



**black hat**<sup>®</sup>  
EUROPE 2014

**briefings & trainings**


RAI, AMSTERDAM, NETHERLANDS  
OCTOBER 14-17, 2014  
BUSINESS HALL OPEN OCTOBER 16-17

**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 EUROPE 2013



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

<b>21</b> SPONSORS	<b>32</b> MEDIA AND 20+ ARTICLES	<b>EDUCATION</b> <b>36</b> SESSIONS	<b>ONLINE REACH</b> <b>70,377</b> LIKES ON FACEBOOK
<b>47</b> COUNTRIES REPRESENTED	<b>600</b> ATTENDEES	<b>6</b> TRAINING CLASSES	<b>58,700</b> TWITTER FOLLOWERS
		<b>45</b> SPEAKERS	<b>24,884</b> LINKEDIN GROUP MEMBERS

### Business Hall Hours

**October 16: 08:00 – 19:30**

**October 17: 08:00 – 14:15**

## ATTENDEE PROFILE

**PURCHASE AUTHORITY:** Black Hat Europe attendees have a significant role in their company's purchase decisions; approximately 60% define solution requirements and nearly 80% influence solution selection

**JOB TITLE:** Nearly 36% are Manager-level or above, including 10% C-level Executives, Presidents, Vice Presidents or Owners

**INDUSTRY:** Top 5 include Information and Networking Security, IT/Telecommunications, Financial Services, Foreign Government and Consulting/Systems Integrator/VAR

**COMPANY SIZE:** 57% of attendees work for a company with more than 500 employees, with 25% of those employed by companies larger than 10,000 employees

**INTERNATIONAL REACH:** Top 5 Countries represented at Black Hat Europe include Netherlands, United Kingdom, United States, Germany and France

## ATTENDEE SNAPSHOT

- CSO - GRZ IT Center Linz GmbH
- Application Developer - Cyber Security Center
- Special Cybersecurity Advisor - Council of the European Union
- IT Security - European Parliament
- Senior Security Engineer - Huawei Technologies Co., Ltd.
- Director of Security Engineering - AVG Technologies
- Virus Analysis Specialist - AVG Technologies CZ
- Regional IM Security Manager - Makro Cash & Carry CR s.r.o.
- Managing Director - eTRENDS s.r.o.
- Senior IT Security Specialist - Nordea
- Senior Technical Engineer - SSH Communications Security
- Detective - NBI
- Managing Director - Silverskin information security LLC
- Senior Security Specialist - Louhi Security
- CISO - Council of Europe
- CTO Security Services - IBM France
- Principal Security Engineer - McAfee GmbH
- Security Engineer - Vodafone Group Services GmbH
- Software Developer - Avira Operations GmbH & Co. KG
- Security Engineer - Modular Computer Systems GmbH
- Head of Download Services & Security - Vodafone Group Services GmbH
- Project Manager - SAP AG
- Team Leader - Avira Operations GmbH & Co. KG
- IT Security & Strategy - Vattenfall Europe Information Services GmbH
- Telecoms Manager - KPMG IT Service
- Information Security - Yahoo!
- Penetration Tester - TwelveSec
- IT Engineer - Ministry of Foreign Affairs
- CTO - Boadree Innovations Kft.
- Security Architect - Genworth Financial



# SPONSORSHIP PACKAGES



## Diamond Sponsorship (TWO SOLD OUT)

- ◆ Re-Sign Rate (Exclusive to on-site) — \$26,250
- ◆ Early Bird (Expires August 14, 2014) — \$28,875
- ◆ Post-Early Bird (August 15– October 10, 2014) — \$31,500
- ❑ 18sqm stand including 2.5m high shell scheme with white wall panels and divider in an aluminum frame, header sign, four chairs, two tables and two 500W electric sockets. View stand renderings [here](#).
- ❑ \*\*Opening Remarks\* by company representative or Conference-At-A-Glance Sponsorship (includes both Briefings Days)
- ❑ 1 Sponsored Session (45 minute talk) in Business Hall
- ❑ 250 word max company description hosted on the conference website with logo and link
- ❑ 4 Full-Briefings Passes for VIP clients, prospects, or company executives
- ❑ 10 Booth Staff Passes
- ❑ 25% discount on Full-Briefings passes for staff, prospects and customers (up to 10)
- ❑ Featured placement of company logo and Sponsorship on signage on-site
- ❑ Program banner displayed in high traffic area on-site. Banner specs to be provided by Show Management. (banner provided by Sponsor)
- ❑ Exclusive Sponsorship of attendee tote-bag or Welcome Reception
- ❑ Lead Retrieval Unit
- ❑ One interview in Black Hat Sponsor Newsletter
- ❑ Pre-event social media marketing
- ❑ One customer newsletter sent to opted-in list (Sponsor produces, Black Hat approves/sends)
- ❑ Acknowledgement of Sponsorship in pre-show advertisements and marketing where appropriate

## Platinum Sponsorship (THREE AVAILABLE)

- ◆ Re-Sign Rate (Exclusive to on-site) — \$18,500
- ◆ Early Bird (Expires August 14, 2014) — \$20,350
- ◆ Post-Early Bird (August 15– October 10, 2014) — \$22,200
- ❑ 18sqm stand including 2.5m high shell scheme with white wall panels and divider in an aluminum frame, header sign, four chairs, two tables and two 500W electric sockets. View stand renderings [here](#).
- ❑ 250 word max company description hosted on the conference website with logo and link
- ❑ 3 Full-Briefings Passes for VIP clients, prospects, or company executives
- ❑ 10 Booth Staff Passes
- ❑ 25% discount on Full-Briefings passes for staff, prospects and customers (up to 10)
- ❑ Full Page Ad in Program Guide
- ❑ Conference bag item (no literature only, excludes notepads/pens and items must be approved by Black Hat show management)
- ❑ Featured placement of company logo and Sponsorship on signage on-site
- ❑ Company banner displayed on-site. Banner specs to be provided by Show Management.(banner provided by Sponsor)
- ❑ Acknowledgement of Sponsorship in pre-show advertisements and marketing where appropriate
- ❑ Lead Retrieval Unit
- ❑ Co-Sponsorship of all breakfast during Briefings
- ❑ One 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 (ONE AVAILABLE)

- ◆ Re-Sign Rate (Exclusive to on-site) — \$13,750
- ◆ Early Bird (Expires August 14, 2014) — \$15,125
- ◆ Post-Early Bird (August 15– October 10, 2014) — \$16,640
- ❑ 12sqm stand including 2.5m high shell scheme with white wall panels in an aluminum frame, header sign, four chairs, two tables and 500W electric socket. View stand renderings [here](#).
- ❑ 250 word max company description hosted on the conference website with logo and link
- ❑ 3 Full-Briefings Passes for VIP clients, prospects, or company executives
- ❑ 6 Booth Staff Passes
- ❑ 25% discount on Full-Briefings passes for staff, prospects and customers (up to 5)
- ❑ Full name listed in Program Guide
- ❑ Featured placement of company logo and Sponsorship on signage on-site
- ❑ Company banner displayed in high traffic area on-site. Banner specs to be provided by Show Management. (banner provided by Sponsor)
- ❑ Acknowledgement of Sponsorship in pre-show advertisements and marketing where appropriate
- ❑ Lead Retrieval Unit
- ❑ Co-Sponsorship of all coffee breaks during Briefings

## Silver Sponsorship (LIMITED TO AVAILABILITY)

- ◆ Re-Sign Rate (Exclusive to on-site) — \$9,350
- ◆ Early Bird (Expires August 14, 2014) — \$10,285
- ◆ Post-Early Bird (August 15– October 10, 2014) — \$11,315
- ❑ 9sqm stand including 2.5m high shell scheme with white wall panels in an aluminum frame, header sign, two chairs, one table and 500W electric socket. View stand renderings [here](#).
- ❑ 100 word max company description hosted on the conference website with logo and link
- ❑ 2 Full-Briefings Passes for VIP clients, prospects, or company executives
- ❑ 4 Booth Staff Passes
- ❑ 25% discount on Full-Briefings passes for staff, prospects and customers (up to 5)
- ❑ Acknowledgement of Sponsorship 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 Europe attendees to network, enjoy a cappuccino, and conduct meetings in a relaxed setting. The Business Hall Lounge Sponsor will have unprecedented visibility and branding within this sleek, fully furnished lounge. Click [here](#) for complete Business Hall Lounge deliverables and images.

---

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

Increase brand awareness with eye-catching 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.

---

### **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.

---

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

Reserve a private 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.

---

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

Sponsor logo featured exclusively alongside Black Hat's eye-catching branding on the Official Black Hat Europe 2014 Conference T-shirt; shirts are distributed to 800 attendees in the conference bag. Black Hat produces.

---

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

A favorite of Black Hat attendees! Place your branding message on 17-oz. Aluminum Sports Bottles distributed to Black Hat attendees. Co-branded with Black Hat logo. 2 color. Sponsor provides creative. Black Hat produces.

# MARKETING AND PROMOTIONAL OPPORTUNITIES



---

## **Sponsored Session (45 Minute Presentation): \$5,500** [Ten total opportunities, including two 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.

---

## **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).

---

## **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 specs).

---

## **Official Black Hat Europe Notepad and Pen Sponsorship: \$7,500**

Feature your company logo along with Black Hat's branding on the official conference notepad and pen distributed to 800+ attendees in the delegate bags. Items are produced by Black Hat and no additional notepads/pens will be allowed as inserts; this is an exclusive opportunity.

---

## **Charging Station Sponsorship: \$3,000**

Feature your branding on two strategically placed Charging Stations in the Black Hat Europe Business Hall. Charging Stations allow attendees to charge their phones and laptops. Additional marketing includes Sponsor listing on Black Hat Europe Sponsor page and in the Show Guide.