



**black hat**<sup>®</sup>  
ASIA 2015

**briefings & trainings**


MARINA BAY SANDS, SINGAPORE  
MARCH 24-27, 2015  
BUSINESS HALL OPEN MARCH 26-27

**sponsor prospectus**

## Content Keywords

Mobile	Crypto	Reverse Engineering
AppSec	Malware	Enterprise
Exploit	Hardware	Windows
Network	SCADA	Incident Response
Auditing	Embedded	Policy
Forensics	Virtualization	

@ BLACK HAT ASIA 2014



THE FIRST BLACK HAT WAS  
**17 YEARS AGO**

<b>21</b> SPONSORS	<b>12</b> MEDIA AND 350+ ARTICLES	<b>EDUCATION</b> <b>30</b> SESSIONS	<b>ONLINE REACH</b> <b>70,377</b> LIKES ON FACEBOOK
<b>41</b> INTERNATIONAL ATTENDANCE	<b>1,000</b> ATTENDEES	<b>6</b> TRAINING CLASSES	<b>58,700</b> TWITTER FOLLOWERS
		<b>36</b> SPEAKERS	<b>24,884</b> LINKEDIN GROUP MEMBERS

### Business Hall Hours

**March 26: 10:00 am – 19:00**

**March 27: 10:00 am – 14:30**

## ATTENDEE PROFILE

**JOB LEVEL:** One-third of Black Hat Asia attendees are Manager-Level or higher and nearly half are Technical-Level Security Professionals

**INDUSTRY:** IT/Telecommunications, Information and Networking Security, Financial Services, Defense (Civilian and Military) and Foreign Government round out the top five

**COMPANY SIZE:** 55% of attendees work for a company with more than 500 employees, with 19% of those employed by companies larger than 10,000 employees

**INTERNATIONAL REACH:** 90% of Black Hat Asia attendees were locals from Singapore, but the event welcomed a mix of attendees coming from 41 countries around the world

## RAVE REVIEWS

“Rapid7 participated as a Gold Sponsor at Black Hat Asia 2014. We were very happy with the high-quality audience, as we met with many of our existing and potential customers from across the globe. In addition, we also met with many of our technology partners to exchange ideas and discuss security topics brought up during the event. This was truly an exceptional event with global reach and a strong, technical focus on security. Rapid7 will definitely continue to support and sponsor Black Hat Asia in the future.”  
*Daniel Lee, Regional Director, South Asia, India & SAARC, Rapid 7*

**RAPID7**

“Black Hat Asia was an excellent source for networking with IT security professional. The turnout was great at our booth and we have received good exposure in the event.” *Benjamin Ng, Marketing Executive, Netpoleon Solutions Pte Ltd*

**netpoleon**

“On behalf of Tenable Network Security, a Black Hat Sustaining Partner, I extend our welcome to Black Hat Asia. This year’s event was successful for us, with the conference bringing together Asia Pacific’s leading information security professionals. We do look forward to next year’s edition.” *Christine Tee, Director, Channels & Marketing, Asia Pacific, Tenable Network Security*

**tenable**  
network security

# BLACK HAT ASIA 2014 DELEGATE SNAPSHOT



- Accenture - Security Team Lead
- Apple - Information Security Engineer
- Arrow Electronics- Principle Infrastructure Engineer
- AVG Technologies CZ- Director of Security Engineering
- BAE Systems Detica - Cyber Security Technical Consultant
- Bank AL Habib Ltd - Chief Manager Information Security
- Barclays - Application Security Lead
- Beijing Venustech Inc. - Security Research Engineer
- BT - Director of Security Architecture
- Central Provident Fund Board - Head, Information Security & IT Risk Department
- Cerimco Group - CTO
- Cisco - Security Solutions Architect
- CITI - Senior Information Security Analyst
- Citibank - Infrastructure Vulnerability Assessment Manager
- Commerzbank - IT Security Threat Analyst
- Credit Suisse AG - AVP, Technology Risk Management
- Defence Science & Technology Agency - Principal Engineer
- Deutsche Bank - Security Analyst
- Diamond InfoTech Co., Ltd. - Technical Supervisor
- Dimension Data Asia Pacific - AP IT Security
- Dolphin Energy Limited - Information Security Officer
- DSO National Laboratories - Research Engineer
- EMC Data Storage Service - Principal Security Engineer
- Equinix - Director, Global Information Security
- Etisalat - Information Security Manager
- ExxonMobil - Network Engineer
- Fusion Studio - Chief IT Security Officer
- Google - Associate Product Manager
- Hitachi, Ltd. - Chief Security Engineer
- Huawei Technologies Co., Ltd. - Security Engineer
- IBM - Researcher, IBM X-Force Research
- Infocomm Development Authority of Singapore (IDA) - Deputy Director
- Intel - Senior Security Architect
- Internet Initiative Japan Inc. - Forensic and Malware Analyst
- JP Morgan Chase & Co. - Information Risk Manager - Vice President
- JSC Bank of Georgia - System, Network and Web Penetration Tester
- KPMG Services Pte Ltd - Senior Associate
- Mandarin Oriental Hotel Group Ltd - Information Security Manager
- Media Data Systems Pte Ltd - Principal IT Security Manager
- Metropolitan Bank & Trust Company - AVP, Security Infrastructure Management
- Ministry of Communications and Information - Head (Cybersecurity) - Preparedness and Resilience Division
- Ministry of Home Affairs - Information Systems Officer
- MyCERT (Malaysia Computer Emergency Response Team) - Manager, Malware Research Centre
- Prudential Services Singapore - IT Security Architect
- Robert Bosch (SEA) Pte Ltd - System Engineer
- Rolls-Royce Singapore Pte Ltd - Infrastructure Architect
- SAP Asia Pte Ltd - Regional IT Security Officer
- Saudi Aramco - Network Engineer
- Singapore Police Force - Head, ICT Security Management
- Singapore Telecommunications Limited - Director, Information Security
- Sony Digital Network Applications, Inc. - Security Business Manager
- Visa Worldwide Ptd Ltd - Information Security Specialist
- Walt Disney - Studio Content Protection Manager

# SPONSORSHIP PACKAGES



## Diamond Sponsorship (TWO AVAILABLE)

- ◆ Re-Sign Rate — \$30,000
- ◆ Early Bird (Expires January 25, 2015) — \$33,000
- ◆ Post-Early Bird (January 26– March 15, 2015) — \$36,000
- ❑ 18sqm display area including two 1m draped tables, 4 chairs, and power (up to 10 amps). View stand renderings [here](#).
- ❑ Opening Remarks at Keynote, Opening Remarks at Business Hall Day One, or Opening Remarks at Business Hall Day Two\*\*
- ❑ 1 Sponsored Session (45 min. talk) in Business Hall
- ❑ Branding on conference website, featuring company logo with link and description (250 words maximum)
- ❑ 4 Full-Briefings Passes for VIP clients, prospects, or company executives
- ❑ 10 Booth Staff Passes
- ❑ 25% discount on Full-Briefings passes staff, prospects and customers (up to 10)
- ❑ Full Page Ad in the Program Guide
- ❑ Co-Sponsorship of Conference Bag
- ❑ Sponsor designation with logo on Business Hall signage and Business Hall entrance unit
- ❑ Pop-up banner displayed on-site (banner provided by Sponsor)
- ❑ Acknowledgement of Sponsorship Level in pre-show advertisements and marketing where appropriate
- ❑ Lead Retrieval Unit
- ❑ Interview in Black Hat Sponsor Newsletter
- ❑ Pre-event social media marketing
- ❑ Co-Sponsorship of Black Hat Asia Reception

## Platinum Sponsorship (FOUR AVAILABLE)

- ◆ Re-Sign Rate— \$20,500
- ◆ Early Bird (Expires January 25, 2015) — \$23,500
- ◆ Post-Early Bird (January 26– March 15, 2015) — \$26,500
- ❑ 18sqm display area including two 1m draped tables, 4 chairs, and power (up to 10 amps). View stand renderings [here](#).
- ❑ Branding on conference website, featuring company logo with link and description (250 words maximum)
- ❑ 3 Full-Briefings Passes for VIP clients, prospects, or company executives
- ❑ 10 Booth Staff Passes
- ❑ 25% discount on Full-Briefings passes staff, prospects and customers (up to 10)
- ❑ Full Page Ad in the Program Guide
- ❑ Conference bag insert (restrictions apply)
- ❑ Sponsor designation with logo on Business Hall signage and Business Hall entrance unit
- ❑ Pop-up banner displayed on-site (banner provided by Sponsor)
- ❑ Acknowledgement of Sponsorship Level in pre-show advertisements and marketing where appropriate
- ❑ Lead Retrieval Unit
- ❑ Co-Sponsorship of lunch and/or coffee breaks during Black Hat Asia
- ❑ Interview in Black Hat Sponsor Newsletter
- ❑ Pre-event social media marketing

\*\*Opening Remarks are limited to three minutes. Keynote opening remarks must be reviewed by show management two weeks prior to the event and no sales pitches will be allowed.

# SPONSORSHIP PACKAGES



## Gold Sponsorship (SEVEN AVAILABLE)

- ◆ Re-Sign Rate — \$15,500
- ◆ Early Bird (Expires January 25, 2015) — \$18,500
- ◆ Post-Early Bird (January 26– March 15, 2015) — \$21,500
- ❑ 12sqm display area including two 1m draped tables, 4 chairs, and power (up to 10 amps). View stand renderings [here](#).
- ❑ Branding on conference website, featuring company logo with link and description (250 words maximum)
- ❑ 3 Full-Briefings Passes for VIP clients, prospects, or company executives
- ❑ 6 Booth Staff Passes
- ❑ 25% discount on Full-Briefings passes staff, prospects and customers (up to 8)
- ❑ Passport to Prizes
- ❑ Sponsor designation with logo on Business Hall signage and Business Hall entrance unit
- ❑ Acknowledgement of Sponsorship Level in pre-show advertisements and marketing where appropriate
- ❑ Lead Retrieval Unit

## Silver Sponsorship (FIVE AVAILABLE)

- ◆ Re-Sign Rate— \$12,000
- ◆ Early Bird (Expires January 25, 2015) — \$13,200
- ◆ Post-Early Bird (January 26– March 15, 2015) — \$14,520
- ❑ 9sqm display area including one 1m draped table, 2 chairs, and power (up to 5 amps). View stand renderings [here](#).
- ❑ Branding on conference website, featuring company logo with link and description (100 words maximum)
- ❑ 2 Full-Briefings Passes for VIP clients, prospects, or company executives
- ❑ 4 Booth Staff Passes
- ❑ 25% discount on Full-Briefings passes staff, prospects and customers (up to 8)
- ❑ Acknowledgement of Sponsorship Level in pre-show advertisements and marketing where appropriate
- ❑ Lead Retrieval Unit

# MARKETING AND PROMOTIONAL OPPORTUNITIES



## **Business Hall Lounge: \$25,000**

The Business Hall Lounge is the central destination for Black Hat Asia attendees to network, enjoy food and beverages during breaks, and conduct meetings in a relaxed setting. The Business Hall Lounge Sponsor will enjoy unprecedented visibility and branding within this sleek, fully furnished lounge. Click [here](#) for complete Lounge deliverables and images.

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## **Conference Bag Items: \$2,500** [Limited to three]

Increase brand awareness with eye-catching bag inserts – items should be of value to the delegates (no literature only) and no larger than 6x9in. Produced by Sponsor, must be approved by Black Hat Show Management. Excludes notepads/pens.

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## **Lanyards: \$6,500**

This high profile sponsorship ensures maximum visibility at the event – your company logo in front of every single attendee. Lanyards are produced by the Sponsor, to Black Hat specifications.

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## **Meeting Rooms: \$3,000 per day**

Reserve a private meeting room for client meetings or as a gathering point for staff during the event. Meeting rooms are in the general conference area and quantities are limited.

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## **Water Bottles: \$6,500**

A favorite of Black Hat attendees! Place your branding message alongside Black Hat branding on 500ml Aluminum Sports Bottles distributed to Black Hat attendees in the conference bag. Sponsor provides create (to Black Hat specifications) and Black Hat produces.

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## **Sponsored Session (45 Minute Presentation): \$5,500** [Ten total opportunities, including three reserved for Diamond Sponsors]

Sponsored Sessions provide companies the opportunity to present (45min) talks to Black Hat attendees about their product or service in the Business Hall Sponsored Session Theater. Black Hat Show Management is happy to consult with you to ensure that your message is communicated in an effective and targeted manner. Click [here](#) for full Sponsored Session deliverables.

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## **Korean Pavilion**

Black Hat welcomes Korean security product and solution providers to participate in the Korean Pavilion at Black Hat Asia 2015. The event attracts more than 1,000 leading security professionals from the region, focused on evaluating the latest security trends. Kiosks in the pavilion provide a turnkey, cost-effective alternative to engage and align with the trusted Black Hat brand. Click [here](#) to view deliverables and pricing.

# MARKETING AND PROMOTIONAL OPPORTUNITIES



## **Sponsored Roundtable (Breakfast or Lunch): \$8,500**

Invite a targeted list of Black Hat attendees to an intimate lunch or breakfast.

- Exclusive opportunity: One lunch and breakfast Sponsorship offered per day. Ask sales rep for availability.
  - Sponsor to identify attendee target based on job level. Black Hat to send invite to targeted list on behalf of Sponsor (Sponsor provides invite and manages the RSVP list).
  - Breakfast or lunch hosted in conference meeting room, set boardroom style. Max Occupancy 12 people. Sign included outside door with Sponsor logo.
  - Sponsorship includes \$1,000 credit toward F/B.
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## **Passport to Prizes: \$1,000**

Be a part of the "Passport to Prizes" and ensure maximum traffic to your booth. Delegates will be provided with Passports at registration and as a participant, will be required to visit your booth for a stamp to enter one of many drawings for Sponsor-provided prizes (\$150 min. value).

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## **Program Guide Advertising:**

- Full Page Ad — \$1,800
  - Inside Front Cover Position — \$4,000
  - Inside Back Cover Position — \$3,000
  - Outside Back Cover Position — \$4,000
  - Event Listing— \$4,000
- 

## **Program Guide Belly Band: \$5,000**

Be front and center! Your company's logo will be featured on an eye-catching belly band wrapped around the Program Guide and distributed to all attendees in the conference bag. Great opportunity to publicize booth activities and location (produced by Sponsor to Black Hat specifications).

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## **Writing Pads and Pens: \$7,500**

Place your branding message on pads and pens to be used, kept and referenced by Black Hat attendees. Co-branded with the Black Hat logo. Sponsor supplies creative. Black Hat produces. Pads are 8 1/2" x 11 3/4" - Contains 30 perforated sheets of 18 lb. white tablet bond paper and standard gray ruling pattern on front and back. 2 color. Pens: 1 color.

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## **Black Hat Asia Conference T-shirt: \$10,000**

Sponsor logo featured exclusively alongside Black Hat's eye-catching branding on the Official Black Hat Asia 2015 Conference T-shirt; shirts are distributed to attendees in the conference bag. Black Hat produces.



## **Platinum Mobile App Sponsor (Exclusive): \$10,000**

- Promoted as Platinum Mobile App Sponsor on Black Hat Asia event website, on-site Official Program Guide and Mobile App marketing materials; includes sponsor logo
  - Exclusive company logo exposure on the Splash Screen when the Mobile App loads
  - One (1) push notification message (100 character limit; goes out to main screen of all Mobile App users); message must be tied to an attendee benefit/giveaway
  - Two (2) promoted posts (100 character limit); promoted posts are pinned to the top of the app's Community Page for one hour each day, from 11am-noon; message must be tied to an attendee benefit/giveaway
  - One (1) branded Micro-App in top quadrant of main navigation (appears in flyout menu - one of the top four larger icons); Micro-App icon can appear as company logo, linking to a mobile-friendly webpage
  - Company booth location highlighted in Mobile App Floor Plan
  - (3) Targeted Offers in Booth Giveaway Micro-App; Sponsor can promote product and/or swag being given away at their booth
  - Promoted as Platinum Mobile App Sponsor on mobile app download page; includes sponsor logo
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## **Gold Mobile App Sponsor (Two Available): \$5,000**

- Promoted as Gold Mobile App Sponsor on Black Hat Asia event website, on-site Official Program Guide and Mobile App marketing materials; includes sponsor logo
- One (1) branded Micro-App on first page (appears on home menu screen with the "event brand" icons); Micro-App icon can appear as company logo, linking to a mobile-friendly webpage
- One (1) push notification message (100 character limit. Goes out to main screen of all Mobile App users). Message must be tied to an attendee benefit/giveaway
- (1) Targeted Offer in Booth Giveaway Micro-App; Sponsor can promote product and/or swag being given away at their booth
- Promoted as Gold Mobile App Sponsor on mobile app download page; includes sponsor logo