



BLACK HAT ASIA

Marina Mandarin Hotel, Singapore

Training 16-17 Dec 2003

Conference/Exhibition 18-19 Dec 2003

The World's Leading Technical Forum For IT & Network Security Experts

WHAT'S BLACK HAT?

Not another hacking event. It's THE internationally acclaimed event that brings together the who's-who in the IT Security industry.

Black Hat Briefings was originally founded in 1997 by Jeff Moss to fill the need of computer security professionals to better understand the security risks to their computers and information infrastructures by potential threats. To do this, the **Black Hat Briefings assembles a group of vendor neutral security professionals and let them speak candidly about the problems businesses face, and the solutions they see to those problems. No gimmicks, no sales pitches, just straight talk by people who make it their business to explore the ever changing security space.**

The Black Hat Briefings' intense sessions bring to light the security and mis-configuration problems confronting organizations and network administrators where security gets put off in lieu of constant network growth and upgrades. Our speakers discuss the strategies involved in correcting existing problems and speak towards what you can expect in the future.

With unmatched depth and focus at the heart of the computer security community, the Black Hat Briefings is positioned to be the indispensable knowledge base for smart, informed decision making and practices in the age of information technology.

2003 HIGHLIGHTS

- **Hacking competition for all training and briefing delegates**
- **For the first time - Extended Exhibition area opened to the trade**
- **Speaking Opportunity – 15mins Presentation Slot at the Exhibition Hall***
- **Lucky draw – for all exhibition visitors**

COMMENTS FROM PREVIOUS BLACK HAT BRIEFINGS

TruSecure

"A truly unique conference, really! You will be among the hottest experts in the field. And, the audience quality is remarkable: a right mix of company executives and technical specialists, all very serious, focused, and intelligent. All in all, the previous Black Hat conference was a great success for the owners, organizers, the sponsors, and the participants."

Speaker and Sponsor - Pierre Noel, CEO, Asia Pacific

Stonesoft Corporation

"Black Hat Briefings 2000 was a professionally organized Internet Security event with renowned security professionals as speakers addressing top-quality corporate audience. Definitely value for money for attendees as well as for vendors exhibiting their products there."

Sponsor - Kai Jalonen, Regional Director, Asia Pacific

Check Point Software Technologies Ltd.

"Check Point would be pleased and privileged to be the premier technology sponsor again for the Asia Black Hat Briefings in 2001. The previous Black Hat was certainly beneficial for us. It is a serious deep knowledge conference for serious people. The no-vendor pitch format makes it even more compelling for good vendors to be involved in this unique event and be identified with not only today's technologies but also the importance of network/internet security therein."

Sponsor - Anthony Lim, Regional Director, Asia Pacific

BE A PRESTIGIOUS SPONSOR...

BLACK HAT ASIA IS A VALUABLE MARKETING PLATFORM

Black Hat Asia offers valuable marketing opportunities through sponsorship participation. As a sponsor of the event, you will have the chance to network and capture the mindshare of the top IT/Network Security professionals in the region – who play a critical role in technology investments and recommendation today.

A different level of sponsorship offers sponsors a mix of various marketing platform from prime exhibiting location to speaker opportunity at the exhibition hall.

Additionally, sponsors will enjoy all marketing exposure through our pre-event publicity campaign, on-site promotional activities, as well as post-event coverage.

Pre-Event Publicity Includes:

- **Advertisements in IT trade publications such as Asia Computer Weekly, Network Computing etc.**
- **Online advertising in Computer Times and IT@Asiaone.**
- **Email campaign to more than 80,000 targeted/qualified contacts in the South Asia and Hong Kong.**
- **Media relations – pre/post announcements, interviews etc.**

Sponsorship Tiers

- ❖ Diamond Sponsor
- ❖ Platinum
- ❖ Gold Sponsor
- ❖ Exhibitor

Other Sponsorships

- ❖ Training Luncheon and Coffee Service
- ❖ Briefings Luncheons
- ❖ Briefings Coffee Service
- ❖ Delegate Badge
- ❖ Premiums: Golf Umbrellas, Laser Pointers, Carrier Bags, Lanyards, Pens etc.

SPONSORSHIP PACKAGES

Diamond Sponsor

\$15,000

- Featured placement of company logo on all direct mail pieces, conference proceedings, print advertisements and custom inserts
- Featured placement of company logo on all posters and banners at venue
- Logo and link displayed on Black Hat Briefing website
- 4 Passport tickets, allowing admission for staff or VIP guests to Briefings (Briefings only, does not include training)
- 10% discount off all passport tickets for guests and customers to Briefings
- Exhibitor Package - first choice among sponsors - in a prominent location including booth/kiosk, logo, electrical power and chairs
- One page description of company in the conference proceedings, including photos of senior management

Platinum Sponsor

\$10,000

- Prominent placement of company logo on all direct mail pieces, conference proceedings, print advertisements, and custom inserts
- Prominent placement of company logo on all posters and banners at venue
- Logo and link displayed on Black Hat Briefing's website
- 2 Passport tickets, allowing full admission for staff or VIP guests to Briefings
- 10% discount off all passport tickets for guests and customers to Briefings
- Exhibitor's Package - first choice among sponsors - in a prominent location including booth/kiosk, logo, electrical power and chairs
- Half page description of company in the conference proceedings, including photos of senior management

Gold Sponsor

\$5,000

- Placement of company logo on all direct mail pieces, conference proceedings, advertisements, and custom inserts
- Placement of company logo on posters and banners at venue
- Logo and link displayed on Black Hat Briefing's website
- 1 Passport ticket, allowing full admission for staff or VIP guest to Briefings
- 10% discount off all passport tickets for guests and customers to Briefings
- Exhibitor's Package - first choice among sponsors - in a prominent location including booth/kiosk, logo, electrical power and chairs
- Half page description of company in the conference proceedings, including photos of senior management

Exhibitor

\$3,600

- 15mins Speaking Opportunity at Exhibition Hall*
- Logo and link displayed on Black Hat Briefing's website
- Logo mention on banners/displays at the event
- Logo mention on marketing materials – to promote the Exhibition

Booth Set-up includes:

Shell Scheme Booth (2.3m x 2m)

Company Name and Logo

1 x Display Table with lockable storage

2 x Chairs

1 x Wastepaper Basket

** First come first serve basis. Terms and conditions applies.*

ANCILLARY SPONSORSHIPS: MEALS & RECEPTIONS

Training Luncheon and Coffee Service

\$10,000

(2 positions available – 1 per day)

Exclusive sponsorship of meals and receptions for up to 150 trainees includes one luncheon and 3 coffee breaks with coffee, tea, soft drinks and light snacks on Day 1 or Day 2. Includes acknowledgment with logo in both the conference proceedings and on the Black Hat Briefings show web page and venue signage.

Briefings Luncheons

\$10,000

(2 positions available – 1 per day)

Exclusive sponsorship of luncheon for up to 400 delegates on Day 1 or Day 2. Includes acknowledgment with logo in both the conference proceedings and on the Black Hat Briefings show web page and venue signage.

Briefings Coffee Service

\$10,000

(2 positions available – 1 per day)

Sponsorship of 3 Coffee Services with coffee, tea and light snacks throughout the day for up to 400 delegates on Day 1 or Day 2. Includes acknowledgment with logo in both the conference proceedings and on the Black Hat Briefings show web page and venue signage.

ANCILLARY SPONSORSHIPS: HIGH IMPACT PROMOTION

Delegate Badge

\$8,000

Sponsorship of up to 1500 specially designed plastic badges for delegates, staff and visitors to exhibition. Logo of Sponsor and Black Hat printed on each side of the badge. Includes acknowledgement in the show guide with logo and link on the website and posters. Expected to be a hot collector's item in this year's show.

Golf Umbrellas**\$8,000**

Sponsorship of up to 500 high quality golf umbrellas with fiber shaft for delegates attending Training and Briefings. Logo of Sponsor and Black Hat printed on one panel each. Includes acknowledgment in the show guide with logo and link on the website and posters.

Laser Pointers**\$5,000**

Sponsorship of up to 500 laser pointers with unique metal carrying case for delegates attending Training and Briefings. Includes acknowledgment in the show guide with logo and link on the website and posters.

Carrier Bags**\$3,000**

Sponsorship of paper carrier bag for delegates attending Training and Briefings. Logo of Sponsor and Black Hat printed on one side each. Includes acknowledgment in the show guide with logo and link on the website and posters.

Lanyards**\$2,000**

Provides the license to distribute badge lanyards to all delegates and visitors. Includes acknowledgment in the show guide with logo and link on the website and posters.

Pens**\$2,000**

Provides the license to distribute note pens inscribed with sponsor's logo at the conference sessions. Sponsor supplies all materials, Black Hat will ensure placement at each table setting. Includes acknowledgment in the conference proceeding with logo and link on the website and posters.

*For the various sponsorship opportunities and packages available, please contact:
Clara Chwee, Email: clara@theyorkgroup.com, Mobile: +65-97433842.*

Companies That Previously Attended Black Hat Asia

1-Net Singapore Pte Ltd	Hewlett Packard Labs,Bristol	Shimano (S) Pte Ltd
ABN AMRO Bank	HNC Commerce AG	Singapore Computer Systems Ltd
Acculogic Technologies Sdn Bhd	IBM Singapore	Singapore Engineering Software Ltd
Accurate Networks & Systems Integration Sdn Bhd	ICGM Sdn Bhd	Singapore Exchange Ltd
Adroit Innovations Pte Ltd	IDA Singapore	Singapore National Eye Centre Pte Ltd
Advantest Asia Pte Ltd	In Focus Systems Asia Pte Ltd	Singapore Network Services Pte Ltd
Alpnet Singapore	International SOS	Singapore Police Force
Arthur Andersen	ISFM	Singapore Press Holdings Ltd
Bank Central Asia	JVC Electronics Malaysia Sdn Bhd	Singapore Telecommunications Ltd
Bank Industri & Teknologi Malaysia Bhd	Kent Ridge Digital Labs	Societe Generale
Bank Negara Malaysia	Keppel Tat Lee Bank	S'pore Technologies Aerospace Ltd
Bank of Hawaii	KK Women's And Children's Hospital	S'pore Technologies Engineering Ltd
BASF South East Asia Pte Ltd	Kontena Nasional Berhad	ST Aerospace Engines Pte Ltd
Becton Dickinson	KPMG Consulting Pte Ltd	ST Electronics Ltd
BP Amoco Malaysia Sdn Bhd	KPMG Malaysia	Standard Chartered Bank
Bumiputra Commerce Bank Berhad	Land Transport Authority of Singapore	Stonesoft
Cable & Wireless HKT	Legislative Council	Sun Microsystems
Cemex Asia	Lena Lim & Associates	Suruhanjaya Sekuriti Systems & Computer Organisation
Central Provident Fund	Linbert Travel Exchange Pte Ltd	TAB Ltd
Chartered Industries of Spore Pte Ltd	Lucent Technologies	Tan Tock Seng Hospital Pte Ltd
Chartered Semiconductor Mfg Ltd	Maritime and Port Authority of S'pore	Tech Semiconductor S'pore Pte Ltd
Check Point Software Technologies	Matsushita Audio Video (M) Sdn Bhd	The Fantastic Corp (Asia Pacific) Pte Ltd
Cheuron Chemical (Far East) Pte Ltd	Maybank	The Mauritius Commercial Bank Ltd
CISCO Computer Sec & Rec Service	Mesiniaga Berhad	The Relay Group
Citigroup	Ministry of Defence	The Swoose Partnership
Clarity Systems Pte Ltd	Ministry of Home Affairs	Tiaracom
Commercial Circle (M) Sdn Bhd	Ministry of Manpower	Tioxide Malaysia Sdn Bhd
Commverge Solutions Pte Ltd	Motorola Electronics Pte Ltd	Trade Development Board
Computer Associates	Nanyang Polytechnic	Transparity Ltd
CSA (M) Berhad	National Computer Systems Pte Ltd	Treasury, HKSARG
CWHKT	National University of Spore	UBS AG
Datacraft Asia Ltd	Nera Telecommunications Ltd	United Overseas Bank Ltd
DBS Bank	NETsolutions Asia	Vickers Ballas & Co Pte Ltd
DCDN Consulting	Nokia-Japan Co., Ltd.	Visa International
Deutsche Bank AG	OCBC Bank	Warburg Dillon Read, UBS AG
Digisafe Pte Ltd	Opentech Networking	
Digital United Inc.	Orgra Card Systems Pte Ltd	
DP Information Network Pte Ltd	Origin Technology Pte Ltd	
DSO National Laboratories	Overseas Union Bank Ltd	
DSTA-CSO	Pacific Technology Pte Ltd	
ECS Computers Asia Pte Ltd	Petronas Penapisan (Melaka) Sdn Bhd	
eGlobal Technology Services Asia Pacific	PSB	
Equant Integration Services Pte Ltd	PT Praweda Ciptakarsa Informatika	
Ernst & Young	Quantum Asia-Pacific Pte Ltd	
ESPN Star Sports	Raffles Healthcare Consulting	
Extol Corporation (M) Sdn Bhd	Republic Of Singapore Navy	
Fairchild Semiconductor	Reuters Asia	
Fujitsu Pte Ltd	Samsung Corning (M) Sdn Bhd	
Getronics Solutions (S) Pte Ltd	Samsung SDI (MS) Sdn Bhd	
Great Eastern Life	SAP Asia Pte Ltd	
HDB	Sapura Advanced Systems Sdn Bhd	
Health Corp of Spore	Seagate Technology Int'l SecureSolv.com (Pvt.) Ltd.	

Previous Attendees

AGM (e-business)
Assistant Manager
Assistant Systems Engineer
Assist Manager
Assist VP
Associate
Associate Consultant
Associate Director
Asst Director
Asst General Manager
Asst Manager
Asst VP
Asst.Manager Business
Development
Biz Consultant
Chief Executive Officer
Chief Information Officer
Chief Technology Officer
Computer Network Security
Officer
Consultant
Corporate Security Manager
Data Center Manager
Deputy director
Deputy Manager
Dir Forensic Science Div
Dir., Technology Innovation
Director
District Manager - CCANS
Division Manager
Engineer
Engineer Operations Support
Enterprise Group Manager
Executive Consultant
Executive Systems Analyst
Financial Controller
General Manager
Group Manager, Info & Network
Head
Head C4 Branch
Head Computer Crime Branch
head IT Facilities management
Head of Ecommerce IT
Head of Networking
Head Research & Planning
Head SC Unit
Head Training
Head, CISD
Head-Biz Solution
IBM Global Services
Information Comm Specialist
Information Systems Officer
Integration Manager
Internet Network Support
IO
IS Director
IS Manager
IT Audit Manager
IT Consultant
IT Director
IT Manager
IT Officer
IT Security Consultant
IT Security Executive

IT Security Snr Executive
IT Specialist
JR Engineer
Lan Administrator
Lead IT Analyst
Lecturer
Legislative Councilor
Manager
Manager Information Systems
Manager, Network Integration
Manager, SI
Manager, Technology & Svc Dev
Manager,Spore Regional Hub
Manager-Risk Review Group
Managing Director
Marketing Communication
Manager
Marketing Manager
Member of Tech Staff
Member,Research staff
MIS Manager
Network Consultant
Network Engineer
Network Operation Manager
Network Security
Network Security Engineer
Network Security Manager
Practice Director
Principal Member, Research
Principal Software Eng
Prisons Department
Product Manager
Professional Svc Manager
Programme Manager
Programmer
Project Manager
Regional Director
Regional Manager-IT
Regional Practice Manager-IT
Regional Security Co-ordinator
Research Engineer
Sales & Marketing Executive
Section Head(Information Svc)
Section Manager
Securities Commission
Security Consultant
Security Manager
Senior Consultant
Senior Executive
Senior IT Security Officer
Senior Manager
Senior Systems Engineer
SIO
Snr Consultant
Snr Electrical Engineer
Snr Executive
Snr IT Consultant
Snr Manager
Snr Manager Corp Security
Snr Network Engineer
Snr System Engineer
Snr Systems Analyst
Snr Systems Engineer
Snr Systems Security Admin

Snr Systems Specialist
Software Engineer
Solution Architect
Solution Manager
Specialist
Sr Dept Head
Sr Manager
Sr Network Engineer
Sr Staff Systems Engineer
Sr Technical Consultant
Sr Technical Manager
SVP Operations
System Analyst
System Consultant
System Engineer
Systems & Technology Analyst
Systems Analyst
Systems Engineer Manager
Systems Engineering Consultant
Systems Manager
Systems Specialist
Technical Consultant
Technical Director
Technical Manager
Technical Specialist
Technologist
Trade Officer, CISD
Unix Administrator
Vice President