



  
**black hat**<sup>®</sup> usa+2012  
BRIEFINGS & TRAINING

**Sponsor Prospectus**

**Black Hat USA 2012**

**Caesars Palace Hotel, Las Vegas, NV**

TRAINING: **July 21-24** : BRIEFINGS & Expo: **July 25-26**

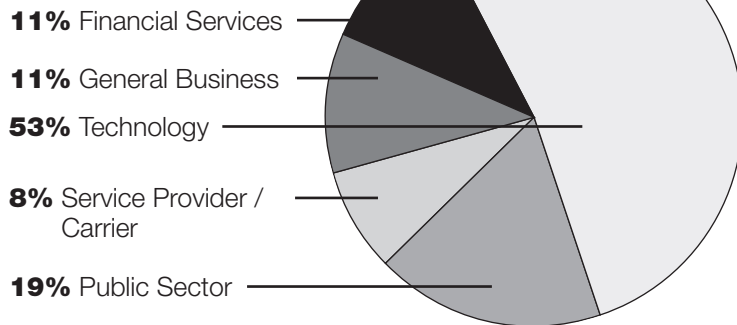
## SPONSOR PROSPECTUS

### Come Celebrate the 15 Year Anniversary of Black Hat USA

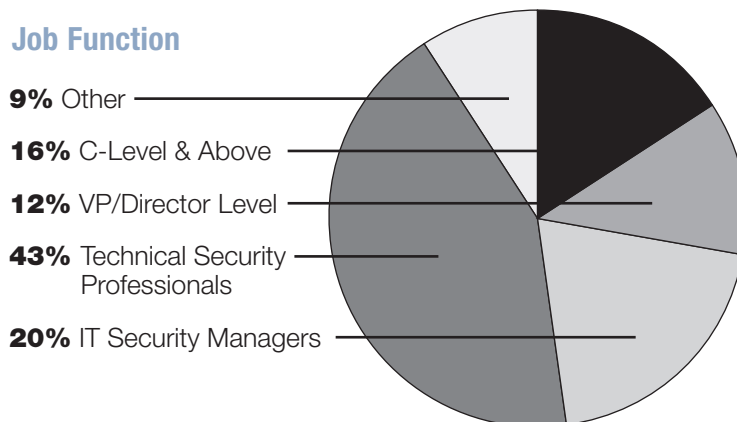
This year marks a special occasion as Black Hat celebrates the 15 year anniversary of its flagship event in Las Vegas, Nevada. More than 6500 senior-level security professionals will return to Caesars Palace in order to hone their security skills, learn of the latest threats to their enterprise, network with peers, clients and security researchers and evaluate the latest security solutions on the market. In addition, over 200 members of the media/analyst community are expected to attend and report on the ground-breaking announcements that distinguish Black Hat's unmatched informational reach from any other security conference.

### THE BEST PLACE TO REACH ACTIVE INFORMATION SECURITY BUYERS

#### Industry Type



#### Job Function



#### Black Hat Delegates are Buyers

- **90%** 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.

#### Black Hat Delegates Drive Security Strategy

- **48%** drive the security strategy for their organizations
- **52%** manage network security
- **46%** manage application security

#### 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.

*\*Demographics are from the Black Hat 2011 Delegate Survey*



FOR FURTHER DETAILS, CONTACT:

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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*



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## 2012 DELEGATE SNAPSHOT

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

- 1st IO Command — Red Team Lead
- Akamai Technologies, Inc. — Sr System Engineer
- Alaska Housing Finance Corp — Director of Information Systems
- American Express — Vice President
- Apple — Sr. Security Manager
- Archer Daniels Midland — Director- I.T. Security
- Armorize Technologies — CEO
- Avira GmbH — Manager Viruslabs
- Bechtel — I&AM Engineering Manager
- Blackbird Technologies, Inc. — CTO
- Blue Cross Blue Shield — Director of Enterprise Information Security
- BluePoint Security — Vice President
- Boeing — Chief Security Engineer
- Bonneville Power Administration — Security Control Assessor
- Booz Allen Hamilton — Cyberspace Operations
- Bridge Point Communications — CISO
- Cafepress — Director of IT and ISO
- Calculated Insight — Chief of Malware R&D
- Centers for Disease Control — Deputy Officer of the Chief Information Security Office
- CEPESC — CTO
- Charles Schwab — Vice President
- Chertoff Group — Senior Associate
- Chesapeake Energy Corp — Sr Security Analyst
- CIAS — Sr. Information Security Project Lead
- Cisco Systems — Director/GM Security Research and Operations
- Citi — Director, Information Security
- Damballa — VP Research
- DARPA — Cyber Program Manager
- Dasient — Co-founder and CTO
- DBAppSecurity — CTO
- Department of Justice — Chief Systems Security Officer
- Disney Worldwide Services — Manager, Network Technical Support
- Dubai Police — Network Administrator
- Duke Energy — IT Security Consultant
- eBay — Information Security Officer Amer/EMEA
- EchoStar — Engineer
- eEye Digital Security — CTO
- Entergy Corporation — Director, Process Control Systems Cyber Security
- Entrust — Security Assurance Analyst
- Ernst & Young — Senior Manager
- ExxonMobil — Network Security Design Lead
- F5 Networks inc — Security Guy
- Facebook — Security
- FBI — Intelligence Analyst
- Federal Reserve Bank of New York — Sr. Info Sec Analyst
- Fidelity Investments — Director, Technology Risk
- Ford Motor Company — Network Engineer
- Foundstone — (Sr. Director, Global Education)
- GameFly, Inc. — SVP, Product Development and Technology
- Gap Inc — Infrastructure Architect
- GE — System Analyst
- General Dynamics — Vice President
- Google — Android Security
- Halliburton — Sr. Security Analyst
- Halock Security Labs — Director
- HP — Director of Security
- IBM — Senior Managing Consultant
- Institution for Savings — Vice President, Information Technology
- Ironcloud Inc. — President
- IronKey, Inc — Chief Technology Officer
- IRS — Security Analyst
- iSIGHT Partners — Director of Shared Technical Services
- Legalzoom.com, Inc. — Director of Security
- Leviathan Security Group — Director of Research
- Lockheed Martin — Cybercraft Architect
- Mantech — Cyber Security Advisor
- Marine Corps Installations West — Deputy Cyber Security Manager
- McAfee — SVP, CTO of Americas
- Medtronic — Sr Principal Security Architect
- Motorola Mobility — Chief Information Security Officer
- n.runs AG — Chief Technical Officer
- NCM — VP of EIS Operations
- NDRE — Software Developer
- NetApp — Sr Manager, Cyber Intelligence & Response Team
- NetSPI — CTO
- Network Solutions — Director Corporate Security
- Neuberger Berman — AVP
- NIST — IT Security Specialist
- Nokia — CTO Office, Product Security — Director, Head of Nokia Product Security
- Onapsis — Director of Research and Development
- Oracle — Director
- Owens Corning — Information Security Analyst
- Panasonic Electric Works Laboratory of America Inc. — Chief Architect
- Paradigm Solutions — President and CEO
- PayPal — Consumer Risk Management — phishing/malware
- Pioneer Bank — Vice President IT
- Polaris Venture Partners — Director of Technology
- Rapid7 — Practice Manager, Professional Services
- Raytheon — Dir, SPSO
- RCERT-E — Director
- RCF Information Systems — CIO
- Rogers Communications — Designer, IP Networks
- SAIC — Chief Engineer/AVP
- SAIC — Chief Technology Officer for Operations
- Salesforce.com — Security
- Sallie Mae — Director, Application Security and Vulnerability Mgmt
- Samsung Electronics — VP
- Sandia National Laboratories — Technical Manager
- Secure Mission Solutions — Vice President
- Siemens — Program Manager IT-Security
- Skyland Development — CSO
- SonicWALL — Director, SW Engineering & Threat Research
- Sony Corporation — General Manager
- Sony Electronics, Inc. — VP Security
- Sophos — CTO & SVP
- SRA — VP, Chief Technologist
- State Farm — Risk Manager
- Sterling Commerce — Director
- Symantec — CTO
- Synopsys, Inc. — IT Security Specialist
- Sypris Electronics — Chief Engineer
- Target Corp — Engineering Consultant
- TASC — Computer Security
- The Vanguard Group — Security Architect
- Twitter — Security Team
- U.S. Cellular — Network Security Lead Engineer
- USAF — Chief, Software Assurance
- Verisign — Network Security Engineer IV
- Wells Fargo — VP
- Xilinx — InfoSec
- Yahoo! — VP Service Engineering, Search & Marketplaces
- Zappos, Inc. — Application Security Engineer
- Zynga Game Network, Inc. — Director of Security Operations



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## BRIEFINGS SPONSORSHIP AND SPONSOR OPPORTUNITIES

### DIAMOND SPONSORSHIP

#### Pre-Event Benefits

- Marketing Exposure: logo, link, 750 word description on website
- Logo in Marketing Materials
- 10% off additional MPOs

#### Onsite Benefits

- 20x20 Booth Space (20x30 option an additional \$5,000)
- Featured placement of company logo in the Official Show Guide
- Diamond sponsor designation with logo on onsite signage
- Company logo prominently displayed on Official Conference Bag
- Co-Sponsorship of Briefings Reception — logo prominently displayed on signage and in the Official Show Guide
- Hanging Aisle Sign featuring company logo
- Premier banner location onsite (Sponsor to produce)
- Ability to extend conference pass discounts to customers and prospects
- 15 Full Briefings Passes and 25% off additional Full Briefings Passes (up to 30)
- 20 Booth Staff Passes (includes Continental Breakfast and Boxed Lunch)
- Basic Lead Capture Unit

### PLATINUM SPONSORSHIP

#### Pre-Event Benefits

- Marketing Exposure: logo, link, 500 word description on website
- Logo in Marketing Materials
- 10% off additional MPOs

#### Onsite Benefits

- 20x20 Booth Space
- Featured placement of company logo in the Official Show Guide
- Platinum sponsor designation with logo on onsite signage
- Company logo displayed on Official Conference Bag
- Co-Sponsorship of Briefings Reception — logo displayed on signage and in the Official Show Guide
- Exclusive sponsorship of continental breakfast, coffee service or comparable ancillary sponsorship — including signage, acknowledgements on website
- Prominent banner location onsite | (Sponsor to produce)
- Ability to extend conference pass discounts to customers and prospects
- 10 Full Briefings Passes and 25% off additional Full Briefings Passes (up to 20)
- 20 Booth Staff Passes (includes Continental Breakfast and Boxed Lunch)
- Basic Lead Capture Unit

### GOLD SPONSORSHIP

#### Pre-Event Benefits

- Marketing exposure as a Gold Sponsor includes placement of company logo with link and 250 word description on conference website
- Inclusion of company logo in marketing materials as appropriate

#### Onsite Benefits

- 10x20 Booth Space
- Featured placement of company logo in the Official Show Guide
- Gold sponsor designation with logo on onsite signage
- Co-Sponsorship of Briefings Reception or comparable ancillary sponsorship — logo displayed on signage and in the Official Show Guide
- Banner location onsite (Sponsor to produce)
- Ability to extend conference pass discounts to customers and prospects
- 7 Full Briefings Passes and 25% off additional Full Briefings Passes (up to 10)
- 15 Booth Staff Passes (includes Continental Breakfast and Boxed Lunch)
- Basic Lead Capture Unit

### SILVER SPONSORSHIP

#### Pre-Event Benefits

- Marketing exposure as a Silver Sponsor includes placement of company logo with link and 150 word description on conference website

#### Onsite Benefits

- 10x10 Booth Space
- Inclusion of company logo in the Official Show Guide
- Ability to extend conference pass discounts to customers and prospects
- 5 Full Briefings Passes and 25% off additional Full Briefings Passes (up to 5)
- 6 Booth Staff Passes (includes Continental Breakfast and Boxed Lunch)
- Basic Lead Capture Unit

### SILVER TURNKEY Silver Benefits Plus

- 10x10 Booth Space with Standard Carpet
- GEM Structure with 8' Back Wall and 3' Side Walls
- Black and White Header Sign
- One Meter Counter and One Stool
- Wastebasket
- Cleaning – Tuesday Night
- Up to 300lbs. Drayage
- 10amps Electric
- Basic Lead Capture Unit

### INCREMENTAL CONFERENCE PASSES

- Additional Full Briefings Passes – discount available to all sponsors
- Additional Booth Staff Passes — (includes Continental Breakfast and Boxed Lunch)



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## MARKETING AND PROMOTIONAL OPPORTUNITIES

### EXCLUSIVE SPONSORSHIPS

#### 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.

#### At-A-Glance Signage Day 1

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

#### At-A-Glance Signage Day 2

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

#### Black Hat 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 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

Feature your company logo along with Black Hat's branding 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.

#### Charity Poker Tournament

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 wpre-registered delegates, which will include company logo and short message.

#### Floor Graphics

Round floor graphic with your branding outside of the Exhibit Hall.

#### 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 Tuesday through Thursday nights. 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.



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## MARKETING AND PROMOTIONAL OPPORTUNITIES

### ADDITIONAL OPPORTUNITIES

#### Black Hat VIP Party (LIMITED TO TWO SPONSORS)

A signature Black Hat event, the night preceding the opening of the Briefings, the VIP Party is the place to network with security superstars. Sponsorship includes acknowledgement with logo on the conference website, signage onsite, tent cards during the party and full beer, wine, cocktail and deluxe hot/cold canapé service for 300 VIP's. 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 eye-catching bag inserts — 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.

#### Elevator Wrap Signage

Your branding featured on the conference area elevators, at Promenade or Emperors level.

#### Escalator Gutter Signage

Your branding featured in the high-traffic zones, between Octavius and Forum Ballrooms (10' x 100') or Augustus and Forum Ballrooms (10' x 59').

#### 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 (items provided by sponsor).

#### Meeting Rooms: Full-Day or 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).



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