Events Overview 2020

Partner packages and sponsoring 2020

Security
Developer
Digitalisation
Innovation
Recruiting
Webinars
heise Events is a division of Heise Medien GmbH & Co. KG. Since 2006, we have been offering various event formats (conferences, workshops, webinars, CxO round tables, special events at trade fairs etc.) about themes relating to information and digitisation for an interested expert audience in German-speaking areas.

Cooperations with the editorial teams of the magazines c't, iX, Mac & i, MAKE, Technology Review, and heise online enable us to always be up-to-date early on trends and changes in the ICT market. We have access to interesting and technically excellent speakers at all functional levels and on currently relevant IT topics.

Besides events for our own brands iX, c’t, Technology Review, Make and heise jobs, we also host events in cooperation with partners or exclusively in connection with our brands for interested ICT companies.

Staging more than 80 events per year, we also have outstanding planning and organisational skills. We not only offer ICT companies the chance to participate in one of our events but also to play a proactive part at conventions or trade fairs.

We would be delighted if you, as a partner or sponsor, would also become a part of our events presenting your products, services and solutions to a top-class target group.
secIT BY HEISE

Date 2020
25 to 26 March 2020 / Hanover

save the date
24+25 February
secIT 2021

With secIT, Heise Medien has established a new event highlight in the IT security industry over the last two years: With well over 60 exhibitors, 45 lectures by leading IT experts on two theme stages, top-class speakers, fully booked workshops on current IT security topics and more than 35 exciting expert talks.

In 2020 the success story continues! We remain true to our proven concept and expand the conference level with additional presentation opportunities. Be there when security experts, providers and interested trade visitors come together at this spring event in Hanover and take advantage of the opportunity to interact with experts, exhibitors and industry colleagues.

Target group:
IT security managers,
managing directors,
CSOs, COOs, data centre managers, IT department heads, IT administrators and data protection officers
Key topics:

- The future of security
- Cyber security study / company survey
- Risk perception
- Cryptography
- Printer hacking
- DevSecOps
- Security of Windows 10
- Emergency planning
- Business continuity management
- Offensive Pentesting
- Data protection
- Cloud security
- Offensive Cyber Defense (‘Hackback’)
- Forensic Science
- Incident response
- IoT

Package rates:

- Free spaces from: € 7,500
- Presentation slot: € 1,700
- Workshop: € 2,900
- Expert talk: € 1,800
- Expert talk exclusive: € 4,900

All rates indicated before VAT.
HEISE SECURITY TOUR

Date 2020

04 July 2020 / Salzburg
09 July 2020 / Cologne
16 July 2020 / Berlin
18 July 2020 / Hanover
23 July 2020 / Stuttgart

NEW:

- **Exclusive editorial briefing**
  Exchange with the program management before the start of the tour, only for partners of the entire Tour (5 places!)

- **Breakfast pitch**
  Business Breakfast before the event begins, where each partner can introduce themselves in a 10 minute slot. For all partners and at every location.

In 2020, the Security Roadshow is going on tour for the 16th time. In five different cities, our experts from the c’t editorial team and authors of Heise Medien will report on current trends and offer practical tips relating to IT security. The focus here will be on correctly assessing security risks and taking the necessary precautions on time. The presentation programme is fully independent; providers of security solutions and services will have the opportunity to present themselves at an accompanying specialist fair.

**Target group:**
IT security managers, administrators, data protection officers and technical managers

**Package rates:**

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<thead>
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<tr>
<td>1 Location:</td>
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<td>3 Locations</td>
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<td>4 Locations:</td>
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<tr>
<td>5 Locations:</td>
<td>€ 13,000 (incl. editorial briefing)</td>
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All rates indicated before VAT.
The IT Security Days deal with current IT security issues and are aimed at system administrators, IT security managers and technical experts from companies in all sectors. The IT Security Days are one-day specialist conferences with a different programme and the support of educational institutions. The Bremen IT Security Day will take place at the Hochschule Bremen, the Rhine-Ruhr IT Security Day will take place in Gelsenkirchen. Both conferences are accompanied by a sponsor exhibition. Partners who would like to be present at both locations naturally benefit from a combined discount.

Target group:
Security and data protection managers, BSI baseline protection officers, technical experts in companies, system administrators, network administrators and network planners

Package rates:

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<td>Gold package</td>
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<td>Silver package</td>
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(combination discount on request)

All rates indicated before VAT.
c’t <WEBDEV>

Date 2020
05 to 06 February 2020 / Komed Cologne

c’t’s developer conference is entering its second year: Following the success of the sold-out premiere of c’t < webdev>, at the beginning of 2020 everything will again revolve around the programming and design of all kinds of frontends - from the web and apps to chat bots, assistants and VR.

We will stay in Cologne and have booked larger halls and a more spacious foyer in the Komed event centre for the expected 400 participants. Once again, c’t editors will guide you through the lectures and workshops.

The conference will give you the opportunity to exchange information about everyday problems and to learn about new approaches and tools. We have created new attractive opportunities for exclusive customer contact. This popular evening event offers space and opportunity for relaxed networking with participants and sponsors. As a partner of this event you will present your products and solutions to an extremely experienced and interested audience.

Target group:
Frontend developers,
web designers,
full-stack developers,
UX and interaction designers,
team and project managers,
and freelancers.

Package rates:

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<td>Bronze package</td>
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All rates indicated before VAT.
ML-ESSENTIALS

Date 2020
Machine Learning Essentials 17 to 19 February 2020 / Print Media Academy Heidelberg

Deep-Dive-Trainings for Machine Learning and AI. Hardly any area of IT can keep up with the technical progress and economic growth of machine learning. To keep developers and data scientists up to date, ML Essentials offers deep dive training on the most important topics. It is the event for professionals who translate ML and AI into technical reality.

Target group:
- Software developer,
- Software architects,
- data scientists,
- team leaders,
- researchers,
- Innovation Officer

Package rates:

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All rates indicated before VAT.
building IoT is the conference for IT professionals who develop applications and products in the Internet of Things. Participants will receive an up-to-date overview of the essential aspects of IoT development and the constantly growing technical ecosystem with its opportunities and risks. Finally, building IoT offers you an excellent opportunity to exchange ideas with developers who are working on the same topics as you.

Target group:
Software developers, software architects, project managers, IT directors and IT consultants

Package rates:

- Platinum package: € 9,000
- Gold package: € 6,000
- Silver package: € 4,000
- Bronze package: € 2,000

All rates indicated before VAT.
The JavaLand differs significantly from other Java conferences. This is because the event sees itself as „the event of the Java community for the Java community“. The idea behind this is that Java developers can actively shape the Java country. JavaLand also takes unusual paths through its venue. On the two main conference days of the amusement park Phantasialand is exclusively open for the Java community in the areas used.

Target group:
Java enthusiasts, developers, architects, strategists, administrators and project managers

Package rates:

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<tr>
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<td>Regular:</td>
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<td>Premium:</td>
<td>from € 4,450 / from € 8,390</td>
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All rates indicated before VAT.
enterPY

Date 2020
25 to 26 May 2020 / Rosengarten Mannheim

The new enterPy conference is aimed at experts who are using Python productively in companies or intend to do so because they want to exploit the programming language’s potential in important subject areas such as data analysis, machine learning, web programming or even in the DevOps environment.

At enterPy you will meet experts who drive the tools and techniques around Python. In their lectures and workshops, they convey both basic knowledge and in-depth information on practical implementation in the most important fields of application for Python - including helpful instructions and tips for beginners and those switching to Python.

Target group:
Phyton developers, software developers and architects, team and project managers

Package rates:

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<td>Bronze package</td>
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All rates indicated before VAT.
The Minds Mastering Machines (M3) is the conference for professionals who turn ML and AI into technical reality. Here they learn what is already feasible today and what may be possible tomorrow. You will meet like-minded people, learn about concepts, tools and use cases and discuss opportunities, limits and risks. After two successful conferences in Cologne and Mannheim, the M3 at the Congress Center Rosengarten is entering its third round.

**Target group:**
Software developers, software architects, data scientists, team leaders, researchers and innovation officers

**Package rates:**
- **Platinum package:** €11,000
- **Gold package:** €7,000
- **Silver package:** €5,000
- **Bronze package:** €2,000

All rates indicated before VAT.
INDUSTRIAL IoT CONFERENCE

Date 2020
16 June 2020 / Fair Munich

The automatica IIoT Conference is aimed at a technical audience and combines classic automatica topics with IT-related presentations. The focus is on the industrial Internet of Things, but the conference is also dedicated to other areas where software and industry meet.

Target group:
Software developer, software architects, Project manager, IT manager, IT Consultant

Package rates:

- Gold package: € 3,500
- Silver package: € 2,500
- Bronze package: € 1,500

All rates indicated before VAT.
DevOps ESSENTIALS

Date 2020
16 to 18 June 2020 / Darmstadtium Darmstadt

Many companies are already restructuring their software development process. The DevOps Essentials show how it’s done: be it the corporate culture itself, an overview of microservices architectures and the cloud-native ecosystem, or be it basic and advanced courses on dockers, cubernets and security aspects of modern software.

The DevOps Essentials offer deep dive training for three of the most important concepts of modern software development: continuous delivery, DevOps and container techniques. They provide an in-depth insight and give a practical foundation on which the participants can build in the coming years.

Target group:
Software developers,
software architects,
Container specialists,
Devops, Project Manager

Package rates:

Gold package: € 3,500
Silver package: € 2,500

All rates indicated before VAT.
enterJS

Date 2020
24 to 25 June 2020 / Darmstadtium Darmstadt

The enterJS is the long-established conference for the business use of important JavaScript techniques such as Node.js, Angular, React and Vue.js. It is designed for web developers, administrators, team or project managers and technology decision makers. The conference addresses the resulting company-wide challenges and opens the door to a JavaScript-based enterprise world.

Target group:
Frontend developers and designers, application managers, team and project managers, and technology managers

Package rates:

- Gold package: € 7,000
- Silver package: € 5,000
- Bronze package: € 3,000

All rates indicated before VAT.
The easiest way to more efficient software development is a growing store of knowledge. This is exactly why the Herbstcampus offers a comprehensive program as a conference for software developers and architects as well as project managers from the areas of Java and .NET. This not only gives participants an overview of current developments, but also gives them detailed knowledge. In addition, the autumn campus offers plenty of space for exchanging experiences and making contacts.

Target group:
Software architects, software developers, project managers and IT strategists

Package rates:

- Gold package: €5,000
- Silver package: €3,000
- Bronze package: €1,300

All rates indicated before VAT.
At the new BetterCode Conference, we present the experts of the German-speaking developer scene to participants on all important contemporary topics of the software guild. International stars of the community will also give inspiring keynote speeches on groundbreaking new topics. Visitors to the event will not only be able to look beyond the horizon, but will also gain practical knowledge for everyday life. This will be ensured by an extensive workshop programme and special theme days on 29 September and 2 October, as well as the approximately 100 presentations at the three-day main conference.

We make developers be better! At the BetterCode Conference.

Package rates:

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<td>Bronze</td>
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All rates indicated before VAT.
DATA2DAY

Date 2020
20 to 21 Oktober 2020 / Print Media Academy Heidelberg

data2day, which has been held annually since 2014, deals with large amounts of data from which business-relevant information can be drawn. In lectures and workshops, the focus will be on the technical implementation of projects in the areas of Big Data, Data Science, Enterprise Search, Security, etc. The conference is aimed at companies from a wide range of industries that want to collect, process or analyze any amount and type of internal and external data and make it available for their business. The data2day shows how the associated challenges can be mastered.

Target group:
Software developers, software architects, data scientists and data analysts, data warehouse and business intelligence specialists, data architects, data strategists, administrators, data protection officers and security officers

Package rates:

- Gold package: € 6,000
- Silver package: € 4,000
- Bronze package: € 2,000

All rates indicated before VAT.
HEISE DEVSEC

Date 2020
22 to 23 Oktober 2020 / Print Media Academy Heidelberg

Secure software starts with the first line code,”...”. Developers face a tough challenge when writing secure programs. On the one hand, they must maintain an overview of their own code and test it thoroughly, in order to prevent any form of vulnerability. On the other hand, they have to anticipate external sources of error, such as insecure connections or compromised external modules. The conference on secure software and web development conveys best practices for secure code and highlights current security threats. heise devSec serves as a hub for security experts, developers and architects who have the topic of security in focus.

Target group:
Software developers, software architects, team and project managers, security officers, quality officers, security experts and penetration testers

devSec topics

- Weak points and attack scenarios
- Code smells and test procedures
- Securing applications on the web, in the cloud or on the Internet of things
- Penetration testing and security testing
- Cryptography
- IT security legislation and security monitoring
- Forensic Science

Package rates:

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All rates indicated before VAT.
CONTINUOUS LIFECYCLE

Date 2020
04 to 05 November 2020 / Rosengarten Mannheim
(parallel to Container Conf)

DevOps and continuous delivery are concepts that have now caught on in practice – not only for web and cloud companies, but also in enterprises that produce conventional business or embedded applications. Moreover, keywords like containerisation with Docker etc., as well as DevOpsBiz represent new trends that occupy experts in software development and operations. The event holistically addresses the concepts, processes and tools behind continuous delivery, DevOps and more, while also providing practical insights.

Target group:
Software developers, software architects, DevOps enthusiasts and practitioners, project managers and IT strategists

Package rates:

- Platinum package: €12,000
- Gold package: €8,000
- Silver package: €5,500
- Bronze package: €2,500

All rates indicated before VAT.
CONTAINERCONF

Date 2020
04 to 05 November 2020 / Rosengarten Mannheim
(parallel to Container Conf)

Participants 2019: 600

Target group:
Software developers, software architects, administrators, project managers, container specialists and practitioners

ContainerConf provides an overview of the most important methods and tools in the field of containerisation. Using project examples from various industry sectors, reports show when and how Docker, Kubernetes and other systems can suitably be used and where to watch out for limitations and pitfalls. The conference combines top-class lectures with fascinating workshops and an accompanying exhibition.

Package rates:

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<td>Platinum package</td>
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<td>Bronze package</td>
<td>€2,500</td>
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All rates indicated before VAT.
The heise MacDev is the developer conference of Mac & i. It deals with all aspects of software development for Apple devices, i.e. Mac, iPhone, iPad, but also Apple Watch and Apple TV. The lectures will not only cover many of Apple’s frameworks in detail, but also aspects such as GUI design or cross-platform programming. Participants of the heise MacDev will receive concrete assistance in the use of tools, techniques and methods. Valuable practical tips, an outlook on promising developments and the discussion of new application scenarios round off the conference programme.

Target group:
Software developers, software architects, IT project managers, CTOs, CIOs, GUI designers

Package rates:

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<td>Platinum package</td>
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<td>Gold package</td>
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<td>Silber package</td>
<td>€ 1,500</td>
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All rates indicated before VAT.
EXECUTIVE DIALOGUE

Date 2020
To be agreed with the sponsor

The Executive Dialogue is a political roundtable with a selected group of interested representatives of business, associations, politics and other areas. Together with top experts from politics, ministries and business, current issues are discussed relating to digitalisation and legislation. A social lunch or dinner round off the dialogue and provide the perfect setting for sharing knowledge and experience. Participation in the Executive Dialogue is free for participants. The exclusive event is limited to a maximum of 15–20 participants.

Duration approx. 2-3 hours.

Target group:
Business
Senior management / management end-user industries (C-level industry, CIO, CEO, CDO, etc.)
Politics
Representatives and department heads

Package rates:

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<tr>
<th>Service</th>
<th>Price</th>
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<tr>
<td>Exclusive Presentation sponsoring</td>
<td>€10,000</td>
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All rates indicated before VAT.
The 5th VOICE DECISION-MAKING FORUM is an interactive format for CIO’s, IT business, science, start-ups and politics, as well as for public administration. With about 150 participants it has established itself on the market. This event offers you the opportunity to get in direct contact with CIOs from corporations, the public sector or medium-sized companies for two days. If you would like to contribute your entrepreneurial expertise, there are several ways to do so. The options and prices are listed below. Please contact us for further details.

Package rates:

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<th>Event</th>
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<tr>
<td>Keynote + Panel discussion</td>
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<td>Workshop Advisory Board</td>
<td>€ 15,000</td>
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<td>Keynote lecture</td>
<td>€ 10,000</td>
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<td>High Performance Award</td>
<td>€ 5,000</td>
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All rates indicated before VAT.
HEISE SMART HOME SUMMIT

Date 2020
20 to 21 November 2020 / Hanover

In the context of an exhibition, lectures and workshops, Heise Medien is already organizing the third event on the subject of the intelligent home. The „smart home“ (c’t) and „HomeKit konkret“ (Mac & i) become the Heise Smart Home Summit: The two trade magazines combine their expertise for an even more successful format. The core areas of energy, security and entertainment will include voice-controlled assistance systems, alarm systems, and controls for blinds, surveillance, lighting and heating. Visitors will be able to find out about solutions that they can order from their electrician as well as smart gadgets that anyone can install themselves. Selected suppliers present their equipment and are available to answer questions. Editors of the trade magazines will also be on site.

The event is aimed at technology enthusiasts in the Windows, Android and Apple environment, whether on a professional or private level, and will take place on 20 and 21 November 2020 at the Heise Group’s headquarters in Hanover.

Target group:
Building owners, entrepreneurs and managers from the trades, architects, planners, construction managers, early adopters, IT technology enthusiasts, SmartHome enthusiasts; HomeKit users, manufacturers, dealers, service providers, integrators, architects, distributors, marketing experts, developers, multipliers

Package rates:

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All rates indicated before VAT.
TR 35 – INNOVATORS UNDER 35

Date 2020
September 2020 / Berlin

Technology Review presents the leading innovators under 35, including the 'Innovator of the Year' and the 'Social Innovator of the Year'. Find out today what will shape our lives tomorrow. You can expect a fascinating afternoon with an extensive programme and networking, as well as the opportunity to get to know innovators in person.

Sponsors can support the competition nationally or internationally and become part of the network.

Target group:
Managing directors / executives from industry and the IT sector, directors of R&D departments, strategy and innovation managers, investors, scientists, students and graduates

Rates for exhibitors:
on request
STORAGE2DAY CONFERENCE

Date 2020
23 to 24 September 2020 / Heidelberg

Storage2day Conference is the new iX conference for data storage technologies and data management. The event combines an exhibition of current storage products with a specialist conference. It centres around practical solutions that companies can use to efficiently store, organise and prepare ever greater volumes of data. The Storage2day Conference brings together providers and experts with specialist users from companies.

Target group:
System administrators, data centre managers, hardware purchasers, security managers, CIOs and CTOs

Package rates:
Gold package: € 6,000
Silver package: € 4,000
Bronze package: € 2,000

All rates indicated before VAT.
MAKER FAIRE

Number of visitors: approx. 90,000 in total
Number of exhibitors: 80-200 both at each location

Dates 2020
Organized by Maker Media
18 to 19 April 2020 / Berlin
12 to 13 September 2020 / Hanover

Licensed by Maker Media
28 to 29 March 2020 / Dortmund
28 to 29 March 2020 / Chemnitz
16 to 17 May 2020 / Vienna
28 to 29 November / Klagenfurt

The Maker Faire is the festival for inspiration, creativity and innovation. Sponsors can present themselves in an innovative and future-oriented setting at the Maker Faire, recruit new staff, offer their products and services to makers, other companies or tech-savvy visitors, as well as conduct organised hackathons, competitions and product tests.

Target group:
Makers, hackers, pupils, students, teachers, creatives, DIY and technology fans, families, engineers, developers, programmers, computer scientists and tradespeople

Rates for sponsors:
from € 1,900

All rates indicated before VAT.
IT JOB SUMMIT 2020 BY HEISE

Dates 2020
25 to 26 September 2020 / Areal Böhler Dusseldorf
23 to 24 October 2020 / MVG-Museum Munich

Following the great success of the first ITJob Summit in Munich in 2019, we will include a second summit in our planning for 2020. The first major IT careers fair will be held in the NRW conurbation (Düsseldorf), the second again in Bavaria (Munich). Both events follow an identical concept and address the same target groups. Exhibitors are companies from various industries who are looking for personnel support in the IT sector. The fairs are visited by job seekers with a focus on IT/Digital. Over two half days, the companies present themselves primarily at their stands and offer vacant positions, training and further education places and part-time study courses. Lectures on the subject of working in IT, digitalisation, individual career paths or company portraits round off the trade fair presentation.

Target group:
ITC job seekers, IT-Professionals, Specialists and managers, junior IT staff, students

Package rates:

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<td>Basic package (6m²)</td>
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<td>Plus package (12m²)</td>
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<td>Lecture slots</td>
<td>600</td>
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Combined discount when booking both summits: 15 %

All rates indicated before VAT.
IT JOBDAY

Date 2020
04 March 2020 / Hanover
19 March 2020 / Dusseldorf
02 April 2020 / Leipzig
23 April 2020 / Nuremberg
27 May 2020 / Munich
16 June 2020 / Frankfurt
10 September 2020 / Cologne
23 September 2020 / Karlsruhe
30 September 2020 / Hanover
28 October 2020 / Stuttgart
05 November 2020 / Berlin
18 November 2020 / Frankfurt

heise jobs, the job exchange of Germany’s leading IT news website heise online, and Jobware, the job market for specialists and executives, have been organizing the IT Job Days very successfully for five years now. Numerous attractive employers will be presenting their current job offers, training and further education positions as well as part-time study courses from the ITC segment. In a direct interview you can inform the applicants, get to know them and exchange ideas with them.

Rates for exhibitors
- All cities except Hanover: € 3,600
- Hanover: € 3,100
- Lecture: € 500

All rates indicated before VAT.

Target group:
Graduates, students, young professionals, specialists and managers

Experience:
- A small and fine event in agreement with the sponsor
- Exclusive lectures by editors of the renowned computer magazine c’t
- Exclusive presentations from you as an exhibitor
- A venue with optimal infrastructure

Participants 2019: 150
MINT-JOBDAY

Dates 2020
12 March 2020 / Munich
26 May 2020 / Stuttgart
17 November 2020 / Munich

All rates indicated before VAT.

Rates for exhibitors:
€ 2,990 - € 3,990

Target group:
Graduates, students, young professionals, specialists and managers from the MINT sectors

At the MINT Job Days, exhibitors from the MINT (STEM) segment (mathematics, IT, natural sciences and technology) present their current job vacancies, offers for career starters, further training programmes and study courses for specialists and managers with professional experience. Applicants and employers can use this opportunity to enter into direct dialogue with each other. The supporting programme includes inspiring lectures and – for applicants – a standard portfolio check.

Participants 2019: 100-120
WEBINARS

Concept

Current topics of the webinars 2020:
IT-Security, Cloud, Data protection and digital sovereignty

The inexpensive live webinars by the Heise brands c’t, iX, heise Security, heise online and heise Events effectively inform interested participants about current topics such as IT security, the cloud, data protection and digital sovereignty. The independent speakers selected by our editors explain the latest trends and provide strategies, solutions and useful tips for practical implementation. The professionally moderated webinars offer sufficient time to interact with our experts.

If you would like to sponsor a webinar on a certain topic, we offer content presence in the webinar showroom in addition to a branding option! We set up a separate online area in which the partner can feature additional content (further topics, videos and product range, for example) and extensively present their company.

Rates for sponsors:

€ 3,500

All rates indicated before VAT.
SALES AND CONSULTING

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