

Webcast Series

SPONSOR PROSPECTUS





42% of webcast attendees recommend it to a colleague or manager

44% of webcast attendees visited a sponsor's site immediately afterward

- Over 15,000 security professionals have registered to attend the Black Hat webcast series
- So far in 2011, an average of 800 have registered to attend each Black Hat webcast.

The Black Hat Webcast Series is an ongoing project developed to connect Black Hat's speakers with our highly engaged community in the space between our live events. Black Hat webcasts break news, share new research, and add to the ongoing conversation that is the heart of the Black Hat experience.

With an audience comprised of 67% technical security professionals and 25% senior management positions, the Webcast series is a powerful tool that helps leading companies connect with an engaged audience of influencers and decision makers in the security industry.

The Black Hat community expects strong actionable technical content and on average, 48% of webcast delegates attend live and spend 50 minutes engaged with the cutting edge research.

The response from the security community is strong.

- **84% of webcast attendees rate quality of content a 4 and above (out of 5)**
- **84% of webcast attendees rate speaker quality a 4 and above (out of 5)**

“Very good general overview of the state and history of Mac OS X security. I would love to see more of these in the future.”

—Staff Member, Clickability, Inc.

“Very well done. The presenters were very knowledgeable on the topic and responded clearly and concisely to questions”

—Consultant, Ernst & Young

* Demographics are from the 2011 YTD Webcast Registration Data



FOR FURTHER DETAILS, CONTACT:

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The Black Hat Webcast Series draws security experts from companies large and small. More than half of the webcast audience comes from small and medium businesses with the remainder coming from enterprise, including 18% representing companies with over 50,000 employees. No matter what size business they're targeting, sponsors of the Black Hat Webcast Series are able to get their messaging in front of the right decision makers.

The Black Hat audience is focused on security strategy. 55%* of our audience spends more than 75%* of their time on security, 52%* manage network security, and 46%* manage application security.

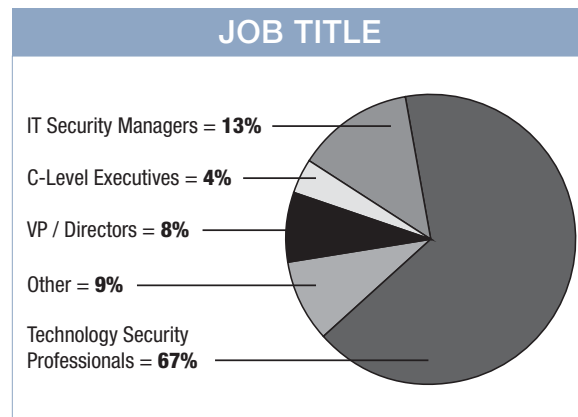
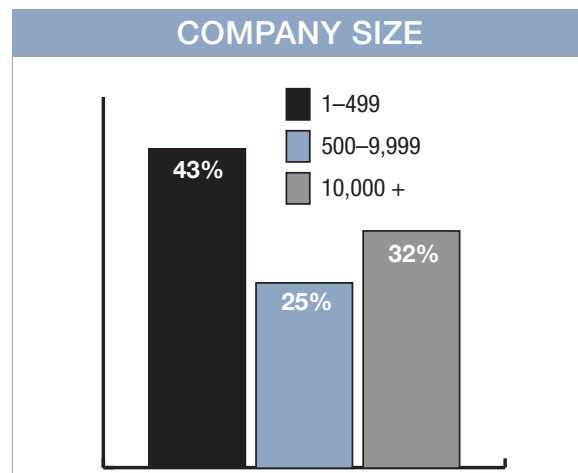
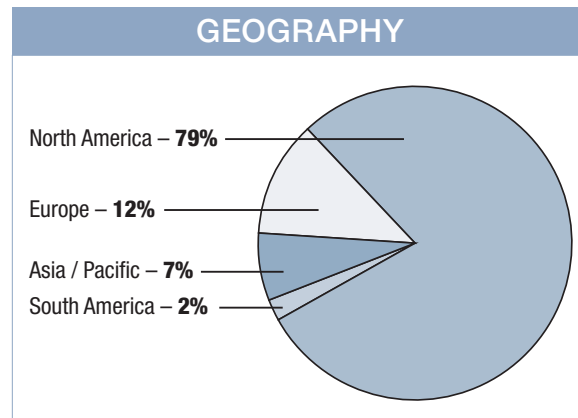
Primary security concerns among Black Hat professionals' include: Authentication/Access Control, End-point Security, Firewall/IPS/IDS, and Auditing/Assessment.

When polled about what technologies and practices their organization is planning to evaluate and/or purchase within the next 12 months, 47%* were interested in Network Security and 43%* were looking at Cloud Computing.

“As usual, very thought provoking and somewhat frightening when thinking of our technology deployments.”

—Manager Information Protection, MidAmerican Energy Company

* Demographics with an asterisk are from the Black Hat 2011 Delegate Survey
Demographics without an asterisk are from the 2011 YTD Webcast Registration Data



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2011 Webcast Series Delegate Snapshot

Black Hat's Webcast series attracts high-quality business security professionals from the public and private sectors. Over 15,000 attendees have registered for the Black Hat Webcast series. An average of 600 delegates participate in each webcast. Here is a sample of the type of delegates that attend the Black Hat Webcasts:

- GlobalSecure—CEO
- NETWORKIA—CEO
- JPMorgan Chase & Co—Chief Engineer / Investigator
- Lockheed Martin—Chief Scientist, Cyber Security
- USAF—Chief, Cyberspace Branch
- Penton technologies—CIO
- DJ Thompson Enterprise—CIO, CISO
- GTRI—CIO/VP of IT and Operations
- Michelin—CISSP, GCIA
- New York State Police—Computer Forensic Analyst II
- Xigent Automation Systems, Inc.—Controls Manager
- Nestle—Corporate Content Specialist
- Qualys—CTO
- Global Intelligence Corp—CTO & Chief Computer Scientist
- EMF Broadcasting—Database & Data Security Advisor
- ACE Group—Database Administrator
- North Carolina A&T State University—Director of Enrollment Technologies & Information Management
- San Francisco International Airport—Director of Information Security
- Sage Data Security—Director of Professional Services
- Onapsis—Director of Research and Development
- Emcore Corp—Director, IT Security & Compliance
- Citrix Systems—Director, Security Engineering
- FishNet Security—Forensics Examiner
- CXOWARE—Founder
- PayPal—Front End Developer
- Ecobank Transnational Inc.—Group Information Security Officer
- Lockheed Martin—Info Assurance Sec Engineer
- JP Morgan Chase—info risk lead
- Panasonic—Info Sec
- Visa—Info Sec Specialist
- Raytheon Company—Information Assurance
- Navy—Information Assurance Manager
- US Army—Information Assurance Manager
- JP Morgan Chase—Information Risk Lead
- Boeing—Information Security
- Amgen Inc.—Information Security Engineer
- Bank of America—Information Security Engineer
- ICTS Global—Information Security Manager / Senior Consultant
- Experian—Information Security Project Manager
- American Family Insurance—Information Security Specialist
- University of Michigan—Information Systems Security Manager
- time warner—internet abuse
- Time Warner Cable—Internet Security Supervisor
- Ernst & Young LLP—Intranet Products Leader
- Shaw Industries—IS Compliance Mgr
- Preco Electronics Inc—IS Manager
- Logica—ISA Practice Lead Security
- Neill Corporation—IT Director
- PAWS—IT Director
- Seim Johnson—IT Director, CSO
- ING Direct—IT Manager
- Abbott Laboratories—IT Project Manager
- Burlington Coat Factory—IT Project Manager
- JP Morgan Chase—IT Risk Lead
- Beam Global—IT Security Manager
- Nokia—IT Senior Specialist, Networks
- DOD/DISA—IT Spec (INFOSEC) NetOps Reqs and Outreach
- BiddingForGood, Inc.—IT Systems Administrator
- Cisco Systems—Manager Business Development
- MidAmerican Energy Company—Manager Information Protection
- FedEx—Manager IT
- DirectCash Payments Inc.—Manager of Compliance
- Sheetz—Manager, IT Security
- Qualys—Managing Director APAC
- IBM—Managing Security and Privacy Consultant
- UTI, Inc.—Network Operations Manager
- Follett Corporation—Network Security Administrator
- Raytheon Solipsys—Network Security Administrator
- Trustwave—Penetration Tester
- Sierra Nevada Job Corps—POC/Systems Admin
- Merge Healthcare, Inc.—PQA/Program Manager
- Cyber Secure IT, Inc.—President
- Digital Forensic Solutions, LLC—President
- AT&T—Principal - Technology Security
- Microsoft—Principal Group Program Manager
- Raytheon—Principal Security Engineer
- McAfee Inc.—principal software engineer
- Federal Reserve Bank—Risk Compliance Analyst
- Cisco—Risk Management
- Sprint—Risk Manager
- HP—SaaS PM
- verizon—sec eng
- DELTA—SEC ENGINEER
- Cybercop, Inc.—Secure Online Community Architect
- Duncan Solutions—Security & Compliance Manager
- Research in Motion—Security and Usability
- Microsoft—Security Program Manager
- Time Warner—Security/Abuse
- Nationwide Insurance—Senior Analyst, Information Security
- PricewaterhouseCoopers—Senior Associate
- Intel Corp—Senior Engineering Manager
- IBM—Senior Security Solutions Architect
- Intel—Senior Software Engineer/Security Lead
- Symantec—Sr Analyst
- AT&T—Sr Security Mgr.
- UPS—Sr. Data Security Analyst
- Bank of America—Sr. Information Security Specialist
- IBM—Sr. IT Architect
- Adobe Systems Incorporated—Sr. Mgr. Corporate Communications
- Symantec—Sr. Principal Security Strategist
- Trend Micro—Sr. Security Analyst
- USAA—Sr. Security Analyst
- Telecommunication Systems Inc.—Sr. Unix Engineer
- Guidance Software—Sr. Web Application Development Supervisor
- Honeywell International—SRDC
- Hewlett-Packard—SW Program Mgr
- BofA—VP
- Wells Fargo Securities—VP & ISO
- HealthcareFirst, Inc.—VP of R&D
- BluePay Processing—VP of Technology
- OmniAmerican Bank—VP Programming
- JPMC—VP, IRM
- Scottrade—Vuln. Remediation Mgr.



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The Black Hat Webcast Series

BENEFITS OF WEBCAST SPONSORSHIP

- Reinforce thought leadership by aligning your organization with leading industry experts
- Company logo and description will appear in all event promotion and on the webcast for high visibility
- Archived version of the event will be available for six months after the live presentation as sustained messaging
- Guaranteed lead contact info will be supplied to the sponsor following the live event and for the six months after as it's viewed
- Ability to include one question on the post-webcast poll—great opportunity to ask buying questions
- Brief opportunity for company representative to present or participate in the panel discussion



2012 Webcast Editorial Calendar

- January 19:
 - Privacy in Social Networking
- February 16:
 - Database Security
- March:
 - Application Security 
- April:
 - Privacy
- May:
 - Client Side Security / Attack 
- June:
 - Mobile Redux - Open Mobile Research 
- July:
 - Black Hat USA Preview

2011 WEBCAST SPONSORS



Black Hat reserves the right to make schedule alterations for special breaking events. The most recent version of the schedule will always be posted online at: www.blackhat.com



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