



**March 14-16, 2012**

NH Grand Krasnapolsky Hotel  
Amsterdam, Netherlands



SPONSOR PROSPECTUS

**BLACK HAT EUROPE 2012**

NH Grand Hotel Krasnapolsky, Amsterdam, Netherlands

BRIEFINGS: **March 14-16** EXPO: **March 14-15**



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

Since 2000, Black Hat Europe has been bringing timely, technical and important security information to the European continent from around the world. An audience of highly motivated security professionals has followed, drawn by the strong content, the friendly, vendor-neutral environment and Black Hat's unparalleled reputation for defining the landscape of information security.

Sponsors of Black Hat Europe 2012 will have face-to-face access to hundreds of well-placed security professionals from private industry, academia and government service, most with the power to evaluate, recommend and purchase solution technology of all kinds.



## TESTIMONIALS



“Black Hat continues to be THE security show to attend. Norman had a successful year at the show and is looking forward to 2011 show already.”

—Brian Beard  
*Norman Data Defense*

“Awesome attendance — both quality and quantity!”

—Nikole Wells  
*StillSecure*

“This was our first time exhibiting at Black Hat. It was the best show we have ever been a part of.”

—Dave Amsler  
*CEO, Foreground Security*

“This was truly a worthwhile event for us to participate in. The excitement, audience, leads, customer and prospect conversations made our investment all worth the time and money.”

—Diane Lawrence  
*RSA Security*



FOR FURTHER DETAILS, CONTACT:

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## BLACK HAT EUROPE 2011 DELEGATE SNAPSHOT

Black Hat Europe attracts high-quality technical security professionals with buying power. Delegates from all over Europe attend to experience the most cutting-edge security content and engage face-to-face with sponsors in a trusted and intimate setting.

- ACCOR—CISO
- ADIB—CISO
- Adyton Systems AG—CTO
- Apple, Inc.—Product Security
- AT&T—Network Security
- AVG Technologies—Virus Analysis Specialist
- AVG Technologies CZ—Malware Researcher
- BitDefender—Senior Researcher
- BT—Systems Engineer
- CERN—Computer Security Analyst
- China National Research Center for Information Technology Security—Senior Engineer
- Commerzbank—IT Security Threat Analyst
- Core Security Technologies—Security Engineer
- Corelan—IT Infrastructure Manager
- Danisco A/S—Network Engineer
- Devoteam—IT Security Consultant
- EDENRED—Security Engineer
- Ergon Informatik AG—Senior Software Engineer
- Ergon Informatik AG—Crypto & Security Expert
- Ericsson—Systems Architect-Engineer
- ESET—Senior Virus Researcher
- European Parliament—Security Engineer
- European Parliament—IT Security
- Finnish Defence Forces—Engineer
- Imtech ICT UK—Senior Security Architect
- ITsec Security Services—Security Engineer
- Kabel Deutschland—Security Manager
- KPMG Finland—Information Security Specialist
- KPMG Finland—Infosec Specialist
- Lombard Odier—Software Security Engineer
- Lombard Odier—Application Security Architect
- McAfee GmbH—Principal Security Engineer
- Microsoft—Chief Security Advisor
- Ministère de la Défense—Engineer
- MoND Republic of Lithuania—Head of Cyber Security Section
- Moneybookers Ltd.—Senior Software Architect
- National Media and Infocommunications Authority—Deputy Director
- NATO—Cyber Defence Analyst
- Odyssey Consultants—Network Systems Security Engineer
- OPALE SECURITY—CEO
- PwC—Senior Security Consultant
- RBS Global Banking & Markets—Information Security Consultant
- SAP AG—Development Project Manager
- SICPA SA—Information Security Manager
- Sparkasse Krefeld—Information Security Officer
- Splunk Inc—EMEA Systems Engineer
- Tele-Consulting GmbH—IT-Security Consultant
- T-Systems International GmbH—Security Consultant
- Vodafone Group Services GmbH—Security Engineer



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### SPONSORSHIP PACKAGES:

#### DIAMOND (EXCLUSIVE)..... \$25,000

- 8x20 display area including two 6' draped tables, 4 chairs, and power (up to 10 amps)
- 250 word company description hosted on the conference website with logo and link
- 4 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)
- Acknowledgement of Diamond Sponsorship in pre-show advertisements and marketing where appropriate
- Exclusive sponsorship of attendee tote-bag
- Introduction by company executive of Black Hat Keynote Speaker
- Lead Retrieval Unit
- Exclusive sponsorship of Black Hat Europe Reception

#### PLATINUM..... \$16,000

- 8x20 display area including two 6' draped tables, 4 chairs, and power (up to 10 amps)
- 250 word 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
- Featured placement of company logo and sponsorship on signage on-site
- Company banner displayed in high traffic area on-site (banner provided by sponsor)
- Acknowledgement of Platinum Sponsorship in pre-show advertisements and marketing where appropriate
- Lead Retrieval Unit
- Exclusive sponsorship of sit-down attendee luncheon on Day 1 or Day 2 of Briefings OR Exclusive continental breakfast sponsor for both Briefings Days (first come, first served) or comparable ancillary sponsorship

#### GOLD ..... \$8,500

- 8x10 space with 2 chairs, 6' table and 5amps electric
- 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
- Lead Retrieval Unit
- Acknowledgement of Gold Sponsorship in pre-show advertisements and marketing where appropriate

### MARKETING AND PROMOTIONAL OPPORTUNITIES

#### EXCLUSIVE SPONSORSHIPS

##### Black Hat Co-Branded Badge Holders..... \$8,000

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 specifications.

##### Official Black Hat Europe Co-Branded Shirt .....\$15,000

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

##### Official Black Hat Europe Co-Branded Notepad..... \$5,000

Features your company logo (along with the Black Hat logo) on a high-quality notepad that will be included in the conference bag. This item provides unlimited branding exposure as delegates will use it during the conference and after! Notepads are produced by the sponsor.

##### Official Black Hat Europe Co-Branded Pen ..... \$5,000

Features your company logo (along with Black Hat's) on a stylish pen that will be included in the conference bag. This item provides unlimited branding exposure as delegates will use it during the conference and after! Pens are produced by the sponsor.

##### 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 Official Black Hat Program Guide. Perfect opportunity to publicize booth activities and location.

#### ADDITIONAL SPONSORSHIPS

##### At-A-Glance Signage ..... \$3,000

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

##### Hanging Banners ..... \$3,500-\$6,000

Display your company banner in a high-traffic area for added branding exposure and visibility. Banner is produced by the sponsor, to Black Hat specifications and cost varies by location.

##### Conference Bag Inserts—limited to three sponsors!..... \$2,500

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. Items to be produced and shipped by sponsor.

##### Program Guide Advertising .....\$1,800-\$5,000

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

##### Hotel Room Drop—limited to three sponsors! ..... \$5,500/night

Ensure your company's message makes it to Black Hat delegates - in their hotel rooms. Hotel room drops are offered Tuesday and Wednesday nights - pricing is per day and includes 'outside' or 'under the door' room drops. Inside room drops and multiple item drops are available at an increased rate. Room drop item to be provided by sponsor.

##### 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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