



SPONSOR PROSPECTUS


black hat[®]
BRIEFINGS & TRAINING

USA + 2011

JULY 30-AUG 4 | EXPO: AUG 3-4

EMBEDDING SECURITY

WWW.BLACKHAT.COM

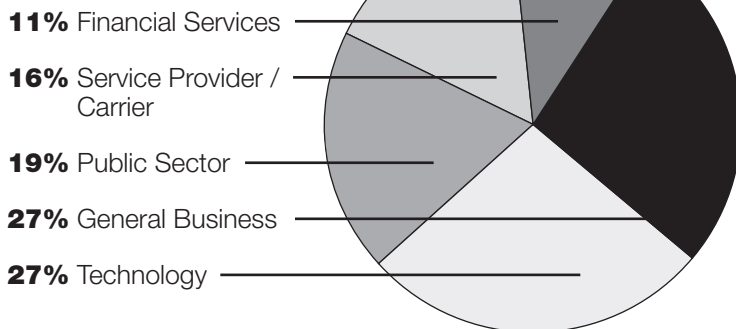
SPONSOR PROSPECTUS

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 summer, Black Hat will return to Las Vegas for the premier North American technical information security conference. Our flagship event will host more than 5,500 high-level security professionals for some of the most interesting and provocative presentations of the year. In addition, we anticipate 200+ media/analysts in attendance and hundreds more tracking news and covering the event.

THE BEST PLACE TO REACH ACTIVE INFORMATION SECURITY BUYERS

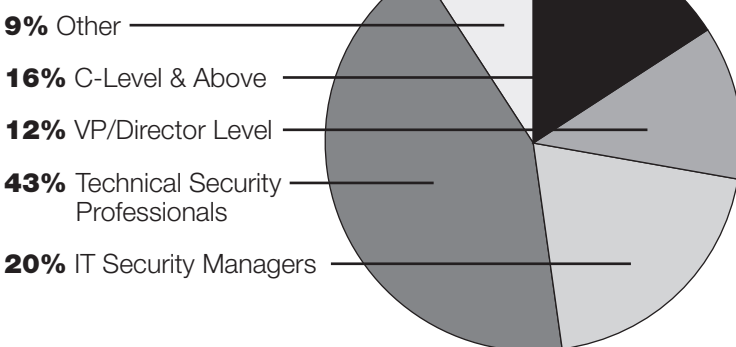
Industry Type



Black Hat Delegates are Buyers

- **89%** have a role in purchasing computer security services, hardware, software and applications.
- **1 in 6** has direct authority to approve the purchase of computer security services, hardware, software and applications.

Job Function



Black Hat Delegates Drive Security Strategy

- **48%** drive the security strategy for their organizations

Black Hat Delegates are High Quality, Guaranteed

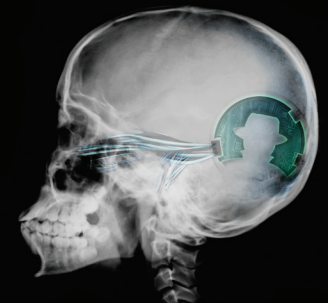
- **100%** of Black Hat delegates are paid (no "tire kickers" here).
- **100%** of Black Hat delegates are focused on IT security.

**Black Hat 2011 Delegate Survey*

FOR FURTHER DETAILS, CONTACT:

Natalie N. Bustamante, Strategic Account Director

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BLACK HAT'S PROVEN TRACK RECORD

THE BLACK HAT BRIEFINGS HAVE BECOME THE BIGGEST AND THE MOST IMPORTANT SECURITY CONFERENCE SERIES IN THE WORLD.

Black Hat Founder Tapped To Advise Homeland Security

Jeff Moss, founder of the Black Hat and Defcon security conferences, is one of 16 people appointed to the Department of Homeland Security Advisory Council, as the government casts a wide net for perspectives on cyber security.

— *Information Week*

Black Hat is a valuable and important event for us as it provides great customer interaction, press and analyst contacts and numerous opportunities that help build awareness in the market. The folks who stopped by our booth were outstanding, as the event always draws quality attendees from the public and private sectors. We are definitely planning on attending next year.

— **MIKE YAFFE**, *Director of Marketing, Core Security Technologies*

DNS Holes, Web 2.0 Flaws Draw Interest at Black Hat

Dan Kaminsky Reveals DNS Flaw At Black Hat; More than 80 technology vendors launched an unprecedented campaign to fix a flaw in widely distributed DNS software that could allow a form of attack called DNS cache poisoning.

— *PC World*

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*

Tradition of Fearlessness

Security researcher Mike Lynn roiled the Black Hat conference Wednesday when he resigned from his job at Internet Security Systems to deliver a talk about a serious vulnerability in Cisco IOS, the operating system powering its routers, defying efforts by the router manufacturer and his former employer to block the presentation.

— *Wired*

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 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

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

— **BRIAN BEARD**,
Director, Business Development, Norman Data Defense

2011 DELEGATE SNAPSHOT

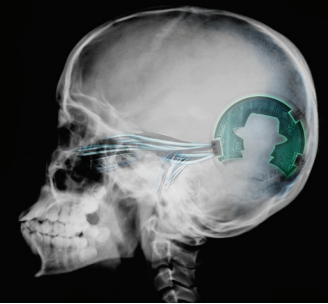
Black Hat USA is the security professional's Mecca, attracting IT security buyers from all industries and levels of the organization.

- A1SYNC — Chief Architect & Sr. Director Security
- 33NWS/DOK [USAF] — Deputy Directory Intrusion/Prevention Flight
- AAMC — Director of Information Security
- Abbott Laboratories — Director -- Collaboration Infrastructure
- Abbott Laboratories — Director, Corp IT Security Office
- ACLU of Washington — Technology & Liberty Policy Director
- adidas Group — Security Engineer
- Adobe — GPM
- Adobe — Sr Computer Scientist ATL
- aeris-capital — CTO
- Air Force — Chief IPT
- Alert Logic Inc. — Director of Security Research
- Amalgamated Bank of Chicago — VP--IT Security
- Amazon — Principal TPM, Information Security Compliance
- Amazon.com — Principal Security Engineer
- AOPTS — CISO
- API Healthcare — Chief Security Architect
- appledreams — CEO
- Archer Daniels Midland — Director- I.T. Security
- AT&T — Director, Technology Security
- BAE Systems — Director, Transformational Concepts
- BancorpSouth — ISO
- Bank of America — Vice President
- Best Buy Canada — Manager, Information Security
- BT PLC — GM Security Technology & Strategy
- CDS — Senior Vice President, IT
- Center for Infrastructure Assurance and Security — Sr. Information Security Technical Lead
- CipherLogix, Inc. — CEO
- Cisco — Sr. Information Security Engineer & Risk Management Specialist
- Citrix Systems — Chief Security Architect
- Citrix Systems Inc. — Director, Engineering
- ClearNet Security — Principal
- Command Information — EVP - cyber security solutions
- Compuware — SaaS Network Engineering Manager
- ConformIT Inc. — President
- Dept of Air Force — Computer Scientist
- Digi International — Director; iDigi Device Cloud
- Digital Defense, Inc. — EVP, Operations
- Digital Defense, Inc. — Principal, Enterprise Security and Special Projects
- Direct Supply, Inc. — Information Security Administrator
- DirectCash Payments Inc. — CTO
- Emcore Corp. — Director, IT Security & Compliance
- EmeSec — President
- Ernst & Young, LLP — ASC Financial Services Leader
- Experian — Director, Information Security North America
- Experian — Vice President
- F5 Networks — Sr. Software Engineer
- Federal Aviation Administration — CTO
- Finnish Communications Regulatory Authority — Information Security Adviser
- GameFly, Inc. — Director, Network Operations
- GameFly, Inc. — SVP, Product Development and Technology
- GE — Chief Security Officer EMEA
- General Motors — Manager Enterprise Security and Architecture
- Gerdau — Director IT Security & Compliance
- Gotham Digital Science — Co-Founder
- Idaho National Laboratory — Cyber Security Researcher
- Intel Corporation — Security Validation Engineer
- JPMorgan Chase — IT Risk Manager
- JPMorgan Chase — VP
- Kratos Defense — Director, Technical Solutions
- Lawrence Livermore National Laboratory — Computer Scientist
- Lockheed Martin — Director, Global Operations, NCITE
- Lockheed Martin — IT Security Manager
- Lockheed Martin Information Systems and Global Solutions — VP/CTO Cyber & NexGen Innovation
- Malice Afterthought, Inc. — CTO/DSS
- Mantech — Computer Forensic Engineer
- Marathon Info Tech & Security — CEO
- McAfee — Director of IPS reserach
- McAfee — EVP, WW CTO
- McAfee — SVP/GM Risk and Compliance
- McAfee, Inc. — Senior Director Solution Services
- Mobile Messenger — Global Systems & Infrastructure Manager
- Mobile Messenger — Vice President Cyber Security, Compliance & Consumer Protection
- Morningstar — Information Security Officer
- Mozilla Corporation — QA Engineer Lead
- NARUS — Senior Cyber Engineer
- NetApp — Information Security Manager
- Netragard, LLC — Chief Hacking Officer
- NetSPI — CEO
- NOAA/CSG — Sys Security Specialist
- Nokia — CTO Office, Product Security - Director, Head of Nokia Product Security
- North Shore LJJ Health System — IT Security manager
- Northrop Grumman — Director, Cybersecurity Strategy & Planning
- NSO Group — Co-Founder
- OfficeMax, Inc. — Vice President
- Omnitec Solutions Inc. — Chief of Enterprise Security
- Oracle — Manager Threat Management
- Oracle Corporation — Information Security & Privacy Manager
- Oracle Corporation — IT Security Director
- Orbitz Worldwide — Manager of Information Security
- Overstock.com — CTO
- Overstock.com — Director of Software Development
- Panda Security, S.L — Pandalabs Director
- Paradigm Solutions — President and CEO
- Qualcomm — Senior Director Technology
- Raytheon — SysAdmin
- Riverside Research — Director of Cyber Research Lab
- Sallie Mae — Director, Application Security and Vulnerability Mgmt
- Securadigm — EVP
- Secure Mission Solutions — VP Cyber and Intelligence Solutions
- Securicon LLC — IT Director & Security Engineer
- Siege Technologies — CEO
- Sony Electronics — Manager Information Security
- Southwest RMC — Information Assurance Director
- Special Ops Security — CTO
- State Farm — Risk Manager
- Stroz Friedberg — Director, Digital Forensics
- Symantec — Director, Cyber-Threat Response
- The Boeing Company — Computer Security & Information Protection Specialist
- The Boeing Company — Information Security Assessor
- The Center for Internet Security — Director of CERT
- The DINI Group — President
- The MITRE Corporation — Netwk Sys&Dist Sys Eng
- Thomson Reuters — Manager, Inc.idet Response & Forensics
- TIAA-CREF — Director - Network Security
- T-Mobile US — Principal Architect, Mobile Security
- TriGeo Network Security — Director of Product Management
- TVA — Director Cyber Security
- U.S. DOC/NOAA — ISSO
- Union Savings Bank — VP - IT Security Officer
- US Air Force — Flight Commander
- US Army — CND
- US Gov — Computer Forensics
- USAF — Computer Programmer
- USAF — Cyber Operations Controller
- Verisign — Incident Response Manager
- Verizon — DMTS
- VMware, Inc. — Director, Platform Security
- Vonage Networks — Director of Software Development
- WebMD — Application Security Architect
- Webroot — CTO & SVP Engineering
- Yahoo! — VP Service Engineering, Search & Marketplaces

FOR FURTHER DETAILS, CONTACT:

Natalie N. Bustamante, Strategic Account Director

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BRIEFINGS SPONSORSHIP AND SPONSOR OPPORTUNITIES

DIAMOND SPONSORSHIP

- Featured placement of company logo in the Official Show Guide, email promotions and advertisements where appropriate
- Exclusive sponsorship of Black Hat luncheon including signage; table tent cards imprinted with sponsor logo; acknowledgments on website
- Introduction of Black Hat keynote speaker
- Co-sponsorship of the delegate bags 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)
- 15 Full-Briefings Passes, allowing admission for staff or VIP guests to all Briefings functions (Briefings only, does not include Training or DEFCON)
- 15 Booth Staff Passes
- Featured display space—first choice among sponsors—8' x 20' area—including two 6' draped tables, 4 chairs, electrical power up to 10 amps and basic lead capture unit (additional lead-capture equipment available for purchase)
- Logo and link displayed on Black Hat website with 750 word company description

PLATINUM SPONSORSHIP

- Prominent placement of company logo in the Official Show Guide, email promotions 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, allowing admission for staff or VIP guests to all Briefings functions (Briefings only, does not include Training or DEFCON)
- Display space 8' x 20' size in featured location including two 6' draped tables, 4 chairs, electrical power up to 10 amps and basic lead capture unit (additional lead retrieval equipment available for purchase)
- 10 Booth Staff Passes

GOLD SPONSORSHIP

- Placement of company logo in the Official Show Guide, email promotions and 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 250 word company description
- 7 Full-Briefings Passes, allowing admission for staff or VIP guests to all Briefings functions (Briefings only, does not include Training or DEFCON)
- Display space 8' x 20' size in featured location including two 6' draped tables, 4 chairs, electrical power up to 10 amps and basic lead capture unit (additional lead retrieval equipment available for purchase)
- 10 Booth Staff Passes

SILVER SPONSORSHIP

- Placement of company logo in the Official Show Guide, email promotions and advertisements where appropriate
- Logo and link displayed on Black Hat website with 250 word company description
- 5 Full-Briefings Passes, allowing admission for staff or VIP guests to all Briefings functions (Briefings only, does not include Training or DEFCON)
- Display space 8' x 10' size including one 6' draped table, 2 chairs, electrical power up to 5 amps and basic lead capture unit (additional lead-capture equipment available for purchase)
- 6 Booth Staff Passes

MARKETING AND PROMOTIONAL OPPORTUNITIES

EXCLUSIVE SPONSORSHIPS

BLACK HAT CO-BRANDED BADGE HOLDERS

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

BLACK HAT CO-BRANDED OFFICIAL BLACK HAT SHIRT:

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).

BLACK HAT CO-BRANDED OFFICIAL CONFERENCE ITEMS:

Features your company logo (along with Black Hat'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, and baseball caps provide unlimited branding exposure during the conference and after. Items are produced by sponsor, with Black Hat approval.

AISLE SIGNS SPONSORSHIP

Aisle signs featuring your company logo are visible to all delegates as they make their way through the show floor. This is a great opportunity for premium exposure and visibility. Black Hat to produce with sponsor's artwork.

CHARITY POKER TOURNAMENT: INQUIRE FOR PRICING

Sponsor the Official Black Hat Charity Poker Tournament! Space for the event as well as acknowledgement in the Official Program Guide, on the conference website, onsite signage and through social media is included. Proceeds go to charity chosen by sponsor—\$25 minimum donation per player, sponsor encouraged to match total. Black Hat will send co-branded invites to pre-registered delegates, which will include company logo and short message.

PROGRAM GUIDE BELLY BAND

Company 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.

WIRELESS SPONSORSHIP

Company logo and link displayed on Black Hat conference site pre-event; Onsite signage as Official Black Hat Wireless Provider—includes 2 meter boards and 5 additional signs.

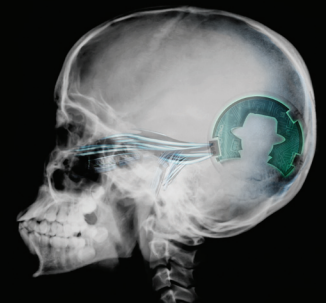
SPONSOR A COMPANY RECEPTION TUESDAY – THURSDAY NIGHTS

Sponsor a company reception Wednesday or Thursday night. Sponsorship includes space in a Caesar's Palace restaurant or bar, two drink tickets per attendee, canapés, and promotion to the Black Hat audience through the conference site, social media, email campaign, and in the Official Black Hat Program Guide.

FOR FURTHER DETAILS, CONTACT:

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MARKETING AND PROMOTIONAL OPPORTUNITIES

ADDITIONAL OPPORTUNITIES

AT-A-GLANCE SIGNAGE

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

BLACK HAT CIRCUIT

The “Black Hat Circuit” sponsorship includes space for your reception and promotion to the Black Hat audience through the website, social media, signage and in the Official Black Hat Program Guide. The event will be held Wednesday August 3rd, 2011 from 7-10 pm. Sponsors are required to “theme” their rooms—Black Hat is happy to provide guidance on which themes are most appropriate. Food and beverage costs are separate.

BLACK HAT VIP PARTY (LIMITED TO TWO SPONSORS)

Co-sponsorship of full beer, wine, cocktail and deluxe hot/cold canape service for 300 VIP’s. A signature Black Hat event, the night preceding the opening of the Briefings. Includes acknowledgement with logo on the conference website, signage and tent cards during the party. Logo invites will be provided to all invitees via email and sponsor has ability to invite 15 guests and/or staff (sponsor will be provided with wristbands to distribute). Sponsorship also includes two Full-Briefings passes (does not include Training or DEFCON).

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 co-branded official conference items.

HANGING BANNERS

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

HOTEL ROOM DROP SPONSORSHIP

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.

MEETING ROOMS: FULL DAY / HALF DAY

Reserve a private meeting room for client meetings or as a meeting point for staff during the event. Meeting rooms will be in the general conference area and are available for half or full days.

OFFICIAL PROGRAM GUIDE ADVERTISING

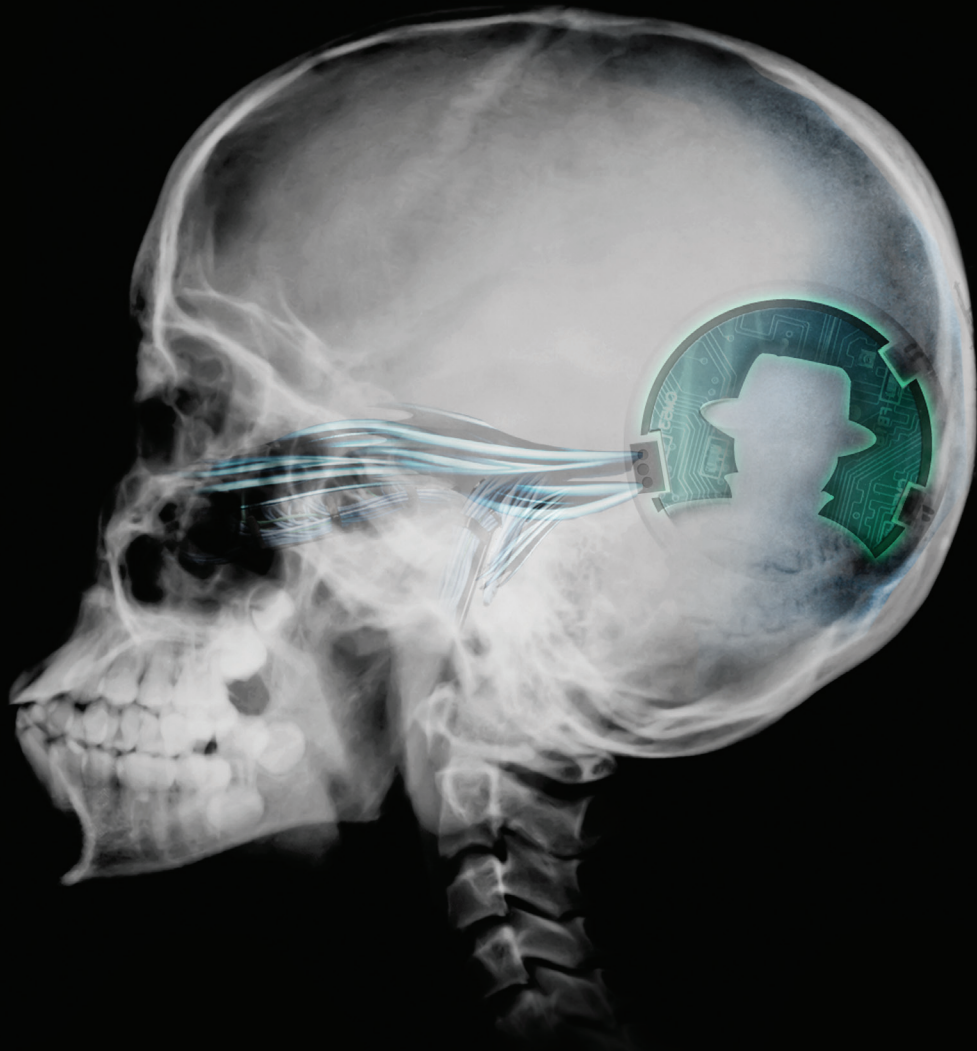
Full Page Ad, Outside Back Cover Position; Full Page Ad, Inside Front Cover Position; Full Page Ad, Inside Back Cover Position; Full Page Ad; Half Page Ad

OFFICIAL PROGRAM GUIDE – SPECIAL EVENTS LISTING

Planning a party during Black Hat? Include your activity on the Special Events page in the Official Program Guide. This is a great opportunity to encourage booth traffic and interest in your event, including RSVP only events. Listing includes 75 words and logo.

PASSPORT TO PRIZES

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).



BLACKHAT.COM

