



BLACK HAT EUROPE

APRIL 12-15, 2010

HOTEL REY JUAN CARLOS | BARCELONA, SPAIN

PROSPECTUS

BLACK HAT IS THE WORLD'S MOST IMPORTANT INFORMATION SECURITY CONFERENCE SERIES.

Since 2000, Black Hat Europe has been bringing timely, technical and important security information to the European continent from around the world. An audience of highly motivated security professionals has followed, drawn by the strong content, the friendly, vendor-neutral environment and Black Hat's unparalleled reputation for defining the landscape of information security.

In 2010, Black Hat Europe moves to Barcelona. Sponsors of Black Hat 2010 will have face-to-face access to hundreds of well-placed security professionals from private industry, academia and government service, most with the power to evaluate, recommend and purchase solution technology of all kinds.



EUROPE 2009 ATTENDEE SNAPSHOT

- Bison Microsystem
- European Parliament
- ICT Specialist
- BWI System GmbH
- Federal Chancellery
- Managing Director
- C-CURE NV
- Austria
- Security Consultant
- Defense AG
- ICT Specialist
- Security Engineer
- Deutsche Bundesbank
- InfoSec Specialist
- Security Tester

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
Senior Manager Product Marketing, ArcSight

“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



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SPONSORSHIP PACKAGES:

DIAMOND (EXCLUSIVE)..... \$22,500

- 8x10 area with 6' table, 2 chairs, and power (up to 500 watts)
- 250 word company 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 (Expo Only) 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 pre-show 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 Europe Reception

PLATINUM (3 AVAILABLE) \$14,500

- 8x10 area with 6' table, 2 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 (Expo Only) 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 pre-show 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..... \$7,500

- 8x10 area with 6' table, 2 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 (Expo Only) for day of Expo
- Acknowledgement of Gold Sponsorship in pre-show advertisements and marketing where appropriate

**ANCILLARY SPONSORSHIPS

- MORNING AND AFTERNOON COFFEE BREAKS \$2,500 EACH
- SPEAKER PARTY \$14,500
- CONFERENCE-AT-A-GLANCE SIGNAGE..... \$3,500

*Value Added Tax (VAT) applies and is additional to sponsorship fee.

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