INCIBE, a copy of the contract will be sent to the applicant by e-mail.

6.5.3. Phase 3: Payment

The participation payment in the amount of €500 (excluding VAT if applicable) must be made **before 16 October 2020.**

Payment must be made via bank transfer to the account determined by INCIBE. Proof of payment must be sent to the e-mail enise-patrocinios@incibe.es.

INCIBE will confirm payment and assign the status of exhibitor to the interested entity.

Exhibitor status will not be acquired if proof of payment is not sent to INCIBE within the time indicated.

Exhibitor status will be awarded in strict order of receipt of the proof of payment until the number of available places (15) has been exhausted.

6.5.4. Phase 4: Participation management

As of September, INCIBE - through its supplier for event management - will contact the international exhibitors who have completed phase 3, to request the graphic and other information needed to equip the virtual spaces and, if necessary, provide them with the appropriate guidelines for accessing the virtual platform.

6.6. Termination of the agreement or loss of the right to participate as a foreign exhibitor

INCIBE reserves the right to temporarily or permanently suspend collaboration with a particular foreign exhibitor when he/she fails to comply with the obligations set out in this call.

In the event that a foreign exhibitor loses, or renounces such condition, INCIBE shall not be obliged to reimburse him/her for the expenses that he/she may have incurred as a result of the event, and the exhibitor shall be obliged to assume the cost of removing his/her institutional image from the actions and communication materials in which he/she may have been involved, as well as any damages caused.

6.7. Grounds for termination

The following will be grounds for termination:

- The data provided are false.
- The extinction of legal personality.
- The total or partial non-fulfilment of all or any of the general and particular conditions of these bases and of the contract that is formalized to this effect.
- The undertaking by the exhibitor of actions such as an illegitimate interference for INCIBE, lack of confidence of INCIBE based on objective causes or the commission of a crime.

6.8. Obligations of foreign exhibitors

The foreign exhibitors undertake to comply with the following obligations:

- To guarantee that all the information provided when registering is true, taking responsibility for the authenticity of all data communicated when filling out the participation form. In this regard, the organization may exclude from the call those participants who do not comply with any condition
- To pay the amount in the manner and within the time limit outlined in this call
- To accept the present terms and conditions without limitation of any kind, as well as the rest of the rules and requirements requested by INCIBE
- To comply with the regulations in force in its activity.
- To use the event platform in accordance with INCIBE standards and with respect for attendees and participants
- To be liable for any damage caused to INCIBE and/or third parties during their attendance and virtual participation in the event

- To provide INCIBE with all the documentation necessary for the fulfilment of this agreement without delay.
- To collaborate with INCIBE to carry out statistical studies regarding the assessment of the event

6.9. Obligations of INCIBE

INCIBE undertakes to comply with the following obligations:

- To analyse all applications received and assess their compliance with this call
- To communicate the conformity with the call and acceptance to participate as a foreign exhibitor in 14ENISE spirit to the entities
- To publish the list of participants on the corporate website and/or social media
- To provide participants with the elements described in the section Terms and Conditions of Participation

7. CONFIDENTIALITY

INCIBE guarantees the confidentiality and privacy of any data that may become known on the occasion of the call, especially those of a personal nature and of a technical nature of the products, which may not be copied or used for any purpose other than that stated in the call.

Any information, with particular regard to topics related to the technology, products, procedures, processes or know-how of the interested parties, will be considered confidential information.

Excluded from the category of confidential information is any information which is disclosed by exhibitors, that which has to be disclosed in accordance with the law or with a court decision or act of competent authority or which has to be disclosed to the public in accordance with this call.

The duration of the confidentiality will be indefinite as long as it is of such a nature, and will remain in force after the end of the event.

8. PERSONAL DATA PROTECTION

The personal data included in this public call are those necessary for its establishment and management and its processing is based on Article 6.1.b of Regulation (EU) 2016/679 of the European Parliament and of the Council: the processing is necessary for the performance of a contract to which the data subject is a party and its communication is not foreseen.

The parties undertake to comply with current data protection legislation and, specifically, with Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data and repealing Directive 95/46/EC (General Data Protection Regulation) and Organic Law 3/2018 of 5 December on the protection of personal data and the guarantee of digital rights.

Data will be kept for the time required to achieve the purpose for which it was collected and to determine possible liabilities that may arise from the aforementioned purpose and from data processing. The provisions of the files and documentation regulations will apply.

The personal data will be processed by INCIBE to be incorporated into the "Budgetary and economic management" and "Management of contracting procedures" processing system, the purpose of which is the processing of contracting and expenditure files and the formalization, development and execution of the contract.

Likewise, in order to process the procedure, your data will be incorporated into the "Events Management" processing system for the purpose of registration and monitoring of attendance at events promoted by society and the execution of the activities contained therein.

The parties undertake to use in a confidential manner the personal data resulting from the implementation of the Convention and to treat them in accordance with the provisions of Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of individuals with regard to the processing of personal data and on the free movement of such data and repealing Directive 95/46/EC (General Data Protection Regulation), Organic Law 3/2018 of 5 December on the Protection of Personal Data and Guarantee of Digital Rights (LOPDGDD) and complementary national and European regulations.

Likewise, the parties undertake to adopt the necessary technical and organizational measures to guarantee the security of the personal data and to avoid its alteration, loss of processing and unauthorized access.

What are your rights regarding your personal data?

- **Right of access.** You may ask INCIBE if and how they are processing your data.
- **Right of rectification.** You can ask us to update your personal data if it is incorrect, and delete it if you wish.
- **Right to limit processing.** In this case they will only be kept by INCIBE for the exercise or defence of claims.
- **Right to object.** Following your request to object the processing, INCIBE will cease to process the data in the manner you have indicated, unless for legitimate reasons

- **Right to data portability.** If you want your data to be processed by another company, INCIBE will provide you with the portability of your data to the new Data Controller when applicable in accordance with the regulations.
- **Right to erasure.** You may request that we delete your data when it is no longer needed for processing, you withdraw your consent, it is unlawful processing or there is a legal obligation to do so. We will analyse the allegation and apply the law

Persons whose data are processed may exercise their rights under Articles 15 to 21 of the General Data Protection Regulation (right of access, right of rectification, right of deletion, right to limit processing, right of data portability and right of objection) before the following bodies:

- INCIBE's Data Protection Delegate: by means of a letter to INCIBE Avenida José Aguado nº 41 in León or by e-mail to dpd@incibe.es.

You also have the right to file a complaint with a supervisory authority, the Spanish Data Protection Agency.

9. APPENDICES

- Appendix I: Application form
- Appendix II: Agreement template

Leon, 30 July 2020

Managing Director. S.M.E. Instituto Nacional de Ciberseguridad de España M.P., S.A. resolves to approve this request for a call