



BLACK HAT USA 2010: **JULY 24-29**

# USA 2010 PROSPECTUS

## Meet With Quality Buyers

2008 Black Hat USA sponsors rated the quality of delegates 4.3 out of 5

"Black Hat Continues to be the Event Norman looks forward to every year. The quality of the show and social opportunities are unmatched."

- Brian Beard,  
*Director, Business Development, Norman*

"This event is already better for us just within the first hour of its opening than the results we got from two entire days of exhibiting at a well-known industry event last month."

- Brian Uffelman,  
*Marketing Programs Manager, Cisco Systems*



## DELEGATE SNAPSHOT

- Verizon Wireless - Network Security
- The Motorists Insurance Group - Senior Security Specialist
- Target Corporation - Technical Architect
- StubHub - Director Technical Operations
- Skyservice Business Aviation - Director IT
- Qualcomm Incorporated - Director, IT
- Progressive Insurance - Security Architect
- NetSPI - CTO
- Neohapsis Inc. - Senior Security Consultant
- Naval Surface Warfare Center PCD - Supervisor, Information Division
- Mozilla - Director
- Gazillion Entertainment - Director of Security
- Federal Reserve Bank St Louis - Security Architect
- Facebook - Director of Security
- ExxonMobil - Network Security Engineer
- EverBank - Director Of Information Security
- Department of Treasury - Chief Information Security Officer
- Cranium Solutions - CEO
- CDC - CISO
- Capital One Bank Europe PLC - Information Security Manager
- Abbott Laboratories - Sr. Enterprise Architect
- Wal-Mart Stores, Inc. - Sr. Systems Engineer
- Redbox Automated Retail - Sr Manager, IT Compliance
- Magellan Health Services - Director, Information Security

## Black Hat is the world's most important information security conference series

Several times a year since 1997, thousands of security professionals, researchers and enthusiasts have gathered at Black Hat events in the US, Europe and Asia to explore emerging security trends.

Black Hat provides briefings and training to leading corporations and government agencies around the world. Black Hat differentiates itself by working at many levels within the corporate, government, and underground communities. This unmatched informational reach enables Black Hat to be continuously aware of the newest vulnerabilities, defense mechanisms, and industry trends.

This year, Black Hat USA will draw over 4,000 highly-placed security professionals from government entities, academic institutions and companies large and small who have power over security buying decisions.

"The Black Hat conferences are some of the premier security research events around. Microsoft sends a large number of its security engineers to Black Hat and has always found our attendance beneficial in terms of better understanding ways to provide our customers with more secure software."

**Steve Lipner**, Senior Director of Security Engineering Strategy, Microsoft's Trustworthy Computing Group





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# sponsorship opportunities

## **Diamond Sponsorship (SOLD)**

- Featured placement of company logo on all direct mail pieces, show guide, and advertisements where appropriate
- Exclusive sponsorship of the Day 2 luncheon including signage; table tent cards imprinted with sponsor logo; acknowledgments on web site, pre-show
- Introduction of the Black Hat keynote speaker on morning of Day 1 — the signature Black Hat presentation
- Co-sponsorship of the delegate bags including company logo, with featured logo position
- Co-sponsorship of the Gala reception on the evening of Day 1 of the Briefings
- Banner location prominently located in the registration area and second banner location located in another high traffic area (sponsor supplies banners—Black Hat supplies labor to hang and remove banners)
- Logo and link displayed on Black Hat website with featured position
- 15 Full-Briefings Passes (allowing admission for staff or VIP guests to all Briefings functions (Briefings only, does not include Training or DEFCON)
- 10 “Expo” (booth staff) Passes
- Featured display space—first choice among sponsors—8’ x 20’ area—including draped tables, electrical power, chairs and basic lead capture equipment (Additional lead-capture equipment available for purchase)

## **Platinum Sponsorship \$45,000 (3 AVAILABLE)**

- Prominent placement of company logo on all direct mail pieces, show guide, and advertisements where appropriate
- Exclusive sponsorship of one continental breakfast, coffee service or comparable ancillary sponsorship
- Co-sponsorship of the delegate bags including company logo
- Banner location prominently located in high-traffic area (sponsor supplies banners—Black Hat supplies labor to hang and remove banners)
- Logo and link displayed on Black Hat website with 750 word company description
- 10 Full-Briefings Passes and 10 “Expo” (booth staff) Passes
- Display space 8’ x 20’ size in a featured location including tables, power, chairs, lead capture equipment (add-on lead retrieval equipment available for purchase)

## **Gold Sponsorship \$40,000 (6 AVAILABLE)**

- Prominent placement of company logo on all direct mail pieces, show guide, advertisements where appropriate
- Co-sponsorship of Gala Reception or an ancillary sponsorship
- Banner location prominently located in high-traffic area (sponsor supplies banners—Black Hat supplies labor to hang and remove banners)
- Logo and link displayed on Black Hat website with 500 word company description
- 7 Full-Briefings Passes and 10 “Expo” (booth staff) Passes
- Display space 8’ x 20’ size in a featured location including tables, power, chairs, lead capture equipment (add-on lead retrieval equipment available for purchase)

## **Silver Sponsorship \$22,000**

- Listing of the company logo on all direct mail pieces, show guide, advertisements where appropriate
- Logo and link displayed on Black Hat website with 250 word company description
- 5 Passport tickets, allowing full admission to all Black Hat Briefings functions and 6 “Expo” (booth staff) Passes (Briefings only, does not include Training or DEFCON)
- Display space 8’ x 10’ size including table, power, chairs, lead capture equipment (Additional lead-capture equipment available for purchase)

**For further details, contact:**

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# sponsorship opportunities

## briefings

### **Briefings Reception: \$8,500 (SOLD)**

Co-sponsorship of full beer, wine, cocktail and deluxe hot/cold canapé service for 4,000 delegates and visitors at the end of Day 1. Includes acknowledgement with logo in the pre-show brochure, show guide, and Black Hat website; signage; distribution of media kits in press room.

### **Keynote Breakfast Days 1 or 2: \$10,000 (SOLD)**

Exclusive host of full continental breakfast service before the Black Hat Keynote for 4,000 delegates. Includes acknowledgment on the Black Hat website; signage; and distribution of media kits in the press room.

### **Briefings Luncheon Days 1 or 2: \$20,000**

Exclusive sponsorship includes full sit-down luncheon service for 4,000 delegates on Briefings Day 1 or 2. Sponsorship is announced with logo in the pre-show brochure, show guide, and on the Black Hat website. On-site signage, distribution of media kits in the press room and 2 Full-Briefings passes are also included.

### **Morning or Afternoon Coffee Breaks: \$5,500 - (4 AVAILABLE)**

Exclusive host of full coffee service (or Ice Cream afternoon Day 2) for all Black Hat Briefings delegates. Includes acknowledgment with logo on Black Hat website, on-site signage and distribution of media kits in the press room.

## training

### **Training Party: \$30,000**

Exclusive host of the Training Party on Sunday including two drink tickets per person and deluxe canapé service for up to 600 guests. Sponsorship includes sponsor logo on Black Hat website; sponsor logo on invitations distributed to all Training participants and instructors via email; ability to provide all guests a limited edition Black Hat 2010 T-shirt with sponsor logo (sponsor produces shirts with Black Hat design approval); sponsor may invite up to 15 VIP guests (or staff) and will receive two admission tickets to the Speaker's Party and two Full Briefings Passes.

### **Training Breakfast and Coffee Service Days 1 or 2: \$5,500**

Coffee, tea, pastry and soft drink service for delegates on Days 1 or 2 of Training for the morning breakfast, morning coffee break and afternoon breaks. Sponsorship includes acknowledgment with logo in the conference proceedings, on the Black Hat web site, on-site signage, and on sponsor literature table for the day.

### **Training Breakfast and Coffee Service Days 3 or 4: \$5,500**

Coffee, tea, pastry and soft drink service for delegates on Days 3 or 4 of Training for the morning breakfast, morning coffee break and afternoon breaks. Sponsorship includes acknowledgment with logo in the conference proceedings, on the Black Hat web site, on-site signage, and on sponsor literature table for the day.

### **Training Luncheon Days 1 or 2: \$20,000**

Exclusive sponsorship of luncheon service for Trainings delegates on Days 1 or 2. Sponsorship includes acknowledgment with logo in the pre-show brochure, show guide, the Black Hat website, on-site signage, distribution of media kits in the press room and 2 Full-Briefings passes for staff or customers. Sponsor may also provide literature for each seat.

### **Training Luncheon Days 3 or 4: \$20,000**

Exclusive sponsorship of luncheon service for Trainings delegates on Days 3 or 4. Sponsorship includes acknowledgment with logo in the pre-show brochure, show guide, the Black Hat website, on-site signage, distribution of media kits in the press room and 2 Full-Briefings passes for staff or customers. Sponsor may also provide literature for each seat.



Over 64% of Black hat attendees are involved in the purchasing of security products





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# sponsorship opportunities

## high-visibility

### Speaker Party: \$14,000

Co-sponsorship of full beer, wine, cocktail and deluxe hot/cold canapé service for 300 speakers, speaker guests and dignitaries. A signature Black Hat event, the night preceding the opening of the Briefings. Includes acknowledgement with logo in the pre-show brochure, show guide, and Black Hat website; signage; and tent card on each bar with logo; logo on invites provided to all invitees via email; ability provide all guests a limited edition Black Hat 2010 T-shirt with sponsor logo (Sponsor produces shirts, Black Hat approves design); sponsor has ability invite 15 guests and/or staff; distribution of media kits in the press room during Briefings; 2 Full-Briefings passes (does not include Training or DEFCON).

### Press Room: \$7,500

Sponsor daily refreshments for two days in the press lounge during the Black Hat Briefings. Includes signage and acknowledgment in the show guide, with logo; distribution of press kits in room.

### Poker Tournament: \$11,500

Exclusive sponsorship of poker tournament. Includes acknowledgment on Black Hat web page and in show guide; 4,000 square foot room at Caesars Palace; distribution of media kits in the press room; use of Black Hat logo on player invites, 1 Briefings pass. Sponsor provides all other materials and controls distribution of invites.

### At-a-Glance Signage: \$5,750

Sponsorship of five large conference-at-a-glance signs posted in the Briefings session rooms area. Includes sponsor logo on each panel, acknowledgment in show guide and on Black Hat website; and distribution of media kits in the press room.

### Badge Lanyards: \$10,000

Provides the license to provide badge lanyards for all Black Hat delegates, produced to Black Hat specifications. Includes acknowledgment in show guide and on Black Hat website; and distribution of media kits in the press room.

### Notepads: \$5,750

Provides the license to distribute note pads inscribed with sponsor's logo in the show bags. Sponsor supplies all materials, Includes acknowledgment in the show guide with logo and link on Black Hat website; and distribution of media kits in the press room.

### Pens: \$5,750

Provides the license to distribute pens inscribed with sponsor's logo in the show bags. Sponsor supplies all materials. Includes acknowledgment in the show guide with logo and link on Black Hat website; and distribution of media kits in the press room.

### Black Hat Crawl: \$15,000 (new)

The "Black Hat Crawl" sponsorship includes space for your reception and promotion to the Black Hat audience through the Black Hat website, social media, signage, and the on-site guide. On Wednesday night, sponsors will have an allotted time for their receptions—to happen concurrently and side-by-side with other sponsors'. Sponsors are encouraged to "theme" their rooms and make their reception better than the next! Food and beverage are not included.

### Room Drop: \$8,500 (new)

Sponsorship includes an inside room drop on Wednesday night to all registered Black Hat delegates staying at Caesar's Palace. Literature or item to be provided by sponsor and must be approved by Black Hat.

### Room Key Sponsorship: \$6,000 (new)

The Room Key sponsorship ensures you are the first company a delegate sees when they arrive at the hotel! Sponsorship includes company's logo/artwork (must be approved by Black Hat) featured on the room keys to be distributed at Caesar's to all registered delegates staying at the hotel upon check-in.

### Meeting Rooms: (new) \$3,000 full-day or \$1,500 half-day

Need space to meet with clients? Stay close by reserving your Meeting Room during the conference. Meeting Rooms are available for full or half days and are first come, first serve. Food and beverage are not included.

For further details, contact:

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