



black hat[®]
USA 2013

JULY 27-AUG 1, 2013

CAESARS PALACE | LAS VEGAS, NV

TRAININGS & BRIEFINGS JULY 27 - AUGUST 1

SPONSOR HALL OPEN JULY 31 - AUGUST 1

PARTY PROMOTION PACKAGE



FOR FURTHER DETAILS, CONTACT:
BLACKHATSALES@UBM.COM

PARTY PROMOTION



Black Hat Party Promotion packages are a great way to host your own party right in the heart of the action, in the world-class venues at Caesars Palace. After hours and days of intense sessions, delegates are ready to let down their hair and have a little fun. Each year, Black Hat delegates look forward to connecting and mingling with industry professionals at sponsored parties. And when you host your party with us, your company will also be included in Black Hat's exclusive email to all attendees announcing the sponsored parties — the de facto list of “can't miss” events during the week.



Packages



Venue Options

Venue	Party Sponsorship Fee	Room Capacity
Shadow Bar	\$15,000	200
Cleopatra's Barge	\$15,000	160
Seahorse Lounge	\$10,000	100

Food and Beverage Minimums per day, per location

Venue	Tues 07.30.13	Wed 07.31.13	Thurs 08.01.13
Shadow Bar	\$31,850	\$20,000	\$15,000
Cleopatra's Barge	\$12,000	\$12,000	\$30,000
Seahorse Lounge	\$10,000	\$10,000	\$15,000

8.1% Sales Tax, 10% Entertainment Tax and 22% Gratuity will be added to the F&B minimums, and depending on their entertainment/set up/décor needs, additional fees may apply. If there is no live entertainment at a particular event, the 10% Entertainment Tax would not apply to that event.

What's Included?

- Sponsor party invite emailed to opted-in Black Hat list by Black Hat, on “behalf of” sponsor (sponsor provides email, deadlines apply)
 - Party announcement with company logo and 50 word description featured on the Black Hat USA Special Events and Sponsor webpages
 - Listing in one event update newsletter spotlighting Special Events (sponsor provides up to 30 words and one link is optional)
 - Party listing with logo featured in Special Events section of the Official Show Guide
 - One 22" w x 28" h event sign featuring sponsor logo to be displayed at venue entrance
- * Sponsor works directly with venue on food, beverages, logistics and setup and responsible for any and all fees associated

