Black Hat USA 2012

digital self defense

Agenda

- Introduction
    - New Sponsors at Black Hat
    - Brief History of Black Hat
    - Making the Delegate Connection

- Using the Sponsor Portal

- Co-Marketing Programs

- PR Opportunities
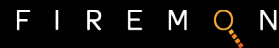
- MPO Opportunities

- Contact Information

- Q&A

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Introduction

Trey Ford

General Manager

New Sponsors at USA 2012

History Of Black Hat

1997: Black Hat was founded by Jeff Moss as a single annual conference held in Las Vegas. The first event had 100 attendees

2000: Black Hat opens first Sponsor Show Floor with six participating sponsors

2001 to 2003: Black Hat expands its conference series to include three US based events in Redmond Washington, Washington DC, and Last Vegas; as well as internationally with events in Europe and Asia

2005: CMP (now UBM - TechWeb) acquires Black Hat

2012: Continued growth, offering ~100 Sponsors exclusive access to an estimated 6500+ delegates from around the globe

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The Delegates

Just who are these people?

Delegate Stats

Delegates attend to stay up to date with the information security community and to learn from industry researchers about the latest risks.

Black Hat Delegates Are Buyers

- 100% of attendees spent AT LEAST $1,400 USD, there is no Expo Only pass

- 90% have a role in the purchase of

    - Computer security services

    - Hardware

    - Software and Applications

- Nearly 70% are involved with IT Budgets

Delegate Stats

Focus on Security Strategy

- Over half drive the security strategy for their organizations

- 52% are Manager level and above

- 45% manage application security

- 52% manage network security

- 34% manage auditing/assessment

Making the Connection

- WHO is your Audience
- HOW are you going to connect with attendees
- WHO are you going to connect attendees with
- WHY should they listen
- WHY are you different
  - Just another SIEM
  - APT anyone
  - Cyber this, Cyber that
  - Cloudy things with Big Data

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What's Worked

- Games & Puzzles
- Challenges & Contests
- Hands On
- Geek Pop Culture
- Old Tech
- Video Games
- Swag
- Product demos & Trials
- Organized MPO's

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Insider Tips

Bring Brainpower
(we keep first-aid on hand, but only you can prevent casualties)

- Staff Correctly
    - BRING TECHNICAL PEOPLE
    - This is not a marketing show, not a booth competition
    - This show is all about mindshare
    - Be prepared to answer the 'HOW' question on a very technical level
    - <u>Bring your technical people, minimize sales and marketing</u>
- Earn the love
    - DO NOT use marketing doublespeak and BS
        - Black Hat attendees are hyper sensitive, and will shut you down
    - Respect the Scan
        - Many attendees will not want to be scanned, respect that

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Insider Tips

- The Rush

  - Day One is the busiest, especially the first couple of hours

  - Have at least two technical resources at the booth for the initial rush

  - Have staff, schwag, and literature ready

    - Be prepared to hand out a minimum of 500 pieces of schwag in the first couple of hours, just scan and hand out

    - Don't stress talking at this time-they WILL come back to chat

    - Consider having something different for Day Two

  - Staff the booth DURING LUNCH & RECEPTIONS

- Consider a Survival Kit

  - Eye Drops

  - Cough Drops

  - Breath Mints

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Using the Sponsor Portal

Andy Saldaña

Manager, Event Operations & Services

Exhibitor Portal – Log In Page

URL: https://blackhat.reg.techweb.com/usa/2012/exhibitorreg

[ESSENTIALS]

BRIEFINGS

EARLY:
$1495 // ends Feb 1
REGULAR:
$1695 // ends June 1
LATE:
$2195 // ends July 20
ONSITE:
$2595 // ends July 26

GET FORMS
CC Change Request »
CC Payment »
Certification Request »
Reg Cancellation »
Substitutions »
Wire Transfer »

You agree to our Registration Terms and Conditions when you register online through our website.

welcome to the black hat usa 2012 sponsor portal

From the Sponsor Portal you will find everything you need to know for a successful show - including order forms, deadlines for furnishings, labor, electricity, etc., plus information on shipping, show management rules & regulations, as well as ongoing press & marketing opportunities.

Please login in with the email address of your company's primary contact (usually the person who signed the Black Hat USA Sponsor Contract) and your password. If you are unsure who your primary contact is, send an email to Andy Saldaña andy.saldana@ubm.com or 212-600-3056. **Passwords are case sensitive.**

Email   bhtest@ubm.com

Password

Forgot Password?

Remember email login   ☑

Login

Questions about the portal? Contact Andy Saldaña andy.saldana@ubm.com or 212-600-3056.

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Sponsor Portal – Review Page

WELCOME TO THE BLACK HAT USA 2012 EXHIBITOR PORTAL!

Test

Selected Booths   #500 TEST

Click the **REVIEW** link below each step to navigate through the portal. Make sure you hit *Save* on each page to save your information.

STEP #1 - VERIFY AND UPDATE YOUR COMPANY INFORMATION

Review and update your company name, address and website. Review your primary contact, additional exhibitor personnel and PR/Marketing contact information.

REVIEW/ EDITCompany Information

STEP #2 - EXHIBITOR INFORMATION

It is REQUIRED that every sponsoring company reads and acknowledges the event information page. There is a check box at the bottom of the page where you must acknowledge having read the information.

REVIEW/Acknowledge Event Information

STEP #3 - EXHIBITOR SERVICE MANUAL AND ADDITIONAL EXHIBITOR DOCUMENTS

[ESSENTIALS]

BRIEFINGS

EARLY:
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GET FORMS
CC Change Request »
CC Payment »
Certification Request »
Reg Cancellation »
Substitutions »
Wire Transfer »

You agree to our Registration Terms and Conditions when you register online through our website.

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Sponsor Portal – Company Info Page

EXHIBITING COMPANY INFORMATION

Take a moment and update your company information here.

The Company Name listed below is how your company name will appear in all printed materials. Please make sure it is listed correctly.

It is also important that we have the correct contact information listed. Please verify email, phone numbers and exhibitor personnel. If you need to make any changes, please contact Andy Saldana.

Exhibitor Company Information

Your Booth #:   #500 TEST

Company Address 1 ·

Company Address 2 ·

Company City ·

Company State
-- Select One --

Company Postal Code

Company Country ·
Algeria

Company Name ·
Test

Company Phone ·
t

Company Website ·
t

Exhibitor Primary Contact

Primary Contact First Name   Jennifer

Primary Contact Last Name   Harvey

Primary Contact Email
jennifer.harvey@ubm.com

Primary Contact Company ·
UBM

Primary Contact Job Title
t

Primary Contact Phone
t

Should you need to make any edits to your primary or additional exhibitor contacts, please email Andy Saldaña.

Company Logo and Description

You may check your company description and logo on the website at https://www.blackhat.com/html/bh-us-12/bh-us-12-sponsors.html.

If you have any updates or your logo/description is missing, email them to sponsors@blackhat.com.

We ask that logos be a high resolution, .eps file.

Allow 72 business hours for edits to appear on the website.

Additional Company Information

What kind of companies do your products serve?
(check all that apply)

☐ Large Enterprises
☐ SMBs
☐ Channel
☑ International
☐ Other [   ]

Who is your target audience?
(check all that apply)

☐ Technical Security Professionals
☐ C-Level Executives
☑ IT Security Managers
☐ Other [   ]

Start Over   Save

✅ Exhibitor Saved

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STEP #3 - EXHIBITOR SERVICE MANUAL AND ADDITIONAL EXHIBITOR DOCUMENTS

This section provides you with the full Exhibitor Service Manual or ESM. The ESM contains all of your logisitcal documents, order forms, and complete rules and regulations. It is very important that you spend some time going through this section thouroughly.
REVIEW/Complete Sponsor Forms

STEP #4 - BOOTH STAFF REGISTRATION

Register your booth staff here.
Staff registration closes on July 18th. Ensure that all of your booth staff is correctly entered before this date.
REVIEW/ REGISTER Booth Staff Registration

Sponsor Portal – Event Info Page

EVENT INFORMATION

IT IS REQUIRED THAT ALL BLACK HAT EXHIBITORS/SPONSORS REVIEW THE EVENT INFORMATION, DOWNLOAD THE FULL ESM IN STEP #3, AND REVIEW ALL EXHIBITOR RULES AND REGULATIONS. ONCE COMPLETED, PLEASE CHECK THE BOX AT THE BOTTOM OF THE PAGE, AND THEN HIT SAVE AND CONTINUE.

A. EXHIBITOR SERVICE MANUAL (ESM)

The Exhibitor Service Manual (ESM) contains important information you will need to know for your exhibit opportunity at Black Hat USA. The ESM can be found in Step #3 of this portal and is broken down into several sections that include important show information, **EXHIBITOR RULES & REGULATIONS**, official vendor order forms, labor order forms, and shipping/material handling forms.

AUDIO VISUAL
Event Technology Services (ETS) is the official audio/visual company. Please refer to Section 6 – Additional Services Order Forms of the ESM for pricing and order forms.

BACKGROUND DRAPERY
The background drapery throughout the show will be black.

BOOTH FURNISHINGS
Global Experience Specialists, GES, is the official, exclusive decorator. Please refer to the Decorator Services in Section 6 of the ESM for the appropriate forms. Order forms for these services should be completed and returned by the indicated due dates to take advantage of the advance order prices.

CARPET
The hall is carpeted. You are NOT required to carpet your space, but if you choose to do so, please refer to the Decorator Services section of the ESM (Section 6, C-1) for the carpet order form.

COMPUTER RENTAL
ETS is the official computer rental company. Please refer to Section 6 – Additional Services Order Forms of the ESM for pricing and order forms.

ELECTRICAL
Encore Productions at Caesars Palace is the official electrical services company. Please refer to Section 6 – Additional Services Order Forms of the ESM for pricing and order forms.

HANGING BANNERS
Hanging signs will only be allowed for island booths 20x20 or larger and must be approved by show management. Please see the booth rules and regulations in the ESM (Section 3) for additional information and the required form.

*The Show Management Hanging Sign Request Form must be submitted by June 23, 2012.

LABOR

Room rates starting at $165/per night

For online reservations, click HERE

For reservations by phone: Call +1-866 227-5944 and mention the discount code: SCBLA2G (you MUST mention this code or you will NOT get the group discount rates if you are making your reservation by phone).

C. EXHIBITOR BOOTH STAFF AND FULL BRIEFINGS REGISTRATION
Complete Registration instructions can be found in Step #4 of this portal. You will be able to register your Exhibitor Booth Staff through Step #4.

Your Exhibitor's Full Briefings Comp Codes are also located here. The regitsration for these attendees must be completed through main registration.

Full Briefings Passes will grant an attendee access to all Briefings functions including meals, content, keynotes, and receptions.

Booth Staff Passes are strictly for staffing your booth during the Event. These passes include a box lunch Wednesday and Thursday of the Event and access to the Exhibit Hall during set-up times and show hours.

Here are the numbers of passes you are allowed, based on sponsorship level:

Diamond - 15 Comp Full Briefings; 20 Booth Staff
Platinum - 10 Comp Full Briefings; 20 Booth Staff
Gold - 7 Comp Full Briefings; 15 Booth Staff
Silver - 5 Comp Full Briefings; 6 Booth Staff
Exhibit Only - 3 Comp Full Briefings; 6 Booth Staff

*Note - Additional Full Briefings passes beyond your above allotment, must be purchased via the regular registration procedures. Discount Codes are available through Co-Marketing and Sponsorship Opportunities.

Additional Booth Staff passes must be purchased through your sales representative.

ACKKNOWLEDGEMENT

☑ I have read and understand all of the event information for Black Hat USA 2012

Start Over   Save

Questions about the portal? Contact Andy Saldaña andy.saldana@ubm.com or 212-600-3056.

Sponsor Portal

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REMINDERS:

**If you would like to add additional personnel to have access to your company's Exhibitor Portal, please email andy.saldana@ubm.com. Please note, requests to add additional personnel can only requested by the primary contact.

**If you choose to change your password, please be aware that if your company is exhibiting at any other TechWeb Event (Interop, CloudConnect, etc) and you are the primary contact, your password to login to these portals will be reset as well.

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MORE INFO
REGISTRATION

BRIEFING
BLACK HAT EVENTS

TRAINING
BLACK HAT EVENTS

ASK THE CALL CENTER:
// LOCAL: 415.947.6846
// TOLL FREE: +1.866.203.8081
// FAX: +1.415.947.6011
// MON-FRI: 09:00 - 16:00 HRS PDT
BLACKHATREGISTRATION@UBM.COM

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Sponsor Portal – Exhibitor Service Manual

Logout | Change Password | Review | Exhibitor Registration Management

EXHIBITOR SERVICE MANUAL AND ADDITIONAL EXHIBITOR PLANNING INFORMATION

To assist you with your exhibit planning, we have compiled all of the logistical information you will need into this area of the Exhibitor Portal.

You may find that some documents are found in more than one area.

EXHIBITOR SERVICE MANUAL (ESM)

The ESM can be found at http://www.ges.com/eComm/2012/Q3/11-05871/.
It is suggested that you right click and open in a new tab.

This link contains all important logistical information about exhibiting at Black Hat USA. It is important that you read through the document completely. Here is a list by section of the information that you will find in the ESM:

Section 1 - Important Deadlines
Section 2 - General Event Overview
Section 3 - Exhibitor Rules and Regulations
Section 4 - Shipping & Drayage
Section 5 - Labor
Section 6 - GES Information & Order Forms
   Material Handling
   Decorating Services
   Labor Services
   Required Forms
   Additional Service Order Forms
Section 7 - Registration & Hotel
Section 8 - Marketing & Promotions

ADDITIONAL EXHIBITOR INFORMATION/DOCUMENTS

Below are a few documents that contain general information about Black Hat USA and will assist you with your planning.

These documents are also found in the above ESM.

Exhibitor Documents

Black Hat USA Exhibitor Rules & Regs
Caesars Exhibitor Policies and Regs
Exhibitor Deadlines
General Show Information
Important Contacts for Black Hat USA
Included in your Exhibit Space - Diamond

CURRENT FLOORPLAN

You can view the most up-to-date floor plan for Black Hat USA 2012 here.
Click the URL below. It is suggested that you right click and select "open in new tab".

Black Hat USA 2012 Floor Plan

Start Over   Save

Questions about the portal? Contact Andy Saldaña andy.saldana@ubm.com or 212-600-3056.

Sponsor Portal

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MORE INFO	BRIEFING	TRAINING
REGISTRATION	BLACK HAT EVENTS	BLACK HAT EVENTS

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Sponsor Portal – Exhibitor Booth Staff Registration

Co-Marketing Opportunities

Rich McCarthy

Senior Director, Marketing

Co-Marketing

- Opportunities
  - Event Resources
    - Web Banners, Logos, Event Description

      https://www.blackhat.com/html/bh-us-12/bh-us-12-event-resources.html

  - Social Media & Blogging
    - Provide updates about your company's activities at Black Hat
    - Contribute key facts, case studies, and start conversations
      - Twitter (hashtag: #BlackHat)
      - Facebook
      - LinkedIn
    - Editorial posts that tie into your Black Hat Presence

Sponsorship Co-Marketing

- Co-Branded VIP Invitations Email
  - Email marketing tool enables you to upload your logo, company information and contact list and auto generate co-branded email for your review and approval
  - Include a $100 discount off of Briefings Passes for your customers and prospects
  - Email Rewards Program
    - Deploy co-branded emails by specified dates and earn up to 3 Full Briefings Passes + Champion's Reward

https://www.blackhat.com/html/bh-us-12/bh-us-12-comarketing.html#email

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Public Relations Opportunities

- ## General PR Information
  http://www.blackhat.com/html/sponsors_pr.html

- ## Media List
  – Black Hat policy is never to share attendee lists with anyone. This policy applies to the media list as well—it will not be shared with sponsors. For a sampling of past articles covering Black Hat, please visit our press page

    http://www.blackhat.com/html/press.html

- ## Sponsor Press Kits
  – Exhibitors may leave their press kits in the Media Center any time during show hours

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Public Relations Opportunities

- Press Release Guidelines
  - Event boilerplate should be included in the press release:

    "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 attendees to be continuously aware of the newest vulnerabilities, defense mechanisms, and industry trends. Black Hat Briefings and Trainings are held annually in the USA, Europe and the Middle East. Black Hat is produced by UBM TechWeb. More information is available at http://www.blackhat.com."

  - The date and location of the event should be included in the first paragraph
    - Black Hat USA 2012 is happening July 21- July 26 at Caesars Palace Hotel in Las Vegas

Promotional & Marketing Opportunities

Natalie Bustamante

Global Strategic Account Director

Marketing & Promotional Opportunities

- Show Floor is Nearly 90% booked
  90 current sponsors (75 total in 2011)

- Executive Briefing Sponsorships Announced

- This is the year to leverage MPOs, set your company apart and customize your plan

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Black Hat Executive Briefing

- On July 24th, Black Hat will bring together more than 100 top security executives from Global 2000 corporations and government agencies for a full day of unique, high-level discussions

- Sponsorship is limited to five total sponsors and ranges from $10k - $40k

- Benefits Include:
  - Executive Briefing Invitations for Company Executives (networking reception, dinner, Speaker/VIP Party and Full Black Hat Briefings included)
  - Ability to invite customers, prospects and VIP's
  - Branding on the Executive Briefing website, in the program guide and displayed on signage during the event
  - Executive Gift Giveaway
  - Distribution of Company Literature
  - And, many more…

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MPOs

Black Hat will create custom programs to fit your needs!
Summary of items still available

- Conference Bag Inserts (limited inventory) - $5,000
- Hotel Room Drop (limited inventory) - $8,500
- Meeting Rooms (limited inventory) - $5,000 to $8,000
- Co-Branded Official Items - $10,000
- VIP Party Co-Sponsorship (one remaining) - $20,000
- Official Program Guide Ads - $1,800 to $5,000
- Program Guide Belly Band - $10,000
- Passport to Prizes - $3,500
- Expo Hall Aisle Signs - $5,000
- Custom Receptions - $25,000+
- Floor Graphics - $8,000
- Black Hat Co-Branded T-Shirt - $45,000
- Elevator and Escalator Signage - $10,000+

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Contact Information

Executive Team

- Simon Carless– EVP, Black Hat, simon.carless@ubm.com
- Trey Ford – General Manager, Black Hat, tford@techweb.com

Operations Team

- Fran Timmermann, Director, Event Operations, fran.timmermann@ubm.com
- Andy Saldaña, Manager, Event Operations, andy.saldana@ubm.com

Marketing & PR Team

- Rich McCarthy, Senior Director, Marketing, richard.mccarthy@ubm.com
- Braughnwynn "Bibi" Jackson, Senior Marketing Manager, bibi.jackson@ubm.com
- Steven Schain, Marketing Coordinator, sschain@techweb.com
- Natalia Wodecki, Senior Communications Director, nwodecki@techweb.com

Sales

- Natalie Bustamante, Global Strategic Account Director, nbustamante@techweb.com
- Robert Koziura, Account Executive, rkoziura@techweb.com

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Q&A