



Protect Your AI-Sensitive

SEPTEMBER 24, 2025

Lumin8 Event Center
& Symbol Budapest

EXECUTIVE SUMMARY

ITBN 25
CONFEXPO
24.09.2025.

Our motto „**Protect Your AI-Sensitive**” goes beyond technological challenges - it's about **how to protect what truly matters**: control over your life, the safety of your loved ones, and your company's data in a world where AI is gaining ever more ground.

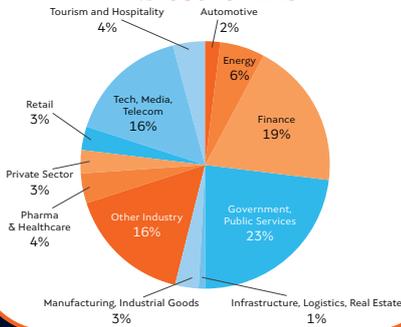
ITBN 2025 - Hungary's largest security event, where key players and the community of cybersecurity and AI professionals shape the future together.

Our event has **soul and essence!**
Discover it with us!

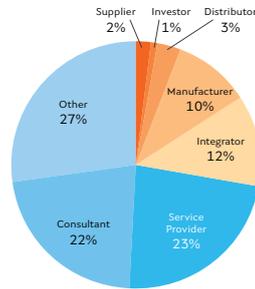


ITBN in numbers

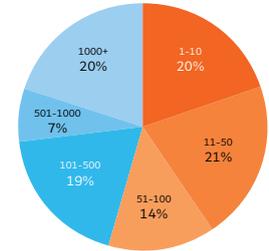
OPERATIONAL AREA AMONG NON-MARKET SERVICE PROVIDERS AND CUSTOMERS



DISTRIBUTION OF PARTICIPANTS BY ROLE



NUMBER OF BUSINESS RELATIONS OF PARTICIPANTS

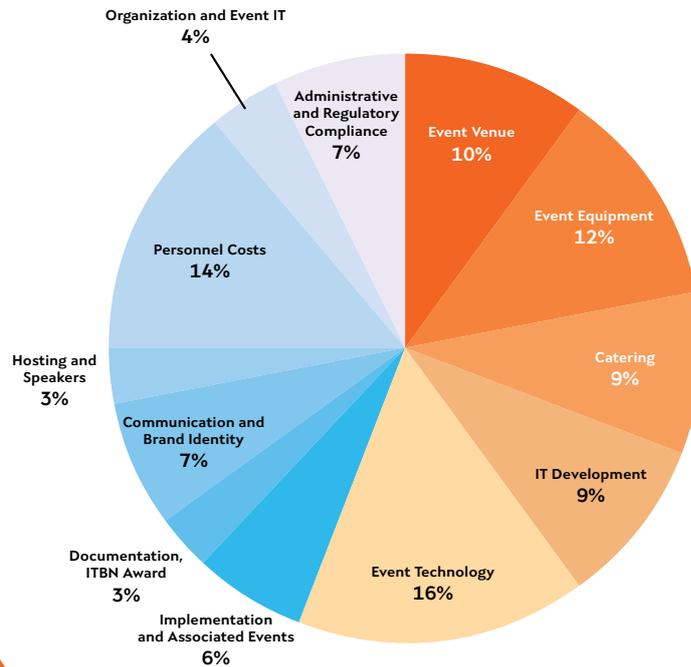


What's the investment on your part?

The average sponsor typically invests between 7500-10000 euros.

We spend what you entrust to us wisely

ITBN'S COST STRUCTURE



On September 24, 2025, maintaining last year's vibrant atmosphere, our event will take place in expanded and more spacious venues - the **Lumin8 Event Center** and **Symbol Budapest**.



DEAR PARTNERS!

When we look at the daily temperature, traffic, or currency exchange rates in the morning, we evaluate. What's too much? What's the fastest? What's truly important? Consciously or not, we manage risks and opportunities. We assign factors and values to everything and adjust our sensitivity to these values.

A familiar sensitivity that we have experience with. However, there is a factor we don't expect. A few years ago, this was the cybercriminal. But now we are facing a new challenge: artificial intelligence. We need to provide new answers to this new challenge, for which, it seems, we lack sensitivity.

We understand inflation, we're used to exchange rate fluctuations, and cybercriminals unfortunately try to deceive us daily. But AI is something different. More than data and tools, yet different from humans. Fast, smart, and slowly working in our place, but what bothers us about it so much? What should we do with it if we want to protect everything we have: work, learning, health, and future?

We must become AI-sensitive. Today, this has no measurement unit like UV radiation or carbon monoxide levels. We have nothing to tie our fears and hopes to, and that's exactly why we need to deal with it. We need to know what we can do when preparing for the risks and opportunities of this new factor. This year's ITBN is about that knowledge.

That's why for 2025, alongside new cybersecurity laws, updating standards, excellent new technologies, and changing security culture, we wrote these words on our flag: **Protect Your AI-Sensitive.**

We connect to artificial intelligence in a unique, human way. This is why ITBN provides space and tools for us to express our sensitivity to AI topics, AI attacks, AI-induced changes, and AI exposure.

This sensitivity isn't some mystical, abstract concept, but rather everyone's own. Yours. Your own AI sensitivity, your family's, loved ones', children's, colleagues' AI involvement, as well as the AI sensitivity and exposure of the systems under your supervision and responsibility. This is the task for the ITBN community.

You must manage AI sensitivity, become more resistant. We live in a world of videos, images, sounds, and emails deceptively similar to human-made ones, where Amazon's security chief attributes the sevenfold increase in cyberattacks against them to AI automation. Here, regulation, theoretical ethics, and sci-fi-worthy thought experiments or religious guidance aren't enough for protection. This is humanity's greatest social, economic, and psychological challenge to date – and probably yours too!

For cybersecurity experts and enthusiasts who have been attending ITBN for more than twenty years, this isn't an entirely new challenge. They've been fighting unknown dangers and adapting to changes for many decades. However, protecting AI sensitivity is their most complex task yet.

We humans consider it truly special about ourselves that we can make sacrifices for the group, that our communities are more effective together than individuals. At ITBN, we can demonstrate the power of collective action by working together to address AI - a phenomenon we've granted independence to, that acts on our behalf, and may surpass our own intelligence. We'll approach this challenge with open minds and constructive attitudes.

Last year's enormous interest showed we're on the right path. This year, ITBN opens its umbrella even wider, welcoming everyone who values any layer of protection, as we face our new shared mission: **Protect Your AI-Sensitive.**

Arthur Keleti
Cyber-secret futurist
Founder of ITBN



If you'd like to experience
the ITBN atmosphere,
you can watch
my **2024 opening speech** here.



TOPICS THIS YEAR

ITBN has been operating in the field of **cybersecurity** for over **21 years**, with **protection** as its guiding principle from the very beginning. Time has proven us right, as these skills are increasingly needed in more and more areas of life. How can we preserve what is human, what is personal, what is connected to us in this constantly changing, rapidly evolving world?

Protect Your AI-Sensitive is the motto for 2025, as we are sensitive to **AI topics, AI attacks, AI-driven changes, and AI exposure**, which is exactly why we must protect those affected from its potential harmful effects. From this perspective, it may be clearer why experts from an increasing number of fields are saying „2025 - The end of normal human history.“ If this is true, what comes next? This mindset shapes ITBN's themes this year.

Topics to be discussed this year in roundtables and interactive conversations:

- **Security process automation**, for real this time!
- What **new methods** are criminals using to **scam money from us** while hiding behind a **website**?
- We'll bring back serious professional topics and present their latest developments. We'll discuss **NIS2**, revisit the **DORA regulation**, and present important parts of the **AI Act**.
- What's better for **our children**: teaching them to use **smart devices** and AI, or restricting and limiting them?
- **Humanoid robots** are gradually living among us. What are the security risks? What jobs will they take from us? How much does their development cost? What **data do they collect about us**, and where does it go? And what will determine whether we'll come to love them?
- **Security risks and developments**.
- How can we build awareness against **increasingly perfect AI-generated videos** to prevent ourselves or our companies from becoming **victims of fraud**?

JOINING US THIS YEAR

Experts honoring us with their presence and knowledge this year:

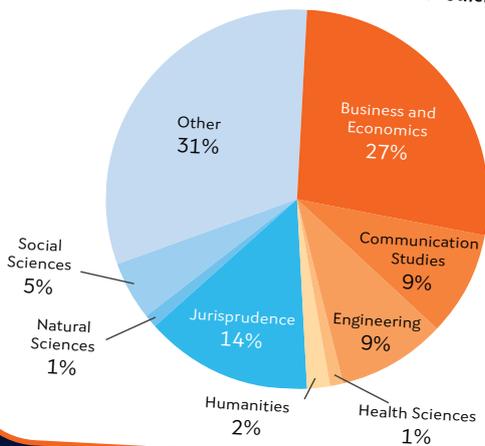
- **József Balatoni**, Hungary's Uncle Jocó, history teacher, career guidance counselor
- **Zoltán Balázs**, Hackersuli founder
- **Dr. Balázs Bencsik**
- **Dr. László Buda**, psychiatrist, psychotherapist
- **Ferenc Frész**, cybersecurity expert
- **Dr. Ádám Guld**, media researcher, associate professor
- **Viktor Halász**, expert at National Investigation Bureau Cybercrime Division
- **András Kánai**, futurist, communication expert
- **Arthur Keleti**, ITBN founder, cyber-secret futurist
- **István Kerek**, Everengine Ltd. AI Business Development, CEO
- **Zsombor Kovács**, Hackersuli founder
- **Kamilló Matek**, ethical hacker, founder of Cylantro community
- **Róbert Nagy**, Generative AI expert
- **Zoltán Pogátsa**, economist
- **Dr. Árpád Rab**, futurist and trend researcher



ITBN IN NUMBERS

DISTRIBUTION OF PARTICIPANTS BY FIELD OF EXPERTISE

75% - Technology and IT, distribution of others



RELATIONSHIP BETWEEN PARTICIPANTS AND AI

It opens doors for us that we have not even dreamed of until now.
Go AI!
67%

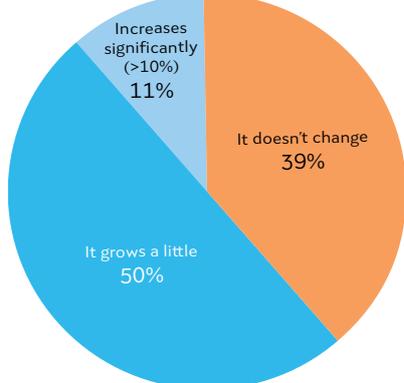
Pandora's box and we don't know what we have unleashed on humanity!
19%

I think I'll wait, even if I risk falling behind..
11%

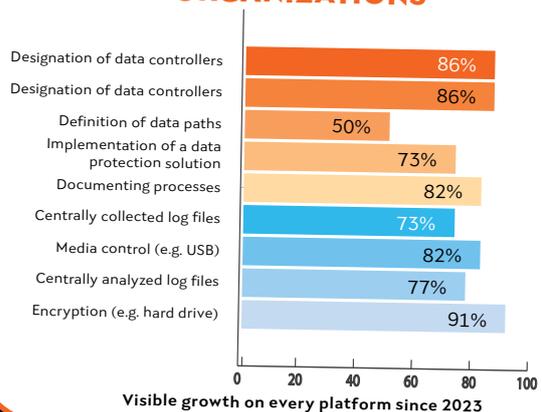
This is happening everywhere now, but it will pass.
4%

IT SECURITY BUDGET TRENDS IN PARTICIPANTS' ORGANIZATIONS

Significantly reduced (>10%) 0% It decreases slightly 0%



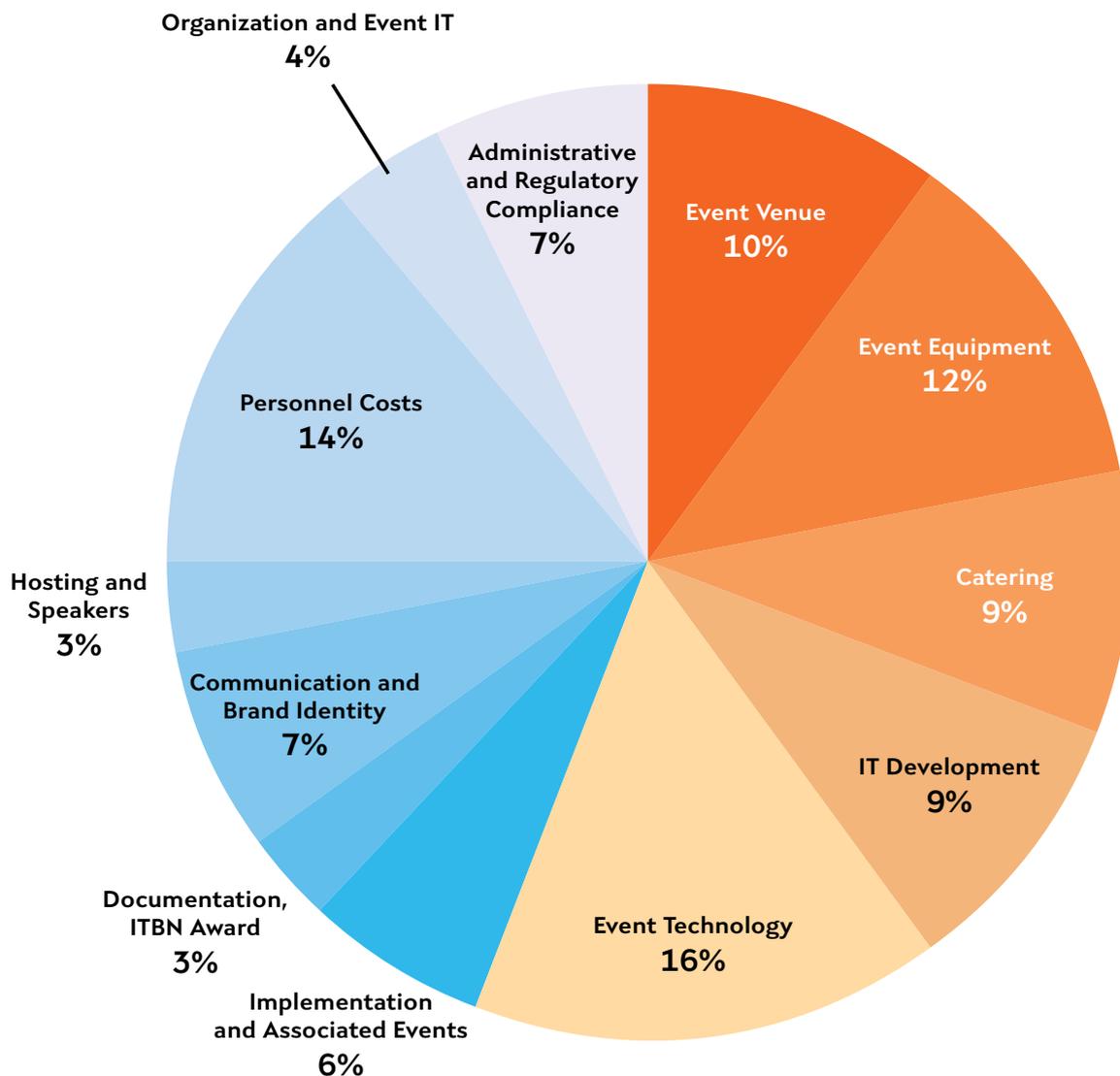
PROPORTION OF MEASURES IMPLEMENTED AT PARTICIPANTS' ORGANIZATIONS



WE SPEND WHAT YOU ENTRUST TO US WISELY.

What does this sponsorship **investment cover** at the event? ITBN has been operating as a **non-profit** organization for 21 years, so we use our revenues entirely to cover event-related expenses each year. Let us show you...

ITBN'S COST STRUCTURE



THIS IS THE MOMENT!



THE DECISION IS YOURS WHETHER TO SEIZE IT!

Get the best connections and be where the future is being shaped!
Will you join us, or just hear about it from others?

New this year - you can choose from pre-packaged sponsorship offers!

The four package offers help you make a decision by **making the opportunities transparent** and **facilitating comparison**. Additionally, it makes selection more efficient by **providing a clear framework** for the level and results of sponsorship, ensuring you choose the package that's best for you.

- CyberLite
- CyberStart
- CyberPro
- CyberMax

You'll find all our presentation formats available again this year!

- **Digital marketing packages** - Don't miss out! We'll handle your unique communication campaign for ITBN!
- **Roundtable discussions and presentations** - With our professional editor, we spend almost a year researching the most qualified contributors for our current topics. Our renowned moderators work from comprehensive scripts based on preliminary interviews. Would you have thought?
- **Interactive debate forums** - We're launching unique closed-door, interactive debate forums in our industry, covering controversial, extraordinary, revolutionary topics (cybersecurity issues, mortality and AI, AI's impact on social relationships) - all without cameras! Come and be part of this, ask your questions, or tell us what to debate!
- **Professional workshops** - Showcase your expertise in crucial protection and security topics!
- **Exhibition stands** - Be creative, utilize innovative technologies, and choose an interactive presentation format for your stand!
- **Sponsorship of functional and representative venues and spaces** - With us, you can purchase interesting and extraordinary spaces for your brand! What would you choose?

Our product portfolio items can be found in our price list and sales app.

Here's how our last year went:

Over one hundred program points across different events (ITBN, Business Fest, AI Summit):

- roundtables and presentations - in outstanding quality
- interactive debates and workshops - with exceptionally high audience engagement
- live prompting on stage - as a unique feature

DIGITAL MARKETING PACKAGES

Maximum visibility even before the event! **Brand building doesn't start on the conference day** - we pay special attention to our partners' pre-event communication to put you in the spotlight before ITBN begins!

What promotional opportunities do we offer?

- **Strong social media presence** – posts across up to 5 channels
- **Newsletter features** – reaching thousands of relevant professional contacts
- **Professional article or interview** – spotlighting your company and message
- **Joint video check-ins** – to put a face to your brand
- **Sponsor video production** – interview with you on the conference day
- **Visibility on ITBN platforms** – available for all our partners



Special opportunity for previous sponsors: 3-minute highlight video of your previous ITBN appearances!

We're open to additional content collaborations! Don't hesitate to contact us and build your brand with us!

The numbers speak for themselves...

In 2024, **within three months** - between July and September - our Facebook ads generated **1.7 million total impressions**. We also maintain a **strong presence** on LinkedIn and are continuously growing on other platforms (YouTube, TikTok, Instagram). Our professional newsletter is **read by thousands** - this targeted audience provides an excellent opportunity for effectively delivering our partners' messages.

ROUNDTABLE DISCUSSIONS

Be part of the audience!

We believe that **dynamic, diverse** topics and pace help messages reach their target. The varying tone and rhythm **maintain attention**, promoting critical thinking and deeper understanding.



Our discussions are guided by **professional moderators**, ensuring each speaker has sufficient time and space to share their thoughts.

Previous years' moderators:

- Péter Berecz
- Gergő Bódy
- Endre Kántor
- Györgyi Szöllősi
- Gábor Beszeda
- Kriszta Bombera
- Anita Köböl
- Alinda Veiszer



PRESENTATIONS



We provide opportunities for **sponsor presentations and keynote appearances** this year as well, but in limited numbers. We bring our speakers to every stage of the event, then **continue the exchange of ideas about protection, personality, and the value of human security in separate sections by room.**

Please register as soon as possible!



INTERACTIVE DEBATE FORUMS

ITBN²⁵
CONFEXPO

An exciting initiative where **participants can freely express their opinions!** The 45-minute interactive debate forums provide an opportunity for everyone - from young people to professional experts - to **contribute to current topics, encouraging cultured dialogue and honest discourse.**



PROFESSIONAL WORKSHOPS

ITBN ²⁵
CONFEXPO

Taking into account previous years' demands, we're **offering opportunities again this year** for professional workshops where experts prepare detailed technical demonstrations. We limit participant numbers to enable **deeper, personalized professional dialogues**.



Let your **creativity soar**
and present your brand
in a **unique, innovative way**



EXHIBITION STANDS

The venue is not just a simple space but offers special opportunities for **creative and innovative stand design**. The **flexible space arrangement** allows your imagination to run wild, and if you'd like, you can build **custom stands** of various sizes that stand out from the crowd.

Here are some ideas for maximizing the opportunities:

Be **creative** with stand layout: You don't need to stick to traditional square or rectangular stands.



Be open to **interactivity**: instead of building a passive stand, attract visitors with interactive games!



Use **innovative technologies**: touchscreen monitors, projections, holograms, VR experiences.



Take advantage of the **venue's benefits** and showcase your **creativity!**

SPONSORSHIP OF FUNCTIONAL VENUES AND SPACES

We offer space for our sponsors on the event's walls, stairs, and numerous other advertising surfaces, providing **premium visibility** from both the **presentation rooms** and **exhibition area**.

Additionally, **sponsorship** opportunities are available **for other functional and representative venues** and spaces:

café, dessert stand,
catering, bar,
lemonade island



stairwell,
elevators



interactive stand



lounge room



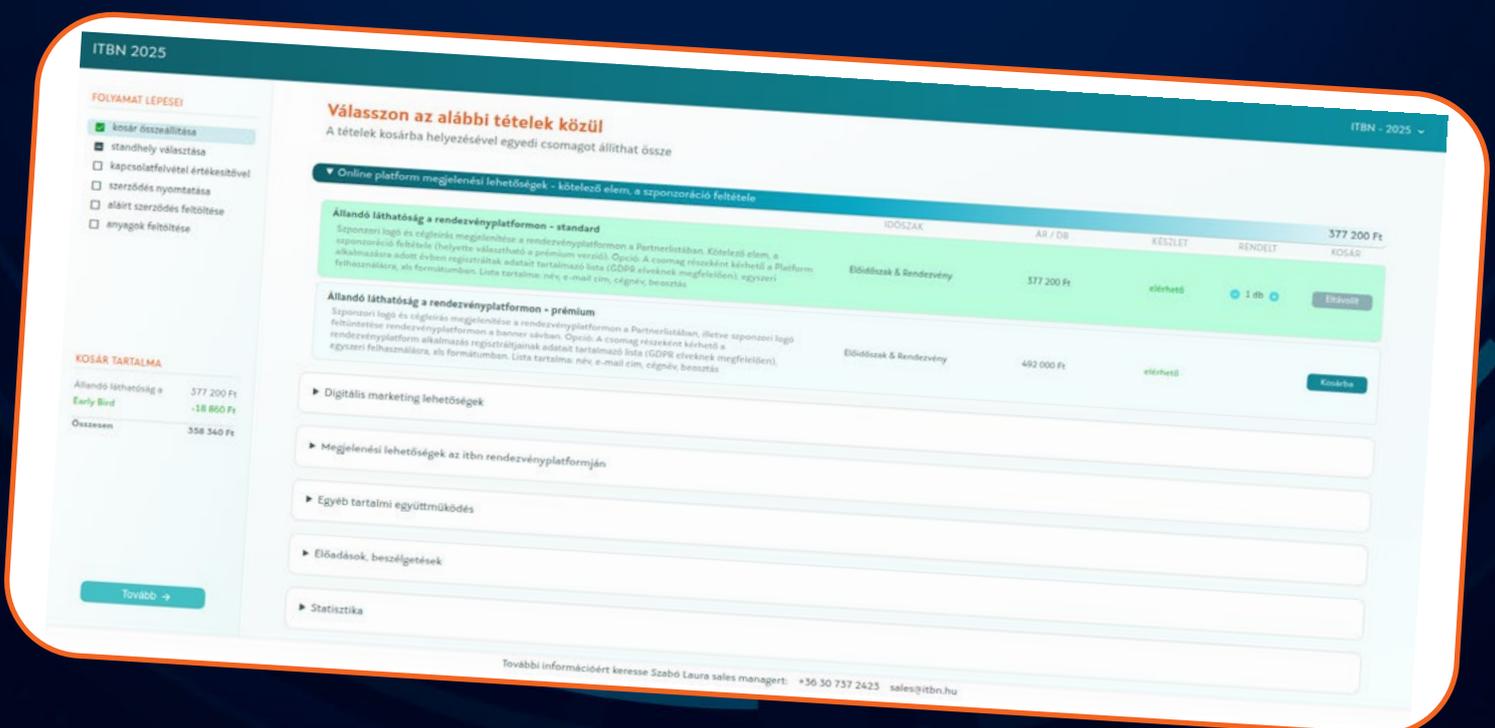
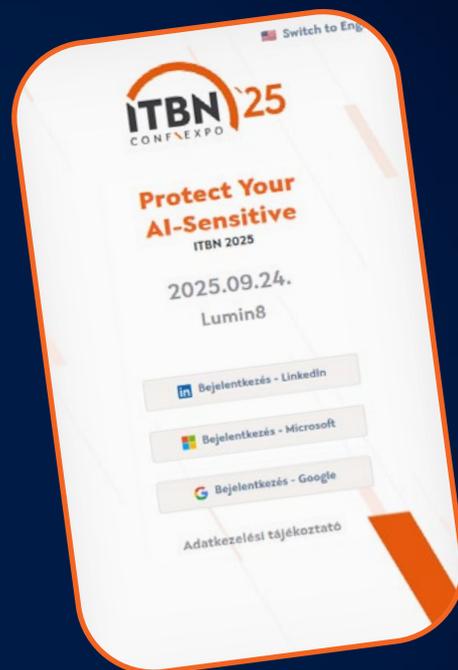
SALES APP



Have you heard about our **unique sales application** developed for our sponsors?

In our Sales App, you can find **our complete product portfolio in clickable format**, making the **proposal preparation** and **contract signing** process simplified.

If you have any questions while using it, feel free to contact our sales colleagues



VIDEO PASS



On our ITBN platform, **sponsor conversations and presentations** will be made **available online** after our event, viewable on our newly opened **VIDEO PASS** interface.



ITBN INCAST

We've expanded ITBN's offerings with a **new style and genre**. This is the „incast”, which offers an alternative presentation opportunity and extends beyond ITBN's framework as a genre indicator applicable to others. **The „incast” focuses on those inner values and their protection** that are important to us, **what is inside and comes from within**. This genre also incorporates the „in medias res” style, meaning we get straight to the point



SPONSORSHIP LEVELS

At ITBN CONF-EXPO, sponsorship levels align with the amount you invest in a specific brand.

Special Sponsor

Minimum investment of € 12 100 + VAT.

To achieve Special Sponsor status, besides the amount invested in **the given brand**, the sponsor must have a signed contract for the ordered content. Early bird and advance payment discounts cannot be deducted from this amount.

The number of Special Sponsors is **limited to 7**, allocated on a first-come, first-served basis according to the order of signed sponsorship contracts.

What do we offer in return?

- The Special Sponsor's logo appears on event platforms (online and other) - distinguished from general sponsors.
- Special Sponsors receive **priority treatment** in event communications, with interview opportunities on event media platforms.
- ITBN CONF-EXPO newsletters will feature dedicated coverage of the Special Sponsor's topic and presentation.
- Extra logo placement on event venue surfaces and official visitor badges.



SPONSORSHIP LEVELS



Premium Sponsor

Minimum investment of € 14 460 + VAT.

To achieve Premium Sponsor status, besides the amount invested in **the specific brand**, the sponsor must have a signed contract for the ordered content. Early bird and advance payment discounts cannot be deducted from this amount.

Premium Sponsor status is available to **only one sponsor**.

Premium Sponsorship includes all Special Sponsor benefits, plus:

- The Premium Sponsor's **logo and status will be prominently displayed** on event platforms, distinctly highlighted from other sponsors.
- Opportunity to provide all event lanyards, meaning every attendee will wear a **lanyard** provided by the Premium Sponsor.
- Opportunity for reception area branding, welcoming guests with the Premium Sponsor's brand identity.
- Opportunity for event hostesses to wear uniforms or scarves provided by the Premium Sponsor.
- **Exclusive interview** for the Premium Sponsor in ITBN CONF-EXPO supported professional media.

The sponsor, professional sponsor, and media sponsor levels have **no minimum spending requirement**, making them flexibly accessible to all interested parties who wish to support our event through professional, media, or general sponsorship.

Find our 2024 sponsor **mood video** here:



RENEWED AND EXPANDED VENUE

ITBN²⁵
CONF-EXPO

ITBN CONF-EXPO returns to **Lumin8 Event Center** and **Symbol Budapest** - now with **better conditions** than ever

What makes **Lumin8 better** than last year?

**50%
larger**

exhibition space
- **more room**, more
comfortable movement,
greater freedom!

**20%
more**

exhibitors even
**broader professional
range** and networking
opportunities.

Larger and faster registration area - smooth entry, less
waiting time

Modernized air handling - more comfortable, fresher
environment for all-day programs.

More presentation rooms for sponsors -
even more diverse professional content

Live video streaming - follow the most exciting presentations
comfortably, avoiding crowds.

Free parking - provided based on preliminary
needs assessment.

ITBN GALA



New venue, new energy this year!

The usual elegance with a little extra twist – bringing together industry heavyweights at **Symbol Budapest!**

What are we offering you?

- Exclusive, private event - just a few minutes' walk from the conference
- Industry elite in one place - personal meeting point for manufacturers, distributors, and partners
- High-level networking - new deals, new clients, new opportunities
- Outstanding culinary experience - premium catering (check our newsletters for details and costs)

If you have a good story or business plan, **this is where you belong!**

Come and strengthen your brand and professional connections at **ITBN's exclusive Gala.**



IMPORTANT INFORMATION

Deadlines

Early bird discount (-5%): contract signing deadline: **May 31, 2025.**

If you choose from our packages, we offer an additional 5% discount until the end of the Early Bird period.

Other deadlines (such as submission of presentation details and materials, stand design plans, etc.) are included in the sponsorship contract.

Questions?

Don't hesitate to contact us!

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Arthur Keleti / Chief Organizer and Founder / arthur.keleti@itbn.hu / +36 70 452 1107



WHO WAS WITH US IN 2024

The organizing team of ITBN CONF-EXPO would like to utter the **words of gratitude** towards all our sponsors and especially the sponsors of last year because **their work and financial support** made possible that representatives of the entire IT Security profession could **come together and support each other in the last 20 years.**

PREMIUM SPONSOR



SPECIAL SPONSORS



SPONSORS



PROFESSIONAL SPONSORS



MEDIA SPONSORS

