

cyber security nordic

FOR A BETTER DIGITAL FUTURE

28–29 Oct 2026
Helsinki Expo and Convention Centre

CSN 2026 team

- **Miina Miettinen**, producer
- **Sarita Virta**, sales
- **Anu-Eveliina Mattila**, marketing & communications
- **Siiri Salmela**, marketing co-ordinator
- **Anssi Rajala**, business manager

... And exhibition builders, planners, graphic designers, security workers, IT specialists, AV technicians, janitors, cleaners, waiters, cooks, meeting service staff, and hotel personnel are all ready to create an exceptional event together with you.

Agenda

- Event overview
- Marketing & communications
- Visitor registration
- Emessukeskus
 - Claim your event pass
- EventsPRO
- Restaurant services, meeting rooms and accommodation

EVENT OVERVIEW

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Event overview

What it's all about - Politics, economy, reality and the future of cybersecurity.

- **Opening Hours**

28.10. 9:00 AM – 5:00 PM

29.10. 9:00 AM – 4:00 PM

The public entrances will in general be opened 30 minutes before the opening and closed 30 after the closing of the exhibition.

Cyber Security Nordic is an event where decision-makers around the Nordics and Baltics in cybersecurity meet, network and learn. The event consists of top-notch presentations by leading specialists on the current and topical issues from the perspectives of business economy and public administration.

Connect with buyers. Not just audiences.

Cyber Security Nordic brings together **cybersecurity professionals** from security-critical industries – including decision-makers, influencers, and hands-on experts actively evaluating solutions and partners.



VISITOR PROFILE

A high-value cybersecurity audience

Cyber Security Nordic 2025 attracted **2,600+ registered visitors** from across the Nordic and European cybersecurity ecosystem. The audience consisted of decision-makers, technical experts, and influencers actively seeking solutions, partners, and insights.

Who attends?

Senior professionals and experts, including:

- CIOs, CISOs, CTOs
- Heads of IT, Security, Risk & Compliance
- Cybersecurity and OT/IT Security Managers
- Architects, Engineers & Specialists
- Public-sector authorities and regulators
- Consultants, system integrators and advisors
- Startup founders and technology leaders

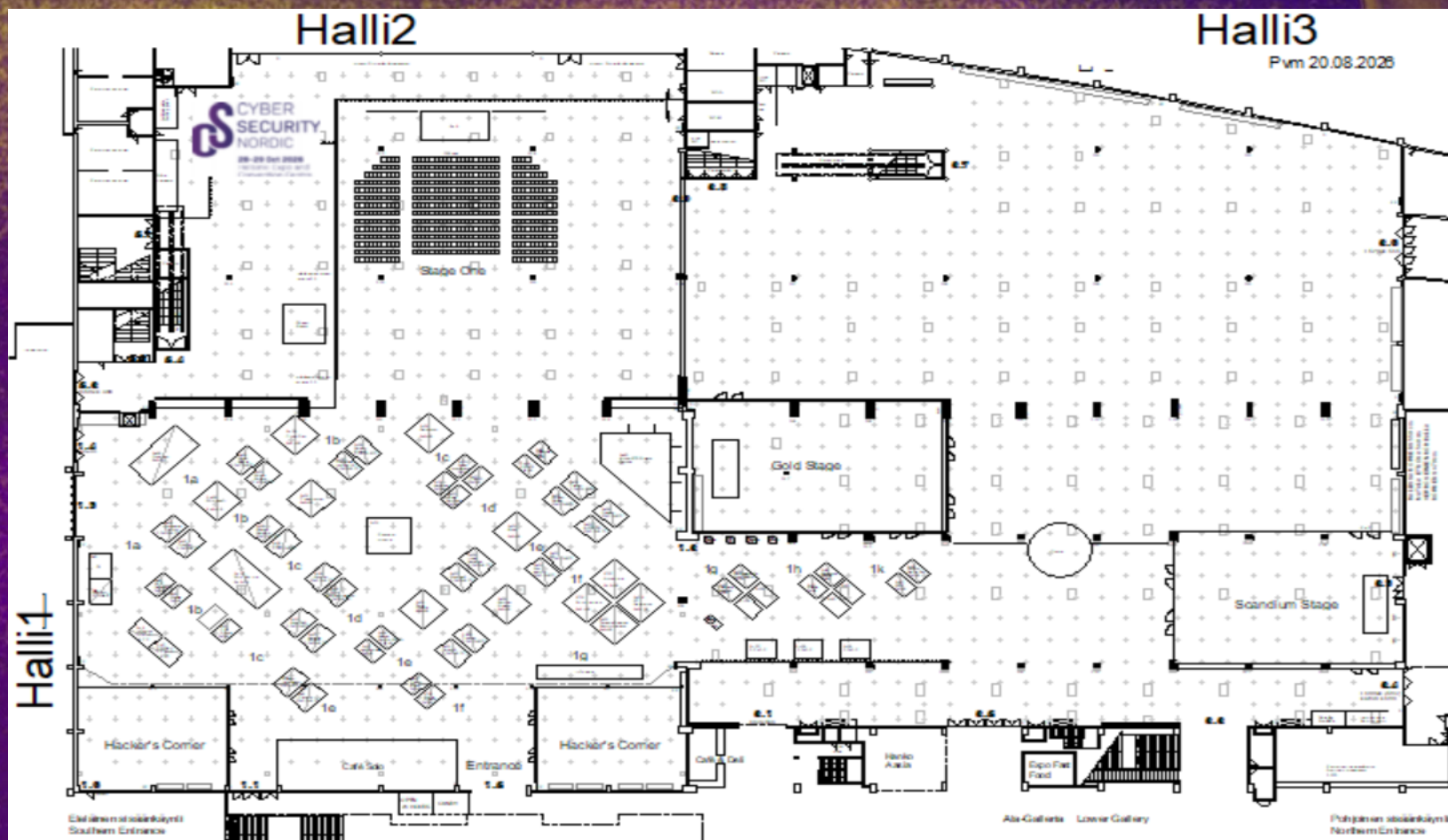
Industry representation

- Visitors came from **security-critical industries**, such as:
- IT & Cybersecurity Services
- Finance, Banking & Insurance
- Manufacturing & Industrial Operations
- Energy & Critical Infrastructure
- Public Sector & Government
- Healthcare & Life Sciences
- Telecom & Digital Services

Floorplan and sales update

- Cyber Security Nordic 2026 is growing: the exhibition will be larger and move to the expo halls.
- Sales are progressing well across partner levels:
 - 13 Strategic partners
 - 30 Gold partners
 - 25 Silver partners
 - 20 Lounge partners
- Some partnerships are still available.

Floor plan halls 1-3



Advertising overview (FI)

- **Tivi** 2x monikanavainen 1/2 5.9. ja 3.10.
- Kauppalehti monikanavainen 1/2-sivu 17.10 ja 27.10.

Alma businessverkosto +
päättäjät 1.9.-29.10

- Kohdennukset: Teknologia-tietoturva, IT-toimiala, businesspäättäjät ja vaikuttajat

Sanoma

- Kohdennettu IT+päättäjät HS digikokosivu 1.10.–7.10. ja 22.–26.10.
- Kohdennettu somenosto CPC 1.–27.10.

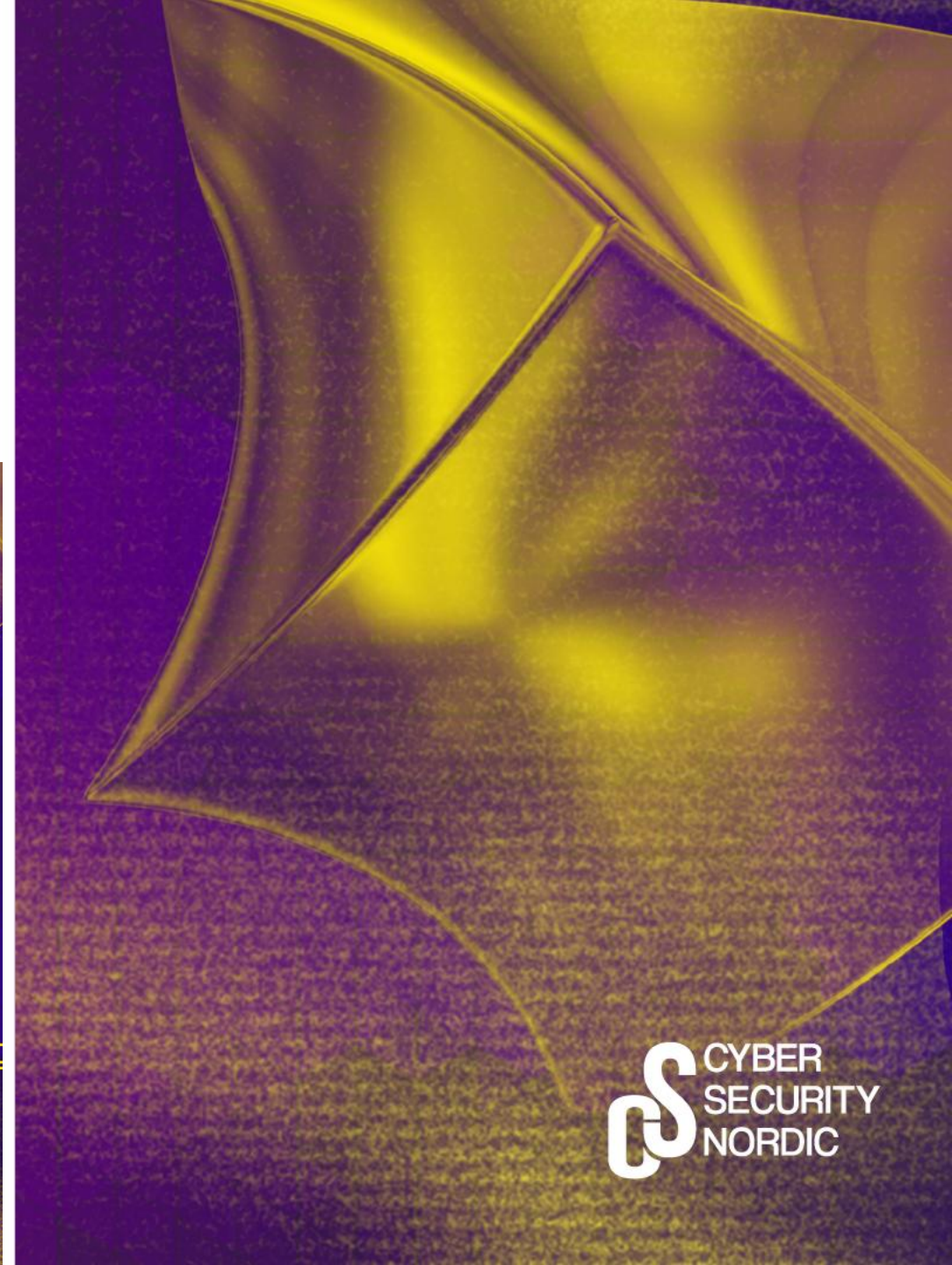
Google-mainonta

Own media: LinkedIn, newsletters

Promote your participation

- **Registration open and ongoing**
- Company invitation codes have been or for new exhibitors will be sent from (cybersecuritynordic@messukeskus.com)
- This is your chance to meet your customers and potentials f2f
 - Use your individual company invitation code 3–4 weeks prior to the event.
- Extend your invitation to customers and stakeholders across Finland and beyond:
 - September:** start inviting your customers and peers
 - October** → reminders
- Inform about your participation on your website and social media channels + #CyberSecurityNordic
- Include the event logo to your communications "Meet us in".
- Ready-made marketing materials: Social media & newsletter materials, logos, banners etc.
- CSN mediabank offers a wide range of banners in different sizes...

Mediabank



Invite and engage

Use your personal invitation code to invite customers, partners and other stakeholders to Cyber Security Nordic. As the event is held in English, we warmly welcome international visitors to Helsinki.

You have received instructions by email on how to share your personal invitation code. Ready-to-use invitation templates are available in the marketing materials.

How it works best

- We encourage you to **start inviting your contacts latest by the end of September** at the latest. Early registrations allow attendees to access networking opportunities sooner, book meetings through the EventsPRO app, and benefit from programme recommendations and updates before the event.
- You have received instructions by email on how to share your personal invitation code. Ready-to-use invitation templates are available in the marketing materials.

Three Ways to Access the Event

There are three ways in which visitor can register to the event:

1. Free-of-charge (open)
2. **With a partner registration code (invitation)**
3. Buying a ticket (anonymous)

These three ways to attend the event differ in the level of privacy they offer.

More info:

<https://cybersecuritynordic.messukeskus.com/registration/>

Selected event requires code

Cyber Security Nordic 2026

CONTINUE



Communication

- Linkedin – the main social channel for Cyber Security Nordic
- Cyber Security Nordic newsroom, all press releases and press accreditation
- You can publish your press release on eMessukeskus, it will be visible in the Messukeskus newsroom.
- Invite your cyber-journalist contacts to accreditation - > to get their PRESS badge.
- **Photos** and **banners** available in the event mediabank.

Let's make this the most successful CSN yet together!

Joint social media activation

Post “Meet us” or similar publications on your own social media channels / newsletter / websites on

**15th Sep and
14th Oct**

Social wall increases your visibility, always use
#cybersecuritynordic

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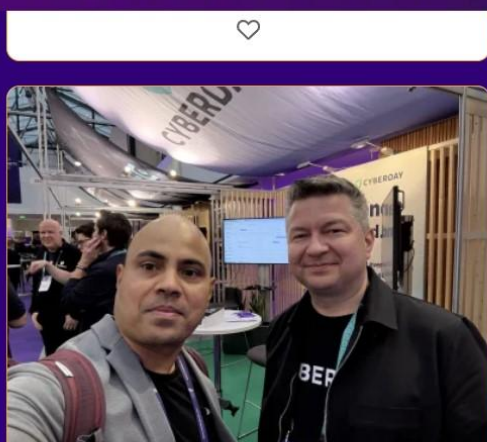


We had a blast presenting our services at Cyber Security Nordic! Eager codebreakers took on our challenge and walked away with a solid share of our consultant-designed ReverseSec t-shirts.

Antti Laatikainen... more



ReverseSec
3 days ago

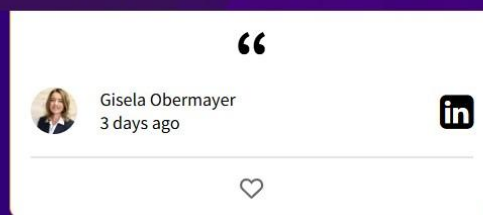


Cyber Security Nordic 2025 — what an incredible experience!

Attending the event at Messukeskus, Helsinki (4–5 November) was truly inspiring. Two days filled with thought-provoking discussions, innovative... more



Mohiuddin Faisal
4 days ago



Gisela Obermayer
3 days ago



Thank You for an Amazing Cyber Security Nordic 2025!

Cyber Security Nordic 2025 brought together a record of over 2,600 visitors and 75 exhibitors at Helsinki Expo and Convention Centre. We are deeply grateful to... more



Sarita Virta
4 days ago



Miltä näyttää kyberturvallisuuden tulevaisuus? 🤖

Kyberturvaa Satakunnan teollisuuteen (Kytee)-hanketiimmemme ja laboratorioinsinöörimme osallistuivat tällä viikolla kahteen huipputapahtumaan Helsingissä:

... more

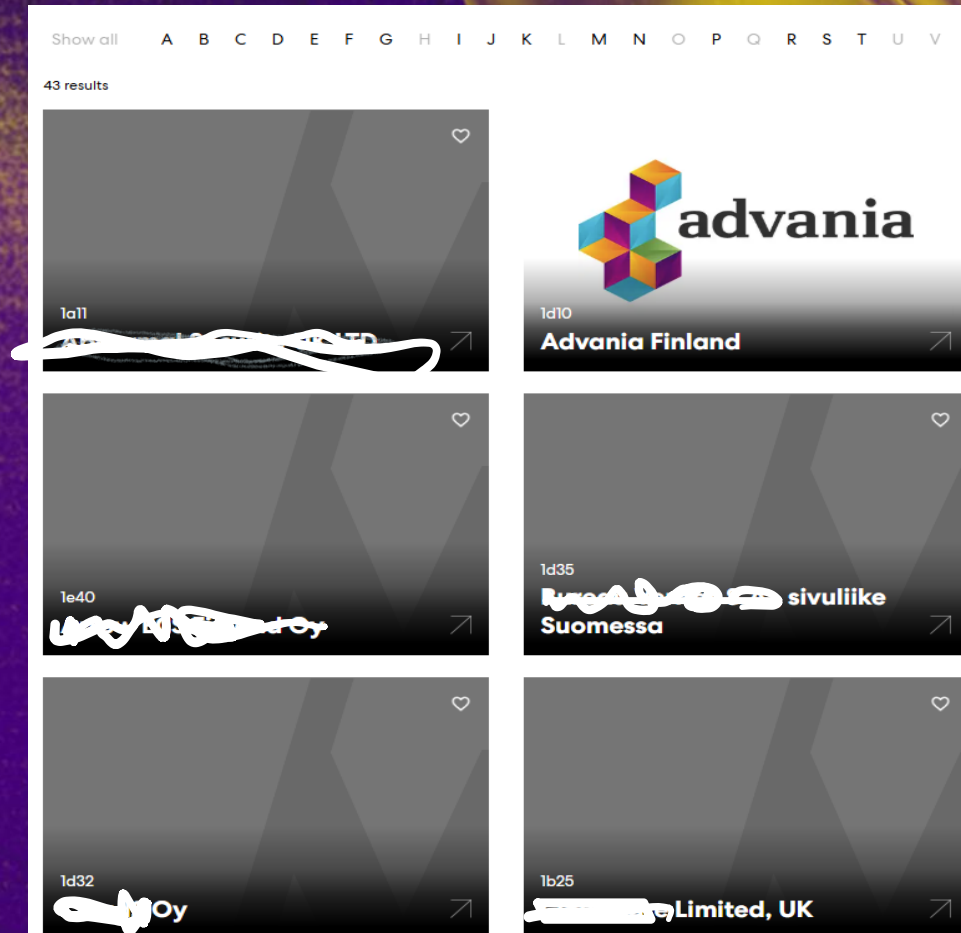
Instagram User
3 days ago



Exhibitor list will be published along with the registration on 27 May – Update your profile

- Add at least your logo in your profile, otherwise the visitors will see a "dark window" with your company name ... 🙄
- Company presentation
- Products including the most important keywords!
- Link to your home page
- Your speaker bio or promotion

Pls. Note if you leave your speaker info too late for us, you minimise the possibility for speaker's promotion on CSN marketing and communications.



Programme sneak peak, Stage One

Ron Deibert, Founder and Director, Citizen Lab, University of Toronto

Dr. Susann Lüdtke, CEO & Founder, L.I.A. – Lüdtke Intelligence & Analytics

Holger Haljand, CEO Telia Finland Oyj

Ismo Paananen, CEO, co-founder, Cyberday

Paolo Palumbo, Vice President , Strategic Threat Intelligence & Research, WithSecure



Stand construction

- 27.10. 2026 at 16.00-21.00

Stand dismantling

- 29.10.2025 at 16–19

Submit your stand materials or logo

- Send your stand materials at graphics@messukeskus.com on **28 September 2026 at the latest.**

Exhibitors Guide:

- [Exhibitor's Guide - Cyber Security Nordic](#)

Note: NEW LOCATION. Halls 1, 2 & 3 at Expo Halls

For Important other guidelines and deadline please visit
<https://cybersecuritynordic.messukeskus.com/exhibitors-guide/>

Use eMessukeskus, an online platform for managing your customer accounts.

Exhibitors' Wireless Network

- Messukeskus offers a password-protected wireless network exclusively for our exhibitors. The network can be found in your Internet settings under the name “Exhibitors”
- Password can be found on eMessukeskus.

Directory scammers

- Companies offer paid visibility to many of our exhibitors in foreign exhibitor directories and often include a pre-filled directory information form. The International Association of Exhibition Organizers, UFI, has taken countermeasures, aiming to prevent the activities of these companies through legal means and warns its member companies about directory scammers. Exhibition organizers in many countries (including Messukeskus) have published guidelines on their websites for those who have fallen victim to unfounded billing.
- **Messukeskus has no association with this, or any other, company and directory, and we are not aware of any benefits or visibility that this particular directory could bring to the company. The best way to ensure the accuracy of a directory is always to verify the information with the exhibition organizer.**

Known scam directories include:

- ExpoGuide, The FAIR Guide, UTP Digital Directories (fairguide.com), (Construct Data Publishers Verlas AG), Euro Business Guide, EU Company Directory, European City Guide, The Millennium Guide, The European Internet Guide, The International Fax Directory or IT&T Fax Directory, Europa-Club & World Travel Register, 1st European City Guide, The Tour and Travel Guide, Verlag Fax Directory, Classified Telefax Pages cdnet.at

WHAT TO DO:

- If you are unsure whether a directory request is related to your exhibition participation in the future, contact your contact person at Messukeskus. If you have already responded to such a scam information request and received an invoice, do not pay the invoice. You can send a message to the sender of the invoice stating that you do not intend to pay it. It is not advisable to react further to these invoices and collection efforts. In practice, foreign scam companies lack the means to collect the amounts they invoice for their unfounded services.

eMessukeskus

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Exhibitor Service Online

Welcome to our Exhibitor Service! Here you can book a stand, order products and services and prepare for an event.

Want to sign in?

Sign in or register and create an account first. By signing-in, you can access your participations.

Email

Password

[→ SIGN IN](#)[CREATE ACCOUNT](#)[Forgot your password?](#)

How to succeed?

To maximise your investment and make the most of your participation, plan your attendance carefully in advance.

[EXHIBITOR GUIDE](#) 

eMessukeskus - Exhibitor Service Online

- 1. Use eMessukeskus, an online platform for managing your customer accounts
- 2. Find useful insights in the Exhibitor Guide

[EXHIBITOR'S GUIDE](#)

- **Need help?** Corporate customers & eMessukeskus

Help Desk

customer.service@messukeskus.com

Exhibitor Registration & Event Pass Pickup

- Before arriving at the event, please complete your **Exhibitor Pass Registration**. Once registered, you can **claim your branded event pass** at the registration desk upon arrival. It's quick and easy—just show your QR code to the scanner.

Registration Desk Opening Times:

- 28th preferred times are **before 8:30 AM** or **after 12:00 PM**.
- 29th No time restrictions—visit the desk at your convenience.

Important: The number of exhibitor passes is limited per participation package. Additional staff must register for the event using the company-specific registration code.

- **Strategic Partner** – 10 passes
- **Gold Partner** – 5 passes
- **Silver Partner** – 3 passes
- **Lounge Partner** – 2 passes

Exhibitor lounge + press room

- During exhibition, the Exhibitors Club offers a relaxation area for exhibitors. Free of charge.
- For exhibitor use only – client meetings are not permitted in this area.

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Streamline Your Event Day with EventsPRO

- **Explore attendee profiles and schedule meetings in advance**
- **Easily scan and collect leads at your stand**
- EventsPRO helps attendees and exhibitors connect efficiently and meaningfully – based on shared interests and goals.
- With EventsPRO, your event day becomes more productive: you can plan your meetings and schedule ahead of time, receive tailored contact suggestions, and view everything in one convenient dashboard.

The application is available both on mobile and desktop.

- Exhibitors can manage their calendars, secure valuable meetings, and collect leads effortlessly. Attendees can discover relevant contacts, start networking before the event, organise their agenda, and receive notifications about key sessions and networking breaks.
- EventsPRO powered by Brella. For help, please contact: support@brella.io
- Download Apple Store & Google Play EventsPRO Messukeskus&Expomark

Questions & Answers

Q: Why can't I see the visitor's email address even though I scanned their QR code?

- A: Joining the event app is entirely optional for attendees, as it is for exhibitors. If an attendee hasn't downloaded the app, the QR code will only display their name. In such cases, it's recommended to manually add the attendee's email address to the app for any necessary follow-up.

Q: Is the application available on desktop as well as mobile?

- A: Yes, the application is also available via browser.

Q: Can I schedule meetings with other exhibitors, or only with attendees?

- A: You can schedule meetings not only with attendees but also with fellow exhibitors.

Q: Can Messukeskus or Brella see what customer data an exhibitor or attendee has entered into the app?

- A: Yes, they can technically access the data. However, using or analysing this information is strictly prohibited. Moreover, neither Messukeskus nor Brella has any interest in reviewing individual user data. Brella's servers are located in Europe, meaning all data remains within the EU. Access to the platform by Messukeskus and Brella is necessary solely for maintenance and support purposes. Only a limited number of administrators have access rights, and these are strictly controlled.

Restaurant services, meeting rooms, Holiday Inn hotel

- Need catering to your stand? Please contact Noho Messukeskus messukeskus@noho.fi
- You can also order food in advance from an online store: [Online shop](#) | [NoHo Partners](#) (value coupons, buffet lunches or coffee/tea)
- Dozens of different meeting rooms of different sizes are available to you.
- 40 convertible meeting rooms equipped with modern technology and WiFi connection
- Request an offer Messukeskus Events & Congresses Sales@messukeskus.com
- Holiday Inn Helsinki – Expo offers its guests a unique set of services in a great location right next to Messukeskus Helsinki, Expo and Convention Centre. Relax, unwind and recover during the event participation days.
- **Book online to access best prices** [Hotel offer for exhibitors - Messukeskus](#)

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