

COMMANDING THE FLOOR: ELEVATING CYBERSECURITY PRESENCE THROUGH EXPERIENTIAL TRADESHOW STRATEGY

CASE STUDY

Discover how we helped our client maximize visibility, generate leads, and deliver an unforgettable brand experience at a major cybersecurity event.



OVERVIEW

ARMIS

THE CYBER EXPOSURE MANAGEMENT & SECURITY COMPANY

Armis is redefining cyber exposure management, giving organizations the power to see, secure, and manage every connected asset—whether in the cloud, on-prem, or anywhere in between.

Trusted by Fortune 500 companies and public sector leaders alike, Armis safeguards the connected systems that keep the modern world moving—so organizations can innovate without compromise.



RSAC™ 2025

40,000 ATTENDEES, INCLUDING:
650+ SPEAKERS, 500+ EXHIBITORS & 500+ MEDIA

RSA Conference is a leading global event for cybersecurity professionals, offering a platform for sharing insights, discussing current challenges, and exploring future trends in information security.

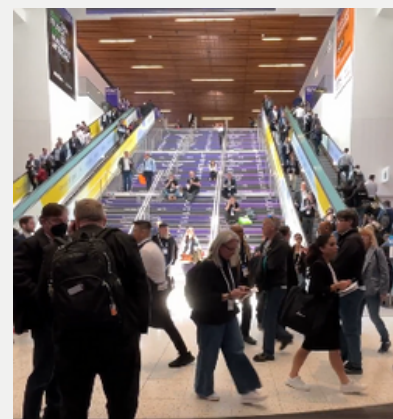
RSAC™ brings together experts, practitioners, and organizations from across the industry to exchange knowledge, build connections, and advance the collective understanding of cybersecurity.

KEY OBJECTIVES

MAXIMIZING PRESENCE & PERFORMANCE

We worked with the Armis team to establish clear goals to maximize presence and performance at RSAC™ 2025—making a strong impact on both new prospects and existing relationships, while reinforcing leadership in cybersecurity through a seamlessly executed, innovative brand experience.

- Establish a strong & visible industry presence
- Generate high-quality sales leads
- Elevate brand perception & awareness
- Support and engage with existing clients
- Facilitate opportunities to close sales
- Schedule and host focused 1:1 meetings



OPPORTUNITIES

Armis set out to create a dynamic, brand-driven experience that balanced live content, product education, and high-volume engagement within a compact footprint—while navigating complex creative and logistical demands.

COORDINATE COMPLEX PRE-SHOW PLANNING & LOGISTICS

From vendor sourcing and shipping to branding and sponsorships, logistics requires full-scope management and tight coordination. With so many moving parts, clear communication is essential to keep everything aligned under one strategic vision.

CREATE A COHESIVE HIGH-IMPACT BOOTH EXPERIENCE

Armis is requiring a tradeshow space that is both practical and bold—built to host demos, presentations, podcasting, and meetings, while telling a clear brand story and showcasing innovation without overwhelming the crowd.

IMPLEMENT INTEGRATED TECHNOLOGY & ENGAGEMENT SOLUTIONS

Armis is looking for more than a booth—needing tools to capture leads, book meetings, and spark real engagement. From software setups to interactive touchpoints and CSR activations, the goal is to drive real impact on the show floor and throughout the conference that generate actionable insights after the conference.

LEAD IMMERSIVE MICRO-EVENTS, HEADLINED BY 'UNPLUGGED' PARTY

Armis is planning a series of high-impact micro-events, with the Unplugged Party as the spotlight experience. These events present an opportunity to create immersive, on-brand moments through interactive activations, live actors, and meaningful guest engagement. We aim to partner with Armis to bring each event to life—managing creative vision, logistics, and every detail needed to deliver seamless, engaging attendee experiences.

MANAGE ONSITE EXECUTION & POST-SHOW WRAP-UP

Flawless execution takes expert oversight—from setup to showtime and beyond. EMC Meetings & Events manages the onsite installation, operations, and staffing, and handles the post-show wrap-up to measure success and guide future program improvements.

RESULTS

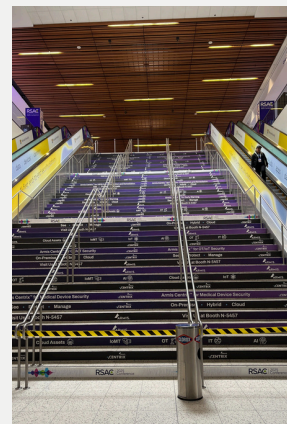
EMC Meetings & Events delivered a suite of comprehensive tradeshow solutions that seamlessly brought the Armis' brand to life at RSAC™ 2025. From concept to closeout, every touchpoint was carefully crafted to drive visibility, engagement, and measurable business outcomes.

END-TO-END PLANNING & COORDINATION FOR A UNIFIED BRAND EXPERIENCE

From the start, EMC Meetings & Events shaped a clear strategy aligned with the client's goals—then shifted into execution mode to bring every detail to life. We managed project planning and logistics across the tradeshow series, handling booth design, vendor sourcing, sponsorships, and events.



Our team oversaw contracts, permitting, branded assets, travel, shipping, and in-booth programming—ensuring a seamless ramp-up to showtime. The keynote stage anchored the brand presence, tying everything together into one cohesive, high-impact experience.



HIGH-ENERGY & HIGH-TECH BOOTH EXPERIENCES POWERED BY INNOVATION, ENGAGEMENT & INTEGRATED TECHNOLOGY



The booth experience delivered on every front—bringing the brand to life through a dynamic blend of function, storytelling, and technology. The designed booth space hosted live theater sessions, podcast tapings, and strategic meetings—all anchored by bold visuals and a cohesive brand narrative.

On the show floor, Armis stood out with its immersive, message-driven design—commanding attention, reinforcing brand perception, and driving real results through product demos and high-value 1:1 meetings.

We integrated smart tech solutions—from lead capture tools and gamified experiences to CSR activations. Highlights included a custom prize-vending machine supporting St. Jude Children’s Research Hospital and a live taping of *Bad Actors*, Armis’ podcast, which infused the booth with energy and thought leadership.

Goals for the show floor were clear:

- Elevate Armis’ industry presence
- Generate leads through demos and meetings
- Reinforce brand through design and messaging
- Support client engagement and deal flow
- Deliver an innovation-driven experience

To bring this vision to life, EMCME partnered with Armis and creative vendors to translate strategy into a bold, booth experience—ensuring every touchpoint aligned with the brand story and fostered meaningful engagement.



DRIVING STRATEGIC GUEST ENGAGEMENT ACROSS LIVE EVENTS FROM PARTY TO PODIUM



The Unplugged Party, Armis’ signature and waitlist-only event, exceeded expectations across the board. With a purple red carpet, branded sponsor moments, and cyberpunk-inspired actors and robots, every detail was crafted for maximum energy and impact.

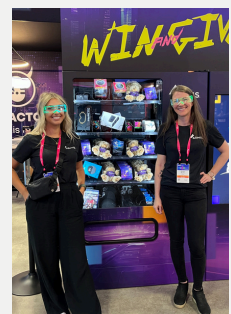


Beyond Unplugged, our team supported a series of strategic micro-events—including an Investor Breakfast, Executive Leaders Lunch, and Company Briefing—each tailored to its audience with purposeful messaging and space for meaningful connection.

EVENT EXECUTION TO POST-SHOW IMPACT BACKED BY STRATEGIC STAFFING AND POST-EVENT ANALYTICS

Our team delivered seamless onsite management that brought Armis’ vision to life on the show floor—from installations to staffing, live troubleshooting and more.

Beyond the event, managed financials, analyzed performance, and identified insights to drive future success. The result: a cohesive presence that reinforced Armis’ brand and maximized event ROI.



CLIENT FEEDBACK

"EMC Meetings & Events is far more than a vendor—they're an extension of our team.

Their ability to elevate ideas, deliver innovative solutions, and provide unwavering on-site support makes them an invaluable resource. From early planning to live execution, they go above and beyond to ensure every detail reflects excellence and intention."

CONOR COUGHLAN
CHIEF MARKETING OFFICER, ARMIS

TESTIMONIAL

"RSAC 2025 was a milestone event for Armis, and partnering with EMC Meetings & Events played a critical role in that success. From immersive activations to high-impact experiences, EMCME helped bring our vision to life in ways that truly resonated with attendees.

Their team oversaw every detail of booth production—from AV and lighting to spatial planning, setup, and on-site support—ensuring our presence stood out in a highly competitive environment. The result was a fully branded experience that captured attention, sparked conversation, and reflected our identity as a cybersecurity innovator.

Their flawless execution extended beyond the show floor to private meetings, executive sessions, and the unforgettable Unplugged Party. The feedback we received has been overwhelmingly positive, and the excitement around our presence at this year's tradeshow was undeniable."

WENDY ZULUAGA
DIRECTOR OF GLOBAL EVENTS, ARMIS

THANK YOU

Inspired by Armis' success story?

Let's talk about how EMC Meetings & Events can elevate your next tradeshow with bold strategy, seamless execution, and unforgettable experiences.



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ABOUT EMC MEETINGS & EVENTS

EMC Meetings & Events is a certified Woman-Owned New Jersey-based small business and leading provider of comprehensive meeting and event management services. For over 23 years, our team of industry experts has been producing and managing impactful corporate, association, and incentive meetings and events.

Additional company accolades include being named to MeetingsNet's Top CMI 25 List (2024), Cvent's Excellence in Engagement Partner Award (2024), and Best Corporate Event award, Conference and Events Awards, Europe (2023). Through our innovative approach and dedicated solutions, we bring your vision to life, crafting unique and memorable experiences for every occasion.

For more information, visit emcme.com.

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