

Black Hat USA 2011: Record Breaking Event

This year's USA event in Las Vegas was the largest event in the history of Black Hat – with more than 6,300 conference delegates, Black Hat USA attendance grew double-digits. Black Hat USA also boasted a sold-out show floor which enabled vendors to engage with thousands of security professionals over two days.

Key highlights from Black Hat USA 2011:

- 6,300+ paid conference delegates
 - 64 various countries were represented at Black Hat USA
 - » Approx 80% US and 20% International Delegates
 - 46% of delegates came from a company larger than 10k employees
 - 70% came from companies with more than 1k employees and 46% came from a company larger than 10k employees
 - 90% of delegates are IT security professionals including 13% with titles of Director and above
 - 95% of delegates stated that compared to last year their organization's investment in security technology would increase or stay the same.
 - 88% of delegates have a role in the purchase of computer security services, hardware, software, and applications with 20% of these having authorization authority.
- 75 companies sponsored including Microsoft, HP, IBM, Symantec, Qualys, RSA, and others
- 275+ security researchers presented 17 Briefings tracks and 2 in-depth workshops

In addition, Black Hat continues to attract top media outlets that report on the information presented at the event. Approximately 175 press/analysts attended from news outlets including CBS News, Wall Street Journal, CNET, Fox News, CNN Money, Frontline, USA Today, The Washington Times, Vanity Fair, Wired, InformationWeek, Bloomberg News, and National Geographic. Here are a few of this year's top stories:

- *Homemade Spyplane, The Situation Room with Wolf Blitzer, CNN*
- *Hackers Steal Subaru Outback with Smartphone by USA Today*
- *U.S. Agents, an Aerial Snoop and Teams of Hackers by NY Times*
- *Cyber Security Guards by CNN Money*
- *Your face – and the Web – can tell everything about you by MSNBC*
- *Former Counterterrorist Chief: Cyber Attacks Are the Next Big Threat by The Wall Street Journal*

Here's what sponsors had to say about Black Hat USA 2011:

“Black Hat continues to be the security event to attend. Every year continues to outperform the previous. Looking forward to 2012 conferences already!”

—**BRIAN BEARD** “Norman Ninja”

“Black Hat gives us the opportunity to keep up to breast with events in the security industry and also lets us stay in touch with our customers and both of those things are incredibly important to us.”

—**JASON LACKEY**, CMO Security, Cisco

“At many shows we speak about security, at Black Hat I think we live it.”

—**PHILLIPE COURTOT**, Chairman & CEO, Qualys

“It just gives you a really good breadth of people to talk to and it's really key to our success.”

—**SCOTT KLINE**, StillSecure



Jeff Moss, Founder of Black Hat & Conference Chair



Black Hat USA+2011 Expo Hall

* Demographic data compiled from the USA+2011 Post Conference Survey



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