



blackhat[®] abu dhabi
DIGITAL SELF DEFENSE
+2012 UNITED ARAB EMIRATES

In partnership with:



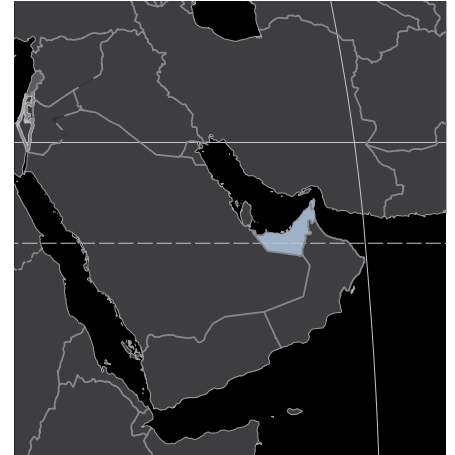
[sponsor prospectus]

Supported by:



DECEMBER 3-6, 2012

BLACK HAT IS THE WORLD'S PREMIER 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 events, strong content, a friendly, vendor-neutral environment and Black Hat's unparalleled reputation for defining the landscape of information security.

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

“Middle East market for IT security software expected to grow at CAGR of over 34% from 2010-2013”

— AME Info

“According to a study by Business Monitor International, the United Arab Emirates (UAE) spending on IT products is expected to reach Dh\$12.85bn (\$3.5bn) by 2011 and grow at a compounded annual growth rate of 8% from 2011 to 2015.”

— AME Info

“Market analyst RNCOS estimates that digital security, which has shown strong recent annual growth of 20%, will be worth \$720 million across the region by the end of 2012.”

— ITP.net, Security Business

“More than half of the UAE's 2.55 million internet users were victims of cybercrime from February 2010 to February 2011, experts say. While approximately Dh735 million was stolen from internet users over the 12-month period, Dh1.44 billion was spent on dealing with attacks, Philip Victor, director of policy and development at Impact, a security services firm that works with the UN, said yesterday.”

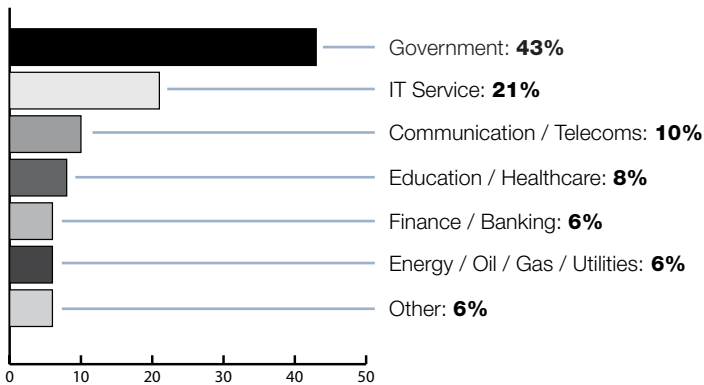
— Gulf News Business

FOR FURTHER DETAILS, CONTACT:

Natalie N. Bustamante,
Director, Sales for Black Hat
nbustamante@techweb.com // MOBILE: 908.220.2771

THE BEST PLACE TO REACH ACTIVE INFORMATION SECURITY BUYERS

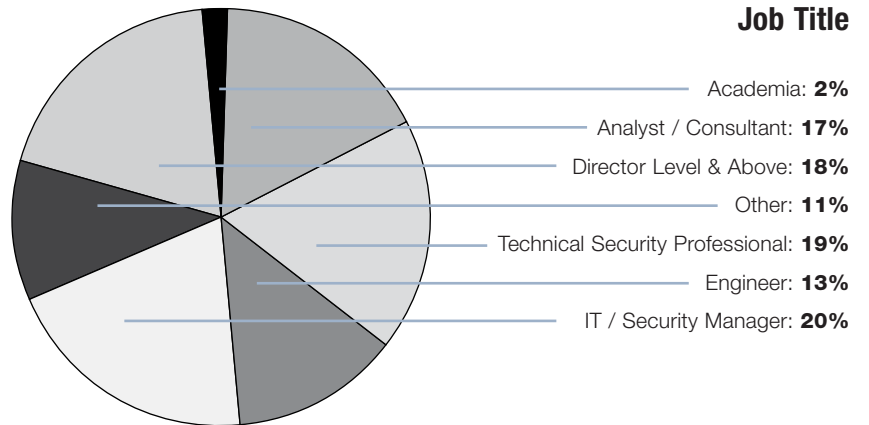
Industry Type



437 Total Black Hat Abu Dhabi 2011 Attendees



Job Title



**Demographics based on Black Hat Abu Dhabi 2011 Attendance*

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BLACK HAT ABU DHABI'S PROVEN TRACK RECORD

“Black Hat Abu Dhabi really impressed me. The quality of speakers and presentations was extremely high. The conference attracted a high number of the Middle East's senior security professionals from the private and government sector, who McAfee demonstrated their Foundstone services and Security Solutions to. As a direct result of sponsoring the event we have a large number of quality leads from potential customers including Governments, Banks, Telecoms, Oil & Gas and retail.”

—**SHERIF EL-NABAWI**, *Director, McAfee*

“It's my pleasure to be here at Black Hat Abu Dhabi this year...This is our first year exhibiting at Black Hat and we're very happy with the show...So far we've met a lot of delegates, a lot of good technical contacts and we think this is one of the best shows in our industry.”

—**AMER DEEBA**, *Chief Marketing Officer, Qualys*



“We found the Black Hat (Abu Dhabi) conference to be an excellent platform for introducing unbreakable cipher cryptography technology to the market... So we took the opportunity to be a sponsor for Black Hat, so that's why we're here in Abu Dhabi.”

—**JOHN HAGGARD**, *Board of Advisors, Insignia (RUNE)*

“Black Hat is also giving us a venue for discussing matters with government and other large organisations.”

—**C.J. AJAYAKUMAR**, *President & CEO, Cambridge Education*



“We come here every year to reach out to local businesses, local agencies we want to do business with...We find this it is very well attended with the right people, decision makers, and very knowledgeable people within this industry.”

—**CHRIS BROWN**, *Regional Sales Director, RSA NetWitness*

“We're very happy to be here... ..and we thank Black Hat for putting this event in Abu Dhabi ...and we will be back here for 2012 for sure.”

—**AMER DEEBA**, *Chief Marketing Officer, Qualys*

“The event is very well set up in terms of the sponsor area so at every breakout session we're getting strong footfall into the stand...and it gives us the ideal opportunity to demonstrate the capabilities of our products...and also meet and socialise with the types of customers we generally need to speak to.”

—**CHRIS BROWN**, *Regional Sales Director, RSA NetWitness*

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2011 DELEGATE SNAPSHOT

Black Hat Abu Dhabi draws attendees from the United Arab Emirates, Saudi Arabia, Oman, Kuwait, Jordan, Qatar, Lebanon, Bahrain, and Egypt.

- Computer Security Administrator
- Cyber Fraud Investigator
- Director of Engineering
- Head of Technical & Network Section
- Risk Management Lead
- Chief Executive Officer
- Chief Information Security Officer (CISO)
- Chief Security and Cloud Advisor
- Director, Information Technology
- Executive Director, Information Security
- Executive Director, National Security Initiatives
- Executive Network Support
- Executive Security Analyst
- Forensic Consultant
- Head of Information Security Monitoring Center
- Head of e-services
- Head of Information Security
- Head of Information Technology Department
- Head of IT Security & Compliance
- Head of Network Systems
- Identity Management Manager
- Incident Handling & Threat Analyst
- Information Security Manager
- Information Security Officer
- Information Systems Security & Network Specialist
- IT and Security Manager
- Director of Information Technology
- IT Infrastructure Manager
- IT Manager : Network and Security
- IT Manager Infrastructure Services
- IT Security Analyst
- Manager of IT Infrastructure Services & Support
- Manager of Network Security
- Manager of Security Research
- Manager of Computer Forensic
- Manager of Information Security and IT Governance
- Monitoring, Incident Handling and Response Analyst
- Network & Security Officer
- Network Security Engineer
- Security Escalation Engineer
- Security Intelligence & Threat Analyst
- Security Practice Director
- Senior Computer Security Administrator
- Senior IT Security Officer
- Senior Security Assurance Analyst
- Senior Security Specialist - Code Review
- Standards & Governance Manager
- Threat Intelligence Operations Center Analyst
- Threats and Malware Analyst
- Head of Business Resilience
- Incident Handling Supervisor
- Internal Security Manager
- IT Risk & Assurance Manager
- Senior Executive Compliance
- Senior Operations Analyst
- Senior Programmer
- Senior System Analyst
- System & Application Security Engineer
- Senior Information Security Specialist
- Consultor de Seguridad Senior / ISO Lead Auditor
- Incident Response Specialist
- Infrastructure Specialist
- Middle East Threat Analyst
- Infrastructure Architect
- ITGRC Manager
- Lead Network Architect
- Professor of Computer Science & Engineering
- Regional Technical Manager
- Security Advisor, Asia

WITH INVOLVEMENT FROM

- Abu Dhabi Judicial Department
- Abu Dhabi National Oil Company
- Air Arabia
- Dubai Police
- Emirates Nuclear Energy Corporation
- Etisalat
- Saudi Aramco
- Bahrain Development Bank
- Emirates Aluminium - EMAL
- Emirates Steel Industries
- Kuwait Petroleum Corporation
- National Bank of Fujairah
- National Bank of Kuwait
- Dubai Electricity & Water Authority
- Wataniya Telecom

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SPONSORSHIP PACKAGES

STRATEGIC LEVEL (Two Available)

- '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 drawing with pre-event promotion
- Full page advert in the official program 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
- 4 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

(Two Available: 1 Sponsor for Day 1 and 1 Sponsor for Day 2)

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

OFFICIAL PROGRAM 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.

WIRELESS SPONSORSHIP: (Inquire for Pricing)

Company logo and link displayed on Black Hat conference site pre-event; Onsite signage as Official Black Hat Wireless Provider—includes 2 additional signage placement opportunities (signs supplied by Sponsor).

CONFERENCE BAG INSERTS

(Limited to Three 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.



PROGRAM GUIDE BELLY BAND

Be front and center! Your company's logo will be featured on an eye-catching belly band wrapped around the Official Black Hat Abu Dhabi Program 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: (Inquire 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 Program Guide.

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