



**2024
UNITED
KINGDOM**



**CYBERSECURITY
DEFENSE
ECOSYSTEM
SUMMIT
(CDES)
DECEMBER 12 2024
LONDON, UK**



cybersecuritydefenseecosystem.com

ABOUT

The Cybersecurity Defense Ecosystem Summit (CDES) was developed exclusively for the cybersecurity channel community to meet to improve their cybersecurity posture with best business practices.

It's about deep learning, social networking and peer-to-peer collaborating.

It's where MSPs, MSSPs and SOC's come to learn, build and scale their business without sales pitches!

It's where vendors come to raise awareness, educate, recruit new partners and build stronger relationships.

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We have been doing channel events for over 20 years across several countries. CDES is a division of TechnoPlanet, a company that has been in the business of developing channel business for over 30 years.



We are excited to bring our latest Cybersecurity Defense Ecosystem Summit experience to the United Kingdom. This is not just another cybersecurity event. It's the meeting points for the community tasked with reducing cybercrime 365 days a year! It is part of the Cybersecurity Defense Ecosystem.

Come meet the experts and explore the solutions that can make a difference!

Sincerely,
Gerlinda Ringe
Global Events Director



BUILDING THE NEXT GENERATION CHANNEL PARTNER ECOSYSTEM FOR CYBERSECURITY

Solving the channel's cybersecurity challenges is complicated.
What was best practice yesterday may not be best today.

The CDE has orchestrated and curated all of the important solutions, tools and content under one ecosystem for the channel to learn and grow business - all guided by some of the best industry experts.

The CDE is constantly evolving to ensure you stay ahead of the curve!

If cybersecurity is your business, you've come to the right place!

Download and review the complete prospectus for vendors and channel members at cybersecuritydefenseecosystem.com

Advisors

The mission is to assist our channel partner members to stay ahead of the cybersecurity curve so that they can better protect themselves and their clients while growing a bigger, better, stronger, and smarter managed services practice.

This mission is guided by a first-class group of diversified advisors who understand the cybersecurity industry and channel. Beyond this group, we have an army of CISOs, MSPs, MSSPs and SOCs to lean on for advice and support.

A Diverse Group of Advisors
as of November 2023

cybersecuritydefenseecosystem.com



Adam Bennett
CEO
Crosshair Cyber



Barb Paluszkiwicz
Author and CEO
CDN Technologies



Debbie Kestin Schildkraut
(she/her/hers)
Founder/President
Kestin Impact Consulting LLC



Desmond Russell
CEO
Partner Elevate



Gavin Garbutt
Chairman
Augmentt



Greg Sherrill
CEO
Channel Rocket



Jay McBain
Principal Analyst
Canalys



Jeff Mesnik
CEO
ContentMX



Joy Belinda Beland
VP, Cyber Education
Summit 7



Juan Fernandez
MSP Growth
Coalition



Julian Lee
Publisher
eChannelNEWS



Kathryn Rose
CEO
GetWise



Mark Porter
CEO
High Wire Networks



Matt Lee
Director of
Security
Pax8



Nim Nadarajah
Managing Partner
CriticalMatrix



Paolo Del Nibletto
Channel Chief
Jolera



Randal Wark
Channel Partner
Alliance



Shane Gibson
Sales Trainer



Sounil Yu
CISO/Author
Cyber Defense
Matrix



Wayne Roye
CEO
Troinet



More to come

Plus our community of MSP/MSSP/SOC members.



CYBERSECURITY DEFENSE ECOSYSTEM FOR THE CHANNEL

Type	Fee	Description
Vendor Guest Pass	£595	Full non-solicitation access to experience the event + Lunch Networking
Bronze	£2,900	Lions' Den (3-minute pitch to audience) + Lunch Networking + Digital Package
Silver	£5,900	Panel Discussion + Lions' Den (3-minute pitch to audience), + Lunch Networking + Digital Package
Gold	£8,900	15 min speaker + Lions' Den (3-minute pitch to audience) + Lunch Networking + Digital Package

CYBERSECURITY DEFENSE ECOSYSTEM

Marie-Claude Rouleau
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AGENDA

Time	Description
12:00 - 1:00	Lunch Networking
1:00 - 1:30	Latest Update/Highlights of CDE
1:30 - 3:30	Keynote/Panel Discussion
3:30 - 4:30	Solutions' Presentations
4:30 to 5:00	Lions' Den / Awards and Prizes
5:00 - 8:00	Reception Networking - Open Bar and Snacks. Britain's 50 Best Managed IT Companies Awards + Britain's Reseller Choice Awards



CDES EVENT SPONSORSHIP DIGITAL BENEFITS

DIGITAL ENHANCEMENT

Sponsors get a ton of exposure beyond the in-person live events! It reaches our community of over 5,000 CDE members + over 90,000 eChannelNEWS.com followers.

LOGO ON CDE SUMMIT EVENT WEBSITE

Sponsors will have a logo on the event website with link to their website to promote their business and products.

VIDEO PREVIEW

Sponsors get to do a video preview to showcase what they will be presenting at the event that's shared everywhere.

POST EVENT NEWS COVERAGE

You get news interviews to recap your message on www.e-channelnews.com and shared everywhere (LinkedIn, Twitter and other social media)

CDE NEWSLETTERS

You get your brand and message promoted in the e-newsletters leading up to the event as well as the post-event wrap up - sent to the entire community.



CDE VENDOR PARTNER ANNUAL BENEFITS

BECOME A CDE PARTNER

Get a full year of promotion to the entire cybersecurity community of over 5,000 members!

SHOWCASE ON EVENT WEBSITE

Our vendor sponsors will have their logo, profile and web links on our CDE website to promote their business and products all year long.

VIDEO PROFILE, PODCASTS AND WEBINARS

You get to refresh your video profile every quarter, participate in podcasts and webinars to constantly drive awareness and prospect the community.

POST EVENT NEWS INTERVIEW

You get several news interviews throughout the year with www.e-channelnews.com to promote your latest message that is shared everywhere.

CDE NEWSLETTER

Your message showcased on several CDE newsletter that's sent to our entire community.

CDE SUMMIT LIVE EVENTS

You get to attend all CDE Summits as a Vendor VIP Guest. You also get 25% discount on any exhibitor level.

LEARN MORE: DOWNLOAD THE CDE [VENDOR PROSPECTUS](#)





Cyber Mastermind Peer-Groups

JOIN A CYBER MASTERMIND PEER-GROUP

It WILL transform your business success and possibly your life! It will only take one session for you to believe.

Mastermind peer-groups incorporate brainstorming, education, peer responsibility and support in a small group setting (under 8 people).

It's all about collaboration with your peers and having accountability to get the job done. Discover how leaning on your peer-group for advice and support will positively impact your business.

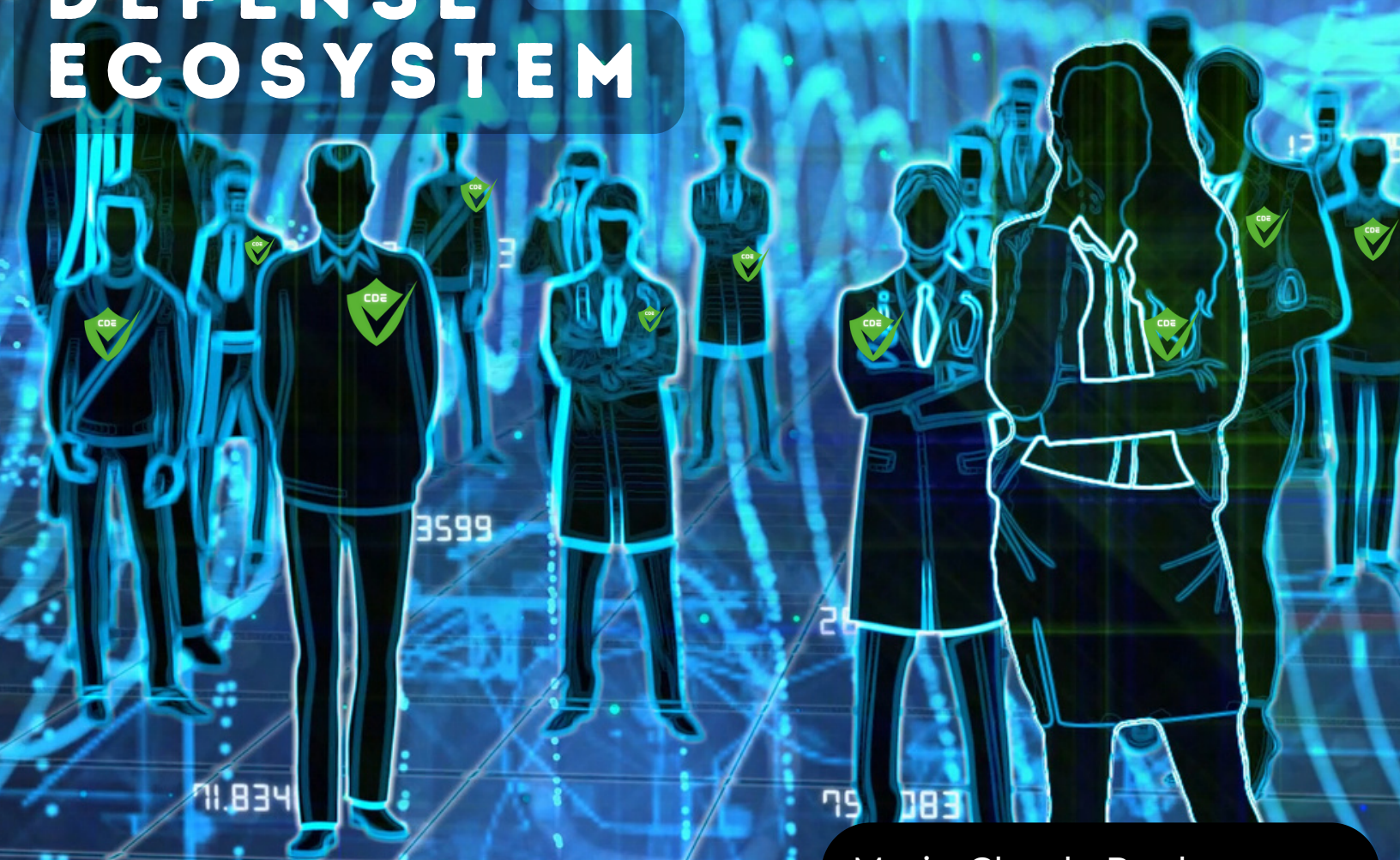
Start by attending an in-person event or signing up for a virtual session to experience a Cyber Mastermind Peer Group. Your first one is on us - It's FREE!

Learn More at www.channelpartneralliance.com

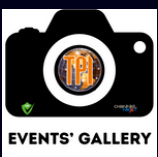


FIGHTING CYBERCRIME?

JOIN THE CYBERSECURITY DEFENSE ECOSYSTEM



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YOU'RE INVITED TO



8TH ANNUAL
BRITAIN'S
CHANNEL
AWARDS
RECEPTION

DEC. 12TH

2024

RECEPTION

5.00 PM - 7.00 PM

DINNER

7.00 PM - 9.00 PM

VENUE

BUTCHER'S HALL

WWW.CHANNELNEXT.CA

WWW.RESELLERCHOICEAWARDS.COM

WWW.BESTMANAGEDITCOMPANIES.COM



Awards Reception



Welcome to the 50 Best Managed IT Companies in the UK and the Reseller Choice Awards.

The goal of these awards, now in their seventh year and originating in North America, is to help channel partners better understand the best business practices. The evaluation assists MSPs in asking the correct questions in order to build a successful business model. Winning this honour if you score in the top 50 comes with its own set of perks, but simply taking the assessment can help an MSP get on the right track. Every year, we receive over 1,000 applications from the United Kingdom.

The Reseller Choice Awards are the only awards decided by channel partners. Their votes are counted, and the businesses with the most votes win. When you get this award, you know that your channel partners have endorsed you. There is no higher honour an organization can receive. Many people use this to get a leg up on their competitors. In fact, simply being named to this list is a great honour. If you see your name on this list, it means your partners are supporting you!

These awards are notable because they bring great value to the channel community on multiple levels. Ask previous recipients to best understand what it means to them. This award cannot be purchased. It must be earned.

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eCN
eChannelNEWS



SPONSORSHIPS

Sponsor: £ 9,900

- Logo appears on all invitations sent via email to all channel partners in the United Kingdom as well LinkedIn posts to vote.
- Special area in the awards reception area with your logo and banner sign to brand, meet and network with everyone.
- Special mention during the awards gala and an opportunity for a short news interview in front of the audience.
- 10 dinner tickets to bring your colleagues or invite channel partners to come dine with you.
- Post event news interview with eChannelNEWS to showcase your award win and sharing on LinkedIn.
- Post event email of your message to all best MSPs, all voters and the entire echannelnews community in the UK.

Exclusivity: £ 29,000 Everything as outlined above but exclusively for your company plus an interview with you in front of the audience plus every MSP gets dinner, complements of you and a chance to address the entire audience during dinner.

Dinner Ticket: £ 199. Come dine with everyone to continue the celebration and social networking (4-course dinner with wine).

Personalized Award: £ 250 each. Every winner receives the standard award for their category. Winners may choose to order a personalised award with their company name after the event. They may also order multiple awards to share with multiple offices or individuals.

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TWO big events in one!

BRITAIN'S CHANNEL AWARDS
CYBERSECURITY DEFENSE ECOSYSTEM SUMMIT