December 9, 2009
10:00 AM – 7:30 PM EST

“IT Security: The Next Decade

InformationWeek’s Dark Reading and Black Hat come together for their first-ever virtual event, exploring the most dangerous threats of the next ten years – and what you can do today to protect your enterprise from them.

As we come to the end of the first decade in the new millennium, the IT industry faces some of the greatest security challenges in its history. In fact, 2009 saw more breaches, more malware, and more zero-day exploits than any year before.

At that rate, what will security be like 10 years from now? What threats and challenges will the new decade bring? Get some perspective on the future at the IT Security: The Next Decade virtual event.

This unique virtual event will:

• Feature some of the industry's top experts in the areas of security threats and technology research and development.

• Provide an opportunity to hear about the long-term future of security technology, attack methods, and cybercrime.

• Offer advice on what you can do today to prepare your security environment for the challenges raised by new applications, technologies, and computing paradigms.

Align with InformationWeek and DarkReading.com editorial content to:

– Showcase solutions

– Generate qualified leads

– Engage with business technology decision makers

The virtual event simulates the activity and impact of a face-to-face live event but with the ease and economy of the web.

Benefits include:

• 3,000 security professional registrants

• Alignment with InformationWeek, DarkReading.com and Black Hat editorial content

• Visual engagement with your brand, executives and solutions

• Advanced behavioral tracking and reporting

• Platform supports rich media assets including Flash, webcasts, podcasts, PDFs, etc.

• Immediate interaction between the buyer and seller at your virtual booth

• Lead guarantees by sponsorship level

“...an exceptional format. I like the ‘all-in-one’ aspect.”

- Michael Haffey, Systems Analyst - Philips Medical Systems
Virtual Event Program Agenda

All times Eastern US

10:00: Virtual Event Opens!

10:30 – 10:50 am: Opening Keynote Address
The Evolution Of IT Security Threats: Hacking’s History And Key Threats Of The Coming Decade
In this unique presentation, Black Hat and DEFCON founder Jeff Moss – one of the industry’s best-known hackers and a member of the Homeland Security Advisory Council -- will discuss the evolution of computer hacking, including a look back at the history of the industry and the most likely dangers that enterprises face in the coming ten years. Speaking from his 20+ years of experience, Moss will also offer some recommendations on what will work – and what won’t -- in enterprise security, both now and in the coming decade.

Keynote Speaker: Jeff Moss, Founder, Black Hat and DEFCON
Moderator: Tim Wilson, Editor, Dark Reading

11:00 – 11:45: Platinum Sponsor Presentation
Moderator: InformationWeek Editor

In this special presentation, a well-known futurist (to be named) will discuss how data and computing will change over the next ten years, and how these changes may introduce new vulnerabilities and threats to enterprise data. You’ll hear how technologies such as cloud computing and Web 3.0 may change the face of security technology, and offer a unique perspective on how enterprise defenses will be look ten years from now.

Moderator: Brian Gillooly, Editor in Chief Events, Techweb

1:30 – 1:45: Platinum Sponsor Presentation
Moderator: InformationWeek Editor

2:00 – 2:30: The Evolution Of Cybercrime
In this panel, leading experts on hacking and cybercrime – including top Black Hat security researchers and experts on computer crime trends – will give you a peek at what the “bad guys” are doing online today, and how their exploits and motivations will change over the next ten years. You’ll find out where the most dangerous hackers will come from, what types of data they’ll be after, and what new methods and exploits they’ll use to get it. If you believe that the most valuable weapon in cyberdefense is to know your enemy and his plans for the future, this session is for you.

Moderator: Travis Carelock, Editor, Black Hat

2:45 – 3:30: Platinum Sponsor Presentation

3:45 – 4:05: Turbo Talk
Will Compliance Still Matter In 10 Years?
After years of struggling to comply with security-related regulations such as SOX, HIPAA, and PCI, many enterprises (and legislators) are arriving at a sobering conclusion: compliance does not equal security. As more and more breaches occur in enterprises that are fully compliant with "secure" standards such as HIPAA and PCI, what will happen to these requirements? Will compliance be as big an issue in 2019 as it was in 2009? In this unique Turbo Talk, one of the industry’s leading compliance experts will answer the fundamental question: what’s the future of security compliance?

Moderator: Tim Wilson, Editor, Dark Reading

4:20 – 5:00: End User Computing And Security In The Next Decade
Of all the changes that are happening in computing, it is the endpoint that is undergoing the most radical evolution. Users are becoming more mobile than ever, and using a wider variety of devices than they’ve ever done before. The dividing line between "work" and "home" is disintegrating before our eyes. With so much change going on right now, what will the average end user configuration look like ten years from now? In this panel, Black Hat security researchers and experts on end user computing will discuss the evolution of the endpoint – as well as end user behavior -- and make recommendations on how it might be secured as it continues to evolve in the coming ten years.

Moderator: Kelly Jackson Higgins, Editor, Dark Reading

5:15– 6:00: Qualys Sponsor Presentation - The Laws of Vulnerabilities

6:15 – 7:00: Virtualization, Cloud Computing, And Next-Generation Security
The concept of cloud computing creates new challenges for security, because sensitive data may no longer reside on dedicated hardware. How can enterprises protect their most sensitive data in the rapidly-evolving world of shared computing resources? In this panel, Black Hat researchers who have found vulnerabilities in the cloud and software-as-a-service models meet other experts on virtualization and cloud computing to discuss the question of cloud computing’s impact on security and the steps that will be required to protect data in cloud environments.

Moderator: Christopher Hoff, Contributing Editor, Black Hat
## Sponsorship Opportunities

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<tr>
<th>Silver $12,000</th>
<th>Gold $25,500</th>
<th>Platinum $45,000</th>
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<tr>
<td>Maximum Number of Sponsors per Level</td>
<td>Unlimited</td>
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### Branding

- Sponsorship of keynote and panel sessions
- Sponsorship of Lounge networking center
- Branding and logos on all event promotions
  - Landing page, registration pages, email blasts, etc.
- Branding on traffic drivers
- Booth designed to match sponsor brand standards
  - Deluxe exhibit booth, an in-booth TV monitor, content tabs to host information such as web pages, documents, podcasts, Flash movies, static images, group chat and message boards

### Thought Leadership

- Content Session
  - 30 min audio & PowerPoint presentation with 15 minute Q&A
  - 10 25 40
- Product resource center
  - Whitepapers, podcasts, demos, etc.

### Lead Generation

- Detailed Reporting
- Lead Guarantee
  - 600 1,500 3,000

Virtual events are powerful and proven lead-generation vehicles that deliver immediate results.