

### MOVE TO MANDALAY BAY OFFERS MORE OPPORTUNITIES FOR ENGAGEMENT THAN EVER BEFORE

Black Hat USA 2014 welcomed more than 9,000 of the most renowned security experts and over 150 top companies to the Mandalay Bay Convention Center for the largest Black Hat to date. Professionals from all over the world gathered to experience an unprecedented level of high quality content, a newly



expanded Business Hall and even more opportunities to learn and network than ever before.

### KEY ATTENDEE HIGHLIGHTS FROM BLACK HAT USA 2014

- ▶ Over 50% of Black Hat USA attendees come from companies with more than 1,000 employees. Of those, over 30% come from companies 10,000+.
- ▶ The top industries represented at Black Hat USA are Information and Network Security, IT/Telecommunications, Financial Services and Defense (civilian and military).
- ▶ 55% of Black Hat USA attendees are manager level or above – 27% with Director, VP, President and C-level titles. Over 10% are C-level.
- ▶ The top five countries represented at Black Hat USA are United States, Canada, United Kingdom, Israel and Japan.
- ▶ 61% of Black Hat USA attendees play a role in their company's purchase decisions.

### CONTENT & SPECIAL EVENTS

- ▶ 180 speakers and researchers across 113 cutting edge Briefings, 10 timely roundtable sessions and a full day Kali Linux workshop made up the most robust lineup in the event's history.
- ▶ Executive Summit, an exclusive invitation-only gathering of more than 115 industry executives and security industry leaders, ignited open conversations and "think tank" style breakout sessions.
- ▶ For every Black Hat USA 2014 Business Pass sold, \$100 was donated to the Electronic Frontier Foundation to support their important work defending free speech and privacy rights, with a final total donation of \$50,000.
- ▶ New for Black Hat, Innovation City gave more than 20 start-ups a designated area to showcase cutting-edge products and solutions.
- ▶ More than 40 high quality sponsored talks and workshops in the Business Hall and Conference Center presented by leading companies in the security industry.

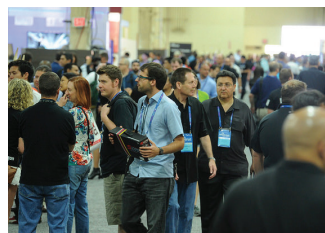


### SPONSORSHIP VALUE & ROI

- ▶ 98% of Sponsors say Black Hat has the right Target Audience for their business.
- ▶ Nearly 90% of Sponsors indicated that they generated new sales leads, met new contacts and raised awareness of their brand, products or services as a result of attending Black Hat.
- ▶ The majority of Black Hat sponsors say the quality of attendees improved year-over-year.
- ▶ Over 90% of Black Hat USA 2014 Sponsors plan to sponsor Black Hat again in the future.

### PRESS AND MEDIA COVERAGE

Black Hat consistently attracts top-tier press, analysts and bloggers from around the world. Black Hat USA 2014 saw the most coverage and attention from press internationally in the event's 17-year history, producing hundreds of articles



posted in the United States and abroad. This year, we broke records with **more than 200 members of the press** and analyst community attending Black Hat USA, with many more covering the news of the show from afar. Some top-tier news outlets in

attendance included: Fox News, CBS News, NBC News, CNN, Associated Press, BBC, Reuters, Forbes, Bloomberg, WIRED, The Guardian, The Daily Mail, Financial Times, Wall Street Journal, The Washington Post, NPR and many more.

*\*Data obtained through Black Hat USA 2014 post-event Exhibitor Survey*