



# blackhat<sup>®</sup> abu dhabi

DIGITAL SELF DEFENSE

+2011 EMIRATES PALACE  
UNITED ARAB EMIRATES

In partnership with:



[ sponsor prospectus ]

Supported by:



EXPO: DECEMBER 14-15



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

Black Hat Abu Dhabi will bring timely, technical and important security information to the Middle East from around the world. The Black Hat Abu Dhabi audience will include highly motivated security professionals drawn by the reputation and value of Black Hat Abu Dhabi events, strong content, a friendly, vendor-neutral environment and Black Hat Abu Dhabi's unparalleled reputation for defining the landscape of information security.

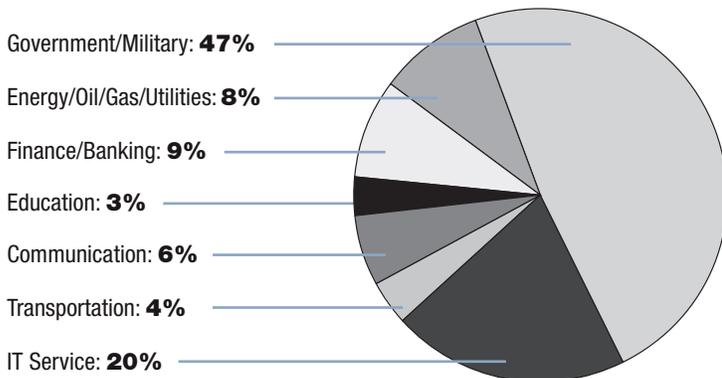
Sponsors of Black Hat Abu Dhabi will have face-to-face access to 400 prestigious and high-level security professionals from private industry, academia and government services with the power to evaluate, recommend and purchase solution technology of all kinds.

- ▶ "Research shows that there is an increase in the incidence of cyber crime in the UAE. According to Dubai Police, around 70 per cent of criminal offences perpetrated in the UAE have their origin in the cyber space."  
—"Cyber security solutions must evolve with borderless networks," Gulfnews.com
- ▶ "Prince Miqren Information Security Research Chair in King Saudi University, places Saudi Arabia at No 10 in electronic attacks worldwide. The number of web users in Saudi Arabia has now touched 11.2 million."  
—"Cyber security solutions must evolve with borderless networks," Gulfnews.com
- ▶ "The market (IT) in the UAE bounced back from the 2009 recession to record 15 per cent growth last year and is expected to post almost 17 per cent growth in 2011," says the IDC analyst Stephen Minton.  
—"UAE on the fast track for growth in IT sector," thenational.ae

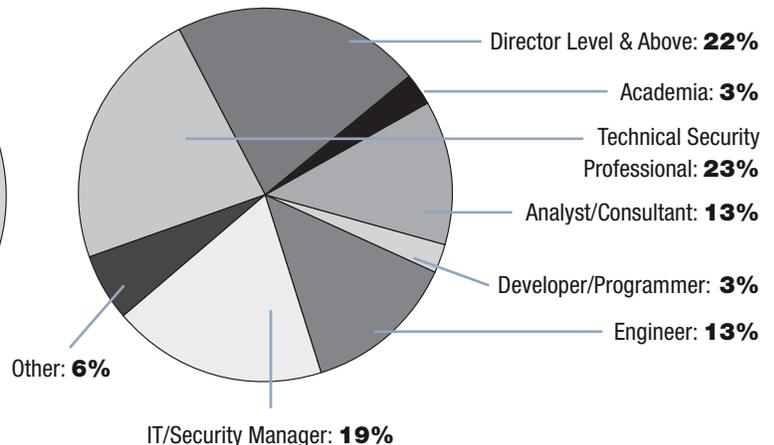


## THE BEST PLACE TO REACH ACTIVE INFORMATION SECURITY BUYERS

### Industry Type



### Job Title



### FOR FURTHER DETAILS, CONTACT:

Becky Crayman, Sponsorship and Special Events Director

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DIGITAL SELF DEFENSE DECEMBER 12-15, 2011 // EXPO: DECEMBER 14-15



## BLACK HAT ABU DHABI'S PROVEN TRACK RECORD

“Black Hat Abu Dhabi has been very good for us; we've been able to get in front of several large customers to present the FireEye solution which is new to this region. The support from Black Hat has been wonderful: from booking the event to the event itself: bringing the kind of people we need to expose FireEye to; and to get this region excited about our solution.”

— **JEFF MICHAEL**, *Senior Sales Engineer, FireEye*

“Holding Black Hat, the world's leading technical security conference in Abu Dhabi supports the TRA vision to create an optimal enabling environment in which the UAE's ICT sector will emerge as a leader in the global market place. The TRA is proud to be the leading partner of Black Hat Abu Dhabi and to offer this event to our constituent partners and all other leading security professionals from across the region.”

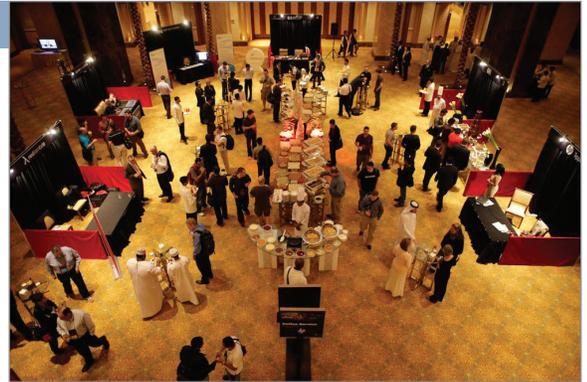
— **H.E. MOHAMED NASSER AL GHANIM**,  
*Director General of the United Arab Emirates Telecommunications Regulatory Authority*

“Black Hat Abu Dhabi was extremely informative about the security issues we face. As the UAE grows to become one of the major leaders it is important to understand these security threats. I believe Black Hat Abu Dhabi was organised very well and it will bring us up to speed in terms of protecting the UAE and the Middle East in general.”

— **SHERIF OSAMA JAFAR**, *Black Hat Abu Dhabi 2010 attendee*

“Black Hat Abu Dhabi is integral to the achievement of the United Arab Emirates Computer Emergency Response Team's (aeCERT) mission to sustain a resilient and vigilant ICT infrastructure against a broader set of cyber security threats and to build a secure and safe cyber culture in the United Arab Emirates.”

— **END. TARIQ ABDULGHAFFAR MOHAMMED AL HAWI**,  
*Director of the United Arab Emirates Computer Emergency Response Team*



“As a sponsor of Black Hat event in Abu Dhabi, it's been fantastic, very well organised. It was very well attended and advertised and met our expectations...no doubt we will be attending next year.”

— **CHRIS BROWN**, *NetWitness*

“Black Hat Abu Dhabi is a great event and great people have attended; I noticed you moved the refreshments to the middle of the exhibition: it was a great idea as it brought in people to find out more about our business, all and all I think it's a great event.”

— **CHRIS YOUNG**, *Good Harbour Consulting*

“For us this is new experience and new market, we've been regular exhibitors at Black Hat Las Vegas so we thought it would be an important to try to see how things are in this market... this is definitely a very exciting opportunity for us and we're impressed with the quality of the attendees and the level of enthusiasm for what is a new event and new presence here – we're very happy.”

— **CHAD LOEVEN**,  
*VP of the GFI Advanced Technology Group, GFI*

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## DELEGATE SNAPSHOT

Black Hat Abu Dhabi will draw attendees from the United Arab Emirates, Saudi Arabia, Oman, Kuwait, India, Qatar, Bahrain, Egypt, Lebanon, and Turkey.

- Anti-Virus Programme Manager
- Application Security Manager
- Associate Director; Risk & Compliance
- Audit Manager
- AVP, Enterprise IT Risk Governance
- AVP/Chief Security Engineer
- AVP; Enterprise IT Risk Governance
- AVP; Information Security & Networks
- Chief Engineer
- Chief Information Officer (CIO)
- Chief Information Risk Strategist
- Chief Information Security Officer (CIS O)
- Chief Security Networks and App
- Chief Security Officer (CSO)
- Chief Strategist
- Chief Technology Officer (CTO)
- Colonel
- Communications Officer
- Compliance Manager
- Computer Engineer/Systems Engineer
- Computer Scientist
- Computer Systems Security Analyst
- COMSEC Officer
- Corporate Security & Compliance Officer
- Cyber Security Architect
- Director, IT Security & Compliance
- Director Data Protection
- Director of Digital Forensics
- Director of Information Technology
- Director of Managed Security Services
- Director of Security and Privacy
- Enterprise Security Architect
- EVP Government Systems
- Executive Director of Information Security
- Head Incident Response Team
- Information Management Officer
- Information Security Auditor
- Information Security Consultant
- Information Security Strategy Officer
- Integration Specialist
- IT Security Analyst
- IT Security Engineer
- Lieutenant Colonel
- Manager, Governance, Risk, & Compliance
- Manager of Integrated Vendor Solutions
- Manager; Digital Investigative Services
- Manager; Networks and Security
- Manager; Security Awareness
- Network and Security Services Manager
- Network Engineer
- Penetration Tester
- President/CEO
- Programmer
- Security Architect
- Senior Bank Examiner
- Senior DoD Enterprise Architect
- Senior Information Assurance Officer
- Senior Security Strategist
- Software Assurance Advisor
- Special Agent
- Sr. Security Analyst
- SVP Operations/Strategy
- Technical Analyst - Security
- Threat Analyst
- VP; Information Assurance
- VP; Technology & Service Delivery Audit
- Web Developer
- Workforce Development Consultant

## PREVIOUS INVOLVEMENT FROM

- GCC CERT Teams
- Emirates Airline
- Dubai Municipality
- First Gulf Bank
- Abu Dhabi Judiciary Department
- Health Authority Abu Dhabi
- Emirates Nuclear Energy Corporation
- Musanada
- Etisalat
- RTA
- Injazat Data Systems
- Dubai Police
- National Bank of Kuwait
- Byblos Bank
- Information Technology Authority, Oman

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## SPONSORSHIP PACKAGES

### STRATEGIC LEVEL

- 'Display stand' area approx. 4 x 3m
- 250 word description hosted on the conference website with logo and link
- 5 full-briefings passes for VIP clients, prospects, or company executives
- 6 booth staff passes
- Featured placement of company logo and sponsorship on signage on-site
- Company banner displayed in high traffic area on-site (banner provided by sponsor/ location approved by UBM Middle East)
- Acknowledgement of Strategic Sponsorship in preshow advertisements and marketing where appropriate
- Announcement of sponsorship in press release (subject to early booking & timelines)
- Co-Sponsorship of Networking Reception-sponsors' brands included on invitation & opportunity to supply a prize for raffle draw with pre-event promotion
- Full page advert in the official programme guide

### GOLD LEVEL

- 'Display stand' area approx. 2 x 3m
- 150 word company description hosted on the conference website with logo and link
- 3 full-briefings passes for VIP clients, prospects, or company executives
- 4 booth staff passes
- Featured placement of company logo and sponsorship on signage on-site
- Company banner displayed in high traffic area on-site (banner provided by sponsor/ location approved by UBM Middle East)
- Acknowledgement of Gold Sponsorship in preshow advertisements and marketing where appropriate
- Exclusive sponsorship of sit-down attendee luncheon on Day 1 or Day 2 OR registration desk for both briefings days (first come, first served)

### SILVER SPONSOR

- 'Display stand' area approx. 2 x 3m
- 100 word company description hosted on the conference website with logo and link
- 2 full-briefings passes for VIP clients, prospects, or company executives
- 2 booth staff passes
- Acknowledgement of Silver Sponsorship in preshow advertisements and marketing where appropriate

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## ADDITIONAL SPONSORSHIPS

Please note that the following opportunities are only open to Strategic, Gold and Silver Sponsors of Black Hat Abu Dhabi and not as stand alone options.

### AT-A-GLANCE SIGNAGE: (LIMITED TO TWO SPONSORS)

Maximise visibility with featured company logo placement on large signs posted in the Briefings session rooms area.

### OFFICIAL PROGRAMME GUIDE ADVERTISING:

Full page ad, Outside back cover position; Full page ad, Inside front cover position; Full page ad, Inside back cover position; Full page ad; Half page ad

### BLACK HAT ABU DHABI CO-BRANDED OFFICIAL BLACK HAT ABU DHABI SHIRT:

Sponsor the official Black Hat Abu Dhabi T-shirt to be included in the conference bags—and in front of every single delegate! Black Hat Abu Dhabi produces the T-shirts, which will feature your company logo (along with the Black Hat Abu Dhabi logo).

### BLACK HAT ABU DHABI CO-BRANDED OFFICIAL CONFERENCE ITEMS:

Features your company logo (along with Black Hat Abu Dhabi's branding, if desired) on an official conference item of your choice. The item will be distributed in the delegate bags and will be exclusive – the same item may not be sponsored or included in the bag by any other company. Available items, including pens, notepads, drink ware and baseball caps provide unlimited branding exposure during the conference and after. Items are produced by sponsor, with Black Hat Abu Dhabi approval.

### CONFERENCE BAG INSERTS:

Increase brand awareness with a cool bag insert—items should be of value to the delegates, no larger than 6x9, and may not be literature only. Excludes Black Hat Abu Dhabi co-branded official conference items.

### PROGRAMME GUIDE BELLY BAND:

Be front and centre! Your company's logo will be featured on an eye-catching belly band wrapped around the Official Black Hat Abu Dhabi Programme Guide. Perfect opportunity to publicize booth activities and location.

### BLACK HAT ABU DHABI CO-BRANDED BADGE HOLDERS:

This high profile sponsorship ensures maximum visibility at the event—your company logo in front of every single delegate. Badge Holders are produced by the sponsor, to Black Hat Abu Dhabi specifications.

### SPONSOR A COMPANY RECEPTION: ENQUIRE FOR PRICING

Sponsorship includes space in an Emirates Palace restaurant or bar, two drink tickets per attendee, canapés, and promotion to the Black Hat Abu Dhabi audience through the conference site, social media, email campaign, and in the Official Black Hat Abu Dhabi Programme Guide.

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