



 **black hat**<sup>®</sup> abu dhabi  
 DIGITAL SELF DEFENSE +2012 UNITED ARAB EMIRATES

In partnership with:



[ sponsor prospectus ]

Supported by:



EXPO: DECEMBER 12-13



## BLACK HAT IS THE WORLD'S PREMIER INFORMATION SECURITY CONFERENCE SERIES.

Black Hat Abu Dhabi will bring timely, technical and important security information to the Middle East from around the world. The Black Hat Abu Dhabi audience will include highly motivated security professionals drawn by the reputation and value of Black Hat events, strong content, a friendly, vendor-neutral environment and Black Hat's unparalleled reputation for defining the landscape of information security.

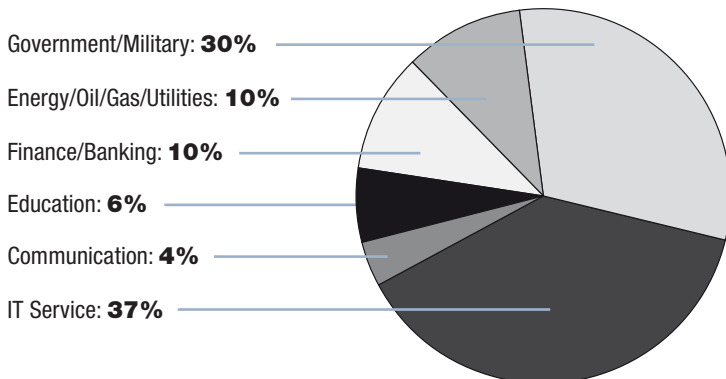
Sponsors of Black Hat Abu Dhabi will have face-to-face access to 400 prestigious and high level security professionals from private industry, academia and government services with the power to evaluate recommend and purchase solution technology of all kinds.

- ▶ **"More than half of the UAE's 2.55 million internet users were victims of cybercrime from February 2010 to February 2011, experts say."**  
— "Cyber crime victims lost Dh735m in 12 months," Gulfnews.com
- ▶ **"The market (IT) in the UAE bounced back from the 2009 recession to record 15 per cent growth last year and is expected to post almost 17 per cent growth in 2012,"** says the IDC analyst Stephen Minton.  
— "UAE on the fast track for growth in IT sector," thenational.ae
- ▶ **"The region's top three markets in terms of current projections for IT spending are Saudi Arabia with \$6.45 billion, the UAE \$5.03 billion and Egypt \$1.68 billion, according to the premier global market intelligence and advisory firm for the information technology and telecommunications industries."**  
— "IDC expects \$20b IT spending in Mideast," Khaleejtimes.com

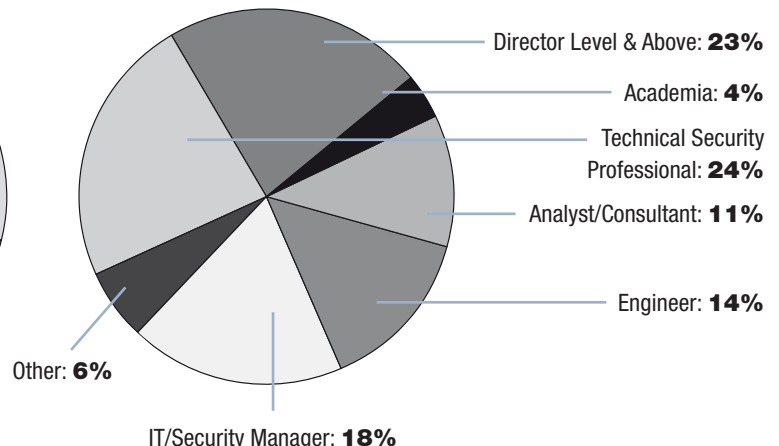


## THE BEST PLACE TO REACH ACTIVE INFORMATION SECURITY BUYERS

### Industry Type



### Job Title



*\*Demographics based on Black Hat Abu Dhabi 2011 Registration*

### USA & REST OF THE WORLD

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## BLACK HAT ABU DHABI'S PROVEN TRACK RECORD

“Black Hat Abu Dhabi has been very good for us; we've been able to get in front of several large customers to present the FireEye solution which is new to this region. The support from Black Hat has been wonderful: from booking the event to the event itself: bringing the kind of people we need to expose FireEye to; and to get this region excited about our solution.”

— **JEFF MICHAEL**, *Senior Sales Engineer, FireEye*

“Holding Black Hat, the world's leading technical security conference in Abu Dhabi supports the TRA vision to create an optimal enabling environment in which the UAE's ICT sector will emerge as a leader in the global market place. The TRA is proud to be the leading partner of Black Hat Abu Dhabi and to offer this event to our constituent partners and all other leading security professionals from across the region.”

— **H.E. MOHAMED NASSER AL GHANIM**,  
*Director General of the United Arab Emirates Telecommunications Regulatory Authority*

“Black Hat Abu Dhabi was extremely informative about the security issues we face. As the UAE grows to become one of the major leaders it is important to understand these security threats. I believe Black Hat Abu Dhabi was organised very well and it will bring us up to speed in terms of protecting the UAE and the Middle East in general.”

— **SHERIF OSAMA JAFAR**, *Black Hat Abu Dhabi 2010 attendee*

“Black Hat Abu Dhabi is integral to the achievement of the United Arab Emirates Computer Emergency Response Team's (aeCERT) mission to sustain a resilient and vigilant ICT infrastructure against a broader set of cyber security threats and to build a secure and safe cyber culture in the United Arab Emirates.”

— **END. TARIQ ABDULGHAFFAR MOHAMMED AL HAWI**,  
*Director of the United Arab Emirates Computer Emergency Response Team*



“As a sponsor of Black Hat event in Abu Dhabi, it's been fantastic, very well organised. It was very well attended and advertised and met our expectations...no doubt we will be attending next year.”

— **CHRIS BROWN**, *NetWitness*

“Black Hat Abu Dhabi is a great event and great people have attended; I noticed you moved the refreshments to the middle of the exhibition: it was a great idea as it brought in people to find out more about our business, all and all I think it's a great event.”

— **CHRIS YOUNG**, *Good Harbour Consulting*

“For us this is new experience and new market, we've been regular exhibitors at Black Hat Las Vegas so we thought it would be an important to try to see how things are in this market... this is definitely a very exciting opportunity for us and we're impressed with the quality of the attendees and the level of enthusiasm for what is a new event and new presence here – we're very happy.”

— **CHAD LOEVEN**,  
*VP of the GFI Advanced Technology Group, GFI*

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## 2011 DELEGATE SNAPSHOT

Black Hat Abu Dhabi draws attendees from the United Arab Emirates, Saudi Arabia, Oman, Kuwait, India, Jordan, Qatar, Sri Lanka, Bahrain, and Egypt.

- Computer Security Administrator
- Cyber Fraud Investigator
- Director of Engineering
- Head of Technical & Network Section
- Risk Management Lead
- Chief Executive Officer
- Chief Information Security Officer (CISO)
- Chief Security and Cloud Advisor
- Director, Information Technology
- Executive Director, Information Security
- Executive Director, National Security Initiatives
- Executive Network Support
- Executive Security Analyst
- Forensic Consultant
- Head of Information Security Monitoring Center
- Head of e-services
- Head of Information Security
- Head of Information Technology Department
- Head of IT Security & Compliance
- Head of Network Systems
- Identity Management Manager
- Incident Handling & Threat Analyst
- Information Security Manager
- Information Security Officer
- Information Systems Security & Network Specialist
- IT and Security Manager
- Director of Information Technology
- IT Infrastructure Manager
- IT Manager : Network and Security
- IT Manager Infrastructure Services
- IT Security Analyst
- Manager of IT Infrastructure Services & Support
- Manager of Network Security
- Manager of Security Research
- Manager of Computer Forensic
- Manager of Information Security and IT Governance
- Monitoring, Incident Handling and Response Analyst
- Network & Security Officer
- Network Security Engineer
- Security Escalation Engineer
- Security Intelligence & Threat Analyst
- Security Practice Director
- Senior Computer Security Administrator
- Senior IT Security Officer
- Senior Security Assurance Analyst
- Senior Security Specialist - Code Review
- Standards & Governance Manager
- Threat Intelligence Operations Center Analyst
- Threats and Malware Analyst
- Head of Business Resilience
- Incident Handling Supervisor
- Internal Security Manager
- IT Risk & Assurance Manager
- Senior Executive Compliance
- Senior Operations Analyst
- Senior Programmer
- Senior System Analyst
- System & Application Security Engineer
- Senior Information Security Specialist
- Consultor de Seguridad Senior / ISO Lead Auditor
- Incident Response Specialist
- Infrastructure Specialist
- Middle East Threat Analyst
- Infrastructure Architect
- ITGRC Manager
- Lead Network Architect
- Professor of Computer Science & Engineering
- Regional Technical Manager
- Security Advisor, Asia

## WITH INVOLVEMENT FROM

- Abu Dhabi Judicial Department
- Abu Dhabi National Oil Company
- Air Arabia
- Dubai Police
- Emirates Nuclear Energy Corporation
- Information Technology Authority
- Verisign iDefense
- Bahrain Development Bank
- Emirates Aluminium - EMAL
- Emirates Steel Industries
- Kuwait Petroleum Corporation
- National Bank of Fujairah
- Injazat Data Systems
- Dubai Electricity & Water Authority
- SAAED for Traffic Systems

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## SPONSORSHIP PACKAGES

### STRATEGIC LEVEL

- 'Display stand' area approx. 4 x 3m
- 250 word description hosted on the conference website with logo and link
- 5 full-briefings passes for VIP clients, prospects, or company executives
- 6 booth staff passes
- Featured placement of company logo and sponsorship on signage on-site
- Company banner displayed in high traffic area on-site (banner provided by sponsor/ location approved by UBM Middle East)
- Acknowledgement of Strategic Sponsorship in preshow advertisements and marketing where appropriate
- Announcement of sponsorship in press release (subject to early booking & timelines)
- Co-Sponsorship of Networking Reception - sponsors' brands included on invitation & opportunity to supply a prize for raffle draw with pre-event promotion
- Full page advert in the official program guide

### GOLD LEVEL

- 'Display stand' area approx. 2 x 3m
- 150 word company description hosted on the conference website with logo and link
- 3 full-briefings passes for VIP clients, prospects, or company executives
- 4 booth staff passes
- Featured placement of company logo and sponsorship on signage on-site
- Company banner displayed in high traffic area on-site (banner provided by sponsor/ location approved by UBM Middle East)
- Acknowledgement of Gold Sponsorship in preshow advertisements and marketing where appropriate
- Exclusive sponsorship of sit-down attendee luncheon on Day 1 or Day 2 OR registration desk for both briefings days (first come, first served)

### SILVER SPONSOR

- 'Display stand' area approx. 2 x 3m
- 100 word 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
- Acknowledgement of Silver Sponsorship in preshow advertisements and marketing where appropriate

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UBM



## ADDITIONAL SPONSORSHIPS

Please note that the following opportunities are only open to Strategic, Gold and Silver Sponsors of Black Hat Abu Dhabi and not as stand alone options.

### AT-A-GLANCE SIGNAGE: (LIMITED TO TWO SPONSORS)

Maximize visibility with featured company logo placement on large signs posted in the Briefings session rooms area.

### OFFICIAL PROGRAM GUIDE ADVERTISING:

Full page ad, Outside back cover position; Full page ad, Inside front cover position; Full page ad, Inside back cover position; Full page ad; Half page ad

### BLACK HAT ABU DHABI CO-BRANDED OFFICIAL BLACK HAT ABU DHABI SHIRT:

Sponsor the official Black Hat Abu Dhabi T-shirt to be included in the conference bags—and in front of every single delegate! Black Hat Abu Dhabi produces the T-shirts, which will feature your company logo (along with the Black Hat Abu Dhabi logo).

### BLACK HAT ABU DHABI CO-BRANDED OFFICIAL CONFERENCE ITEMS:

Features your company logo (along with Black Hat Abu Dhabi's branding, if desired) on an official conference item of your choice. The item will be distributed in the delegate bags and will be exclusive – the same item may not be sponsored or included in the bag by any other company. Available items, including pens, notepads, drink ware and baseball caps provide unlimited branding exposure during the conference and after. Items are produced by sponsor, with Black Hat Abu Dhabi approval.

### CONFERENCE BAG INSERTS:

Increase brand awareness with a cool bag insert—items should be of value to the delegates, no larger than 6x9, and may not be literature only. Excludes Black Hat Abu Dhabi co-branded official conference items.

### PROGRAM GUIDE BELLY BAND:

Be front and center! Your company's logo will be featured on an eye-catching belly band wrapped around the Official Black Hat Abu Dhabi Program Guide. Perfect opportunity to publicize booth activities and location..

### BLACK HAT ABU DHABI CO-BRANDED BADGE HOLDERS:

This high profile sponsorship ensures maximum visibility at the event—your company logo in front of every single delegate. Badge Holders are produced by the sponsor, to Black Hat Abu Dhabi specifications.

### SPONSOR A COMPANY RECEPTION: INQUIRE FOR PRICING

Sponsorship includes space in an Emirates Palace restaurant or bar, two drink tickets per attendee, canapés, and promotion to the Black Hat Abu Dhabi audience through the conference site, social media, email campaign, and in the Official Black Hat Abu Dhabi Program Guide.

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