Reach A Passionate Audience

Black Hat Webcasts focus on the most relevant and intriguing issues facing today's security technologist and are ideal vehicles to reach the highly engaged Black Hat community.

Position your organization as a thought-leader in this very dynamic market and generate quality leads from an audience passionate about security products and solutions.

The quality of the content and the audience, and the sterling reputation of Black Hat events, makes adding a sponsorship of a Black Hat Webcast an easy decision and strong addition to your overall marketing plan.

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 interface 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

Webcast Editorial Calendar

• **Mobility and Security** May 2009
Security issues in the rapidly expanding world of smart phones, netbooks and all mobile devices.

• **Black Hat USA Preview** June 2009
Several previews of presentations that we're looking forward to at our flagship live event this July in Las Vegas.

• **Black Hat USA Wrapup** August 2009
This webcast will feature a few more speakers from Black Hat USA 2009 whose presentations were especially well received at the event.

•**Privacy/Anonymity** September 2009
The topic of how to control the quantity and quality of the data you share in your electronic life has never been more important.

• **New Frontiers in Forensics** October 2009
New research in the booming field of forensics and anti-forensics.

• **2009: A Year in Malware** November 2009
Round-table focused on a review of the past year's happenings in malware and a look forward.

• **Hardware Hacking** December 2009
Exciting presentations from the physical side of hacking.

• **Virtualization** January 2010
Virtualization is now a big part of enterprise security life. We'll talk about where it's going.

• **Policy/Management** February 2010
We devote a full webcast to the important work that's done on the policy side to keep both networks and enterprises secure.

In the spirit of our mission to provide the timeliest, most useful security information, 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 on our website:

https://www.blackhat.com/html/webinars/webinars-index.html

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