



# Black Hat DC 2010 DC 2010 Prospectus

## TESTIMONIALS

“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

“Very good quality professionals in attendance, people who are serious and knowledgeable about security.”

—**Penney Smith**  
Marketing Manager,  
BindView

“Talk about reaching our target market! The Black Hat Briefings was truly the best sponsorship experience that ArcSight has ever had. The quality of leads was outstanding as well as the booth traffic.”

— **Gretchen Hellman**  
Sr. Manager Product Marketing,  
ArcSight



## Black Hat DC Attendee Title Snapshot

**Chief Information Security Officer**  
**Director of Security**  
**Head of Information Security**  
**Vice President, Information Security**  
**Global Information Security Manager**  
**Network Security Manager**  
**Intelligence Analyst**  
**Computer Systems Security Analyst**



## **Black Hat is the world's most important information security conference series.**

Several times a year since 1997, thousands of security professionals, researchers and enthusiasts have gathered at Black Hat events in the US, Europe and Asia to explore emerging security trends.

Black Hat's wide variety of deep, technical presentations by the leading thinkers from all facets of the information security world attracts the leading technical influencers across the security market. Black Hat has an unequaled reputation across the security world.

This year, Black Hat DC will draw several hundred highly-placed security professionals from government entities, academic institutions and companies large and small who have power over security buying decisions.

Black Hat sponsors get exclusive access to this important and influential audience and the opportunity to display their security products, solutions and opportunities at the event.

“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



Black Hat DC 2010

# Sponsorship Opportunities

Don't miss your opportunity to put your company in front of the high-level security technologists attending Black Hat D.C. The Black Hat DC Sponsor Programs are designed for maximum visibility, include pre-event, onsite and post-event marketing.

## Diamond Sponsor (Exclusive)

- 8x20 display area including draped table, chairs, and power (up to 500 watts)
- 250 word description hosted on the conference website with logo and link
- 4 Full-Briefings Passes for VIP clients, prospects, or company executives
- 6 Booth Staff Passes for day of expo
- Featured placement of company logo and sponsorship on signage on-site
- Company banner displayed in high traffic area on-site (banner provided by sponsor)
- Acknowledgement of Diamond Sponsorship in preshow advertisements and marketing where appropriate
- Exclusive sponsorship of attendee tote-bag
- Introduction by company executive of Black Hat Keynote Speaker
- Exclusive sponsorship of Black Hat DC Reception

## Platinum Sponsor (Three Available)

- 8x20 display area including draped table, chairs, and power (up to 500 watts)
- 250 word company description hosted on the conference website with logo and link
- 3 Full-Briefings Passes for VIP clients, prospects, or company executives
- 6 Booth Staff Passes for day of expo
- Featured placement of company logo and sponsorship on signage on-site
- Company banner displayed in high traffic area on-site (banner provided by sponsor)
- Acknowledgement of Platinum Sponsorship in preshow advertisements and marketing where appropriate
- Exclusive sponsorship of sit-down attendee luncheon on Day 1 or Day 2 of Briefings OR Exclusive continental breakfast sponsor for both Briefings Days (first come, first served)

## Gold Sponsor

- 8x10 display area including draped table, chairs, and power (up to 500 watts)
- 100 word company description hosted on the conference website with logo and link
- 2 Full-Briefings Passes for VIP clients, prospects, or company executives
- 4 Booth Staff Passes for day of expo
- Acknowledgement of Gold Sponsorship in preshow advertisements and marketing where appropriate

## Coffee Breaks (Four Available)

## Speaker Party (Exclusive)

## Conference-At-A-Glance Signage

For further details, contact:

Natalie N. Bustamante, Strategic Account Manager at  
OFFICE: 212.600.3031 | nbustamante@techweb.com | MOBILE: 908.220.2771

