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

SPONSORED WORKSHOPS

FOR FURTHER DETAILS, CONTACT:
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UBM
Tech

SPONSORED WORKSHOPS

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For the first time ever at Black Hat, sponsors are able to present content for attendees to learn, train and share knowledge in a classroom or workshop environment. This is an unprecedented opportunity to get your product, technology or service in the hands of attendees and prospective buyers. Content can be geared toward skills training, scenario challenges, workshops, technical focus groups or competitions. Concepts will be cultivated and vetted in concert with Black Hat to ensure maximum appeal and success for both attendees and the client.

Sponsorships include either a Half Day or Full Day of talks and come with a table top in the adjacent Workshop Reception Room where attendees will filter into during breaks and mixers to network and enjoy food and beverage.

Product marketing pitches are not allowed. See Rep for details on submitting abstract for approval prior to purchase.

Sponsorships/Deliverables

Sponsorships

Morning Half Day (3 available) — $20,000. Includes two (1) hour training sessions in classroom, tabletop in Arsenal/Sponsored Workshop reception area and sponsorship of lunch/learn mixer.

Afternoon Half Day (3 available) — $20,000. Includes two (1) hour training sessions in classroom, tabletop in Arsenal/Sponsored Workshop reception area and sponsorship of lunch/learn mixer.

Full Day (1 available) — $40,000. Includes four (1) hour training sessions in classroom, tabletop in Arsenal/Sponsored Workshop reception area and sponsorship of the lunch/learn and afternoon mixers.

Pre-Event Deliverables

- Company logo with link and description (up to 50 words) on Black Hat USA sponsors page
- Sponsored Workshop listing on Black Hat USA special events page. Includes: session title, company name, 100-word session description, speaker name with 50-word bio, date/time/location, formatted as follows: Sponsored Workshop: NAME OF SESSION (Sponsored by: SPONSORNAME)
- Sponsored Workshop promoted via Black Hat Newsletter distributed to attendees
- Client Interview in Sponsor Newsletter promoting Sponsored Workshop sent to Black Hat attendee list
- Promoted via Social Media channels

On-Site Deliverables

- Workshop Class Room (See slide 4)
- Half or Full Day of Sponsored Talks (See slide 5)
- Table Top in Workshop Reception Room with Lead Scanner
- Co-Sponsorship of Breaks and Mixers in Workshop Reception Room. Includes Food/Beverage and logo on Sponsor sign.
- Sponsor logo, session title & speaker name on printed Workshop Schedule meter boards placed throughout event
- Listing in Black Hat USA Official Program Guide. Includes: session title, speaker name, 100-word session description, track, date/time/location, formatted as follows: Sponsored Workshop: NAME OF SESSION (Sponsored by: SPONSORNAME)
- Five Staff passes
- Three Full-Briefings passes

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SPONSORED WORKSHOP ROOM LAYOUT AND TABLE TOP RECEPTION AREA

Workshop Classroom

- Standard AV (additional equipment available at sponsor's expense)
- Platform/Riser
- Classroom seating for approximately 60 attendees, set up in the same format us Black Hat USA Training, two seats per six foot table. (Theater seating may be available upon request.)
- Classroom layout follows (64 seats at 2/6' layout)
- Signage outside room with schedule of workshop events, sponsor logo
- On stage backdrop of pipe & drape provides space for a sponsor banner

Tabletop in Arsenal/Sponsored Workshop Reception Area:

- Six foot table, two chairs, up to 5 amps of electricity, one lead retrieval unit.
- Co-Sponsorship of breaks and mixers in workshop reception room
- Company logo on mixer sign.
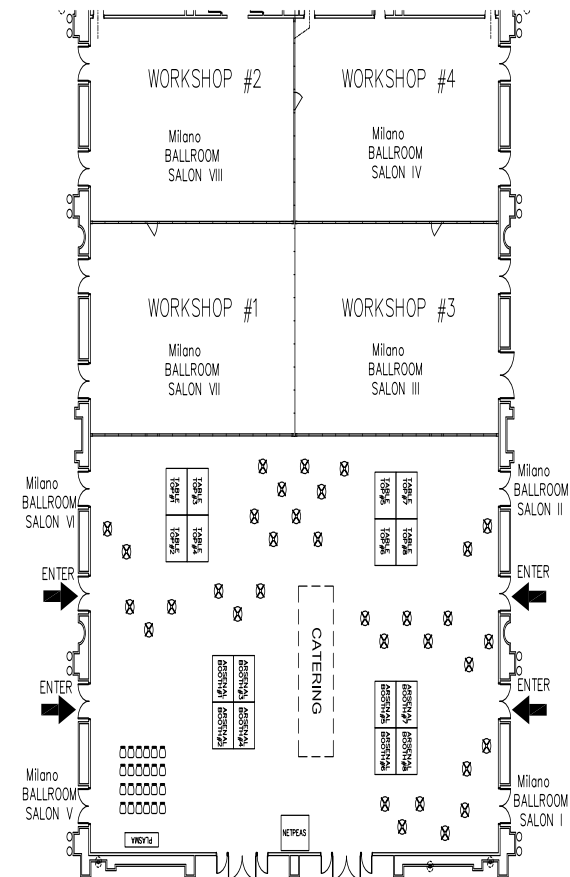
Workshop Schedule

TIME	ROOM 1 MORNING HALF DAY	ROOM 2 MORNING HALF DAY	ROOM 3 MORNING HALF DAY
WEDNESDAY WORKSHOP SCHEDULE: (choose from available sponsorship times)			
10:15 – 11:15	**Pwnie Express**	**NSS Labs**	**RiskIQ**
11:15	Arsenal/Sponsored Workshop Tabletop Area: Coffee/Refreshments Break		
11:45 – 12:45	**Pwnie Express**	**NSS Labs**	**RiskIQ**
12:45	Arsenal/Sponsored Workshop Tabletop Area: Lunch/Learn Mixer Mixer		
TIME	ROOM 1 AFTERNOON HALF DAY	ROOM 2 AFTERNOON HALF DAY	ROOM 3 AFTERNOON HALF DAY
14:15 – 15:15	**Spikes**	**Norman**	**Booz Allen Hamilton**
15:15	Arsenal/Sponsored Workshop Tabletop Area: Refreshments Break		
15:30 – 16:30	**Spikes**	**Norman**	**Booz Allen Hamilton**
16:30 – 18:00	Arsenal/Sponsored Workshop Tabletop Area: Afternoon Mixer Mixer		

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IMPORTANT: SPONSORED WORKSHOPS RULES/REGULATIONS

MARKETING/PR

Sponsored Workshops are a new venture for Black Hat. As such, there will be a considerably higher level of vetting, engagement and support by Black Hat Staff. Workshop/Lab Space usage, strategy, concept, and messaging will be developed in conjunction with, and must be approved by Black Hat show Management prior to purchase, messaging, or promotion.

1. Please note, once approved the sponsor will reference the Sponsored Workshop as [Sponsored Workshop title], a Sponsored Workshop presented at Black Hat USA.

2. The sponsor may not reference the Sponsored Workshop as a standalone event at Black Hat USA, as a main conference session or as an event programmed by Black Hat.

3. Sponsored Workshop speakers must be employees or partners of the sponsoring company.

4. Black Hat Show Management must approve Press Releases by the Sponsor, in writing.

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IMPORTANT: SPONSORED WORKSHOPS RULES/REGULATIONS

ONSITE WORKSHOP ROOM

1. Product and marketing pitches in sponsored workshops are strictly forbidden.

   1. The primary focus of a sponsored workshop or lab is that of knowledge transfer, creating a space where delegates can have a more meaningful and in-depth interaction with sponsors

   2. Product Demos are permitted, but not as the primary function of the workshop or training.

   3. The 'Sponsored Workshop Submission Form' will serve as the basis for detailing and marketing what attendees can expect to see and learn, as well as what the Sponsor hopes to receive (sales leads, product feedback; opportunities for recruiting, providing technical support, user stories, marketing quotes and feedback or product training)

2. Sponsored Workshops are intended to be a forum for knowledge transfer and training.

3. Recommended Workshop or Lab usage scenarios include: We recommend training attendees on technologies that will give immediate knowledge or benefit upon returning to the office, and create an awareness or understanding of the value provided by sponsor tools, technologies, or services

   1. Skills training

   2. Tool Training

      1. Freeware/Open Source is recommended

      2. Freemium tools are permitted (time or feature limited versions)

      3. Tools exclusively available for purchase are strictly prohibited

   3. Competitions or Contests

4. Sponsors can direct attendees to their tabletop or booth for more information on products and to be scanned.

5. Sponsored Workshop content should be geared toward skills training, scenario challenges, workshops, technical focus groups and competitions.

6. Black Hat reserves the right to shut down the Sponsored Workshop if these rules are violated.