



2013 SPONSOR PROSPECTUS



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WWW.BLACKHAT.COM

For the past four years, the **Black Hat Webcast Series** has offered senior security professionals the opportunity to engage with the research community, through a regular series of live web events focusing on what's hot in computer security.

These monthly webcasts have given researchers/organizations a forum to break news, share new research, and add to the ongoing conversation that has traditionally been reserved for the Black Hat live events.

- Over 15,000 security professionals have registered to attend the Black Hat webcast series
- To-date, an average of 950+ attendees registered for each 2012 webcast

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.

What Delegates are Saying About Black Hat Webcasts

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

—*Manager Information Protection, MidAmerican Energy Company*

“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*



What Delegates are Doing After Black Hat Webcasts

44%

of webcast attendees
visited a sponsor's site
immediately afterward

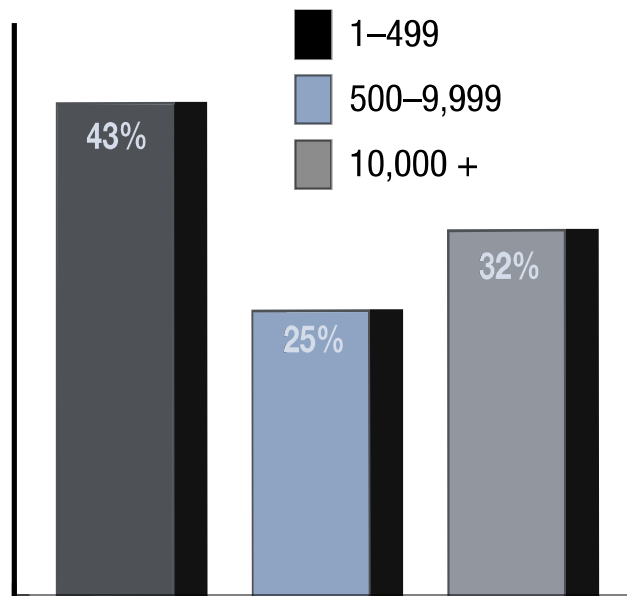
Webcast Series Delegate Snapshot

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 950+ delegates participate in each webcast. Here is a sample of the type of delegates that attend the Black Hat Webcasts:

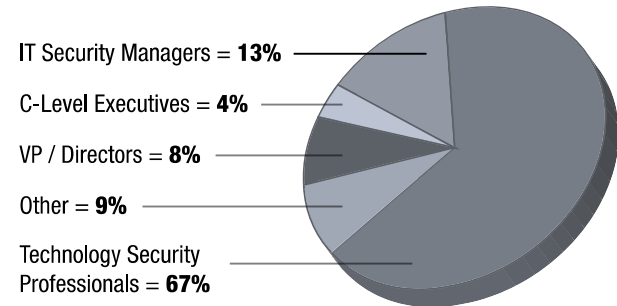
- GlobalSecure—CEO
- NETWORKIA—CEO
- JPMorgan Chase & Co—Chief Engineer / Investigator
- Lockheed Martin—Chief Scientist, Cyber Security
- USAF—Chief, Cyberspace Branch
- Penton technologies—CIO
- GTRI—CIO/VP of IT and Operations
- Michelin—CISSP, GCIA
- New York State Police—Computer Forensic Analyst 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
- 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
- Lockheed Martin—Info Assurance Sec Engineer
- Panasonic—Info Sec
- Visa—Info Sec Specialist
- Navy—Information Assurance Manager
- US Army—Information Assurance Manager
- Bank of America—Information Security Engineer
- University of Michigan—Information Systems Security Manager
- Ernst & Young LLP—Intranet Products Leader
- Shaw Industries—IS Compliance Mgr
- Preco Electronics Inc—IS Manager
- Logica—ISA Practice Lead Security
- Seim Johnson—IT Director, CSO
- ING Direct—IT Manager
- Abbott Laboratories—IT Project Manager
- Nokia—IT Senior Specialist, Networks
- DOD/DISA—IT Spec (INFOSEC) NetOps Reqs and Outreach
- Cisco Systems—Manager Business Development
- FedEx—Manager IT
- IBM—Managing Security and Privacy Consultant
- UTI, Inc.—Network Operations Manager
- Follett Corporation—Network Security Administrator
- 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
- McAfee Inc.—principal software engineer
- Federal Reserve Bank—Risk Compliance Analyst
- Sprint—Risk Manager
- HP—SaaS PM
- Duncan Solutions—Security & Compliance Manager
- Research in Motion—Security and Usability
- Intel—Senior Software Engineer/Security Lead
- Symantec—Sr Analyst
- UPS—Sr. Data Security Analyst
- Adobe Systems Incorporated—Sr. Mgr. Corporate Communications
- Trend Micro—Sr. Security Analyst
- USAA—Sr. Security Analyst
- Honeywell International—SRDC
- Hewlett-Packard—SW Program Mgr
- Wells Fargo Securities—VP & ISO
- BluePay Processing—VP of Technology
- OmniAmerican Bank—VP Programming

Delegate Demographics

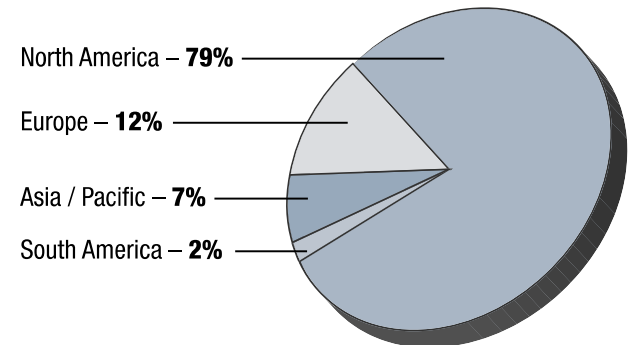
COMPANY SIZE



JOB TITLE



GEOGRAPHY



The Black Hat Webcast Series covers an array of security topics:

- Audit and Assessment
- Internet Search Engines and Databases
- Open Source Intelligence Gathering
- Vulnerability
- Incident Response
- Privacy
- Data Leakage
- Securing Sensitive Data
- Hacking
- Encryption
- Malware
- Reverse Engineering
- Open Source Tools
- Mobile

Benefits of Webcast Sponsorship

- 500 guaranteed leads with full contact information
- Fifteen minute speaking opportunity for sponsor company representative
- Logo with link and sponsor speaker information listed on webcast registration page
- Sponsorship acknowledgement on email and social media promotions where appropriate
- Archived version available on Black Hat website for a minimum six months following the event
- Ability to ask one buying question in pre-event or post event poll

COST \$20,000



2012 & 2013 Webcast Sponsors

