



**black hat**<sup>®</sup>  
USA 2015

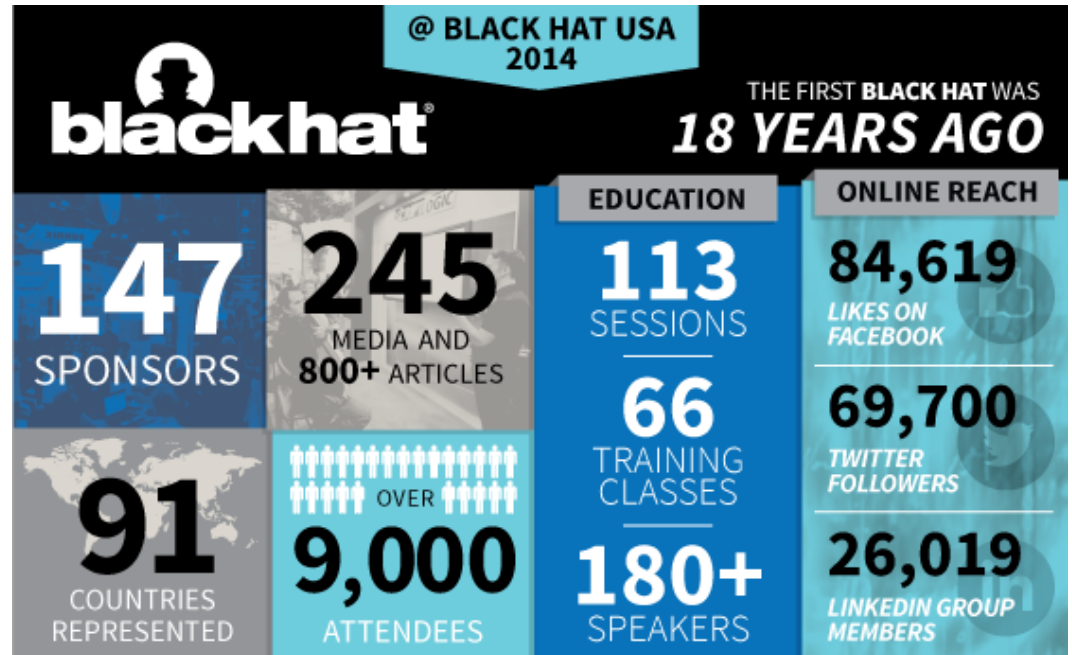
**briefings & trainings**

MANDALAY BAY, LAS VEGAS, NV  
AUGUST 1- 6, 2015  
BUSINESS HALL OPEN AUGUST 5-6

**sponsor prospectus**

## Content Keywords

Mobile	Crypto	Reverse Engineering
AppSec	Malware	Enterprise
Exploit	Hardware	Windows
Network	SCADA	Incident Response
Auditing	Embedded	Policy
Forensics	Virtualization	



**Business Hall Hours**  
**August 5: 10:00 am – 19:00**  
**August 6: 10:00 am – 17:00**

## ATTENDEE PROFILE

### **PURCHASE AUTHORITY:**

Approximately two out of three Black Hat USA attendees have a role in their company's purchase decisions; approximately 70% define solution requirements and nearly 90% influence solution selection.

**JOB TITLE:** 55% of Black Hat USA attendees are manager level or above. 27% are Director, VP, President and C-level titles, with over 10% C-level.

**INDUSTRY:** Information and Networking Security, IT/Telecommunications and Financial Services round out the top three.

**COMPANY SIZE:** Over 50% of Black Hat USA attendees come from companies with more than 1,000 employees. Of those, over 30% come from companies 10,000+.

**INTERNATIONAL REACH:** 91 countries were represented at Black Hat USA 2014.

## RAVE REVIEWS

"As many as 13 previously unknown vulnerabilities in home Wi-Fi routers and networked storage systems are set to be disclosed at the Black Hat computer security conference that kicks off in Las Vegas on Wednesday." –CNET

"This week the world of tech will turn its attention to Las Vegas, where two separate conferences dedicated to hacking and security are about to get underway. Each year during the height of summer, thousands of security researchers, hacktivists, black hats, white hats and feds descend on Vegas for Black Hat and Def Con." –NPR

"At this week's Black Hat conference in Las Vegas, companies from around the world came to recruit the brightest minds in cybersecurity and offer them full-time jobs." – LA Times

## SPONSOR HIGHLIGHTS

- 98% of Sponsors say Black Hat has the right Target Audience for their business.
- Nearly 90% of Sponsors indicated that they generated new sales leads, met new contacts and raised awareness of their brand, products or services as a result of attending Black Hat.
- Over 90% of Black Hat USA 2014 Sponsors plan to sponsor Black Hat again in the future.

- 2K - Senior Director, Security
- AIG - Head of IT Security, AIGBP
- Airbnb - Head of Security
- American Express - Senior IT Security Specialist
- Ancestry.com - VP IT & CISO
- Ann Taylor - Manager Security and Compliance
- API Healthcare - Chief Security Architect
- Autodesk - CISO
- Belkin International - Director of Application Security
- Best Buy Canada - Senior Manager, Enterprise Information Protection
- BlackRock - Chief Information Security Officer
- Bloomberg BNA - CSO
- Blue Shield of California - Senior Security Architect
- Boeing - Chief Security Engineer
- Boston Univerisity - Executive Director of Information Security
- Bridgehampton National Bank - Director of IT
- CalSTRS - CISO
- Capital One Financial - Security Technical Lead
- Cardinal Innovations Healthcare Solutions - Chief Information Officer
- CBS - Lead Information Security Analyst
- Charles Schwab & Co., Inc. - Managing Director, Security Architecture
- Cigna-HealthSpring - IT Director, Security & Compliance
- Citigroup - SVP, Information Security
- Citrix Systems - Chief Security Architect
- Clear Channel Media & Entertainment - Director of Global Information Security
- CLS Bank International - Chief Information Security Officer
- Colorado Governor's Office of IT - Interim CISO
- Coulson Oil Company - IT Director
- Cox Communications, Inc. - Director, Security Assurance & Intelligence
- Denver International Airport - Senior Information Security Engineer
- Dept of Energy/NNSA - Assoc CIO NNSA
- Dept. of Homeland Security - Deputy CISO
- DOE/NNSA - Dir IT/Cyber Operation NNSA
- eBay - Application Security Specialist
- Experian - Information Security Officer
- ExxonMobil - Network Security Design Lead
- Facebook - Security Engineer
- Federal Reserve Board - Senior Information Technology Analyst
- Fidelity Investments - Director, Technology Risk Evaluation
- First Bank - VP, Information Security Manager
- Fiserv - VP Security Operations & ISO
- GalaxE Solutions - Chief Security Officer
- GE - Security & Compliance Leader
- General Mills - IS Security Analyst
- GM - CISO
- Great American Insurance Group - Divisional AVP of Enterprise Information Security
- Great Lakes Credit Union - SVP-IS / Information Security Officer
- Hanover County - Infrastructure Division Director / CSO
- Intel Security - CTO/VP
- John Deere - Global Security Strategist
- Jos A Bank - Head of IT Security
- JPMorgan Chase - IT Risk Manager
- Kellogg - CISO
- Las Vegas Sands Corp - Vice President & Chief Information Security Officer
- LinkedIn - Sr. Manager, Cyber Threat
- Lockheed Martin - Chief Architect, CIS
- Loma Linda University Medical Center - Director - Information Security
- Macy's, Inc - Director, Information Security
- Magellan Health Services - Senior Director, Information Security
- Marathon Oil - Supervisor, IT Security Operations
- Marriott Vacations Worldwide - Director, Enterprise Security
- MasterCard - Security Analyst
- Mayo Clinic - Senior Information Security Engineer
- Motorola - Vice President, Security + Privacy Engineering
- National Corporate Research - CIO
- National Police Board - CISO
- Nationwide Insurance - Associate Vice President
- Navy Federal Credit Union - Information Security Engineer
- NBCUniversal - Senior Manager Mobile Products
- New York Life - Direct - Information Security Officer
- Novartis Institute Of Biomedical Research - Global Head of Cyber Security
- NYU Langone Medical Center - CISO
- OppenheimerFunds - VP Cyber Security
- Orbitz Worldwide - Director, IT Security
- Parker University - CIO
- PG&E - Senior IT Product Specialist
- Philips - I.S. Senior Director
- Progressive - Enterprise Security Architect
- Rooms To Go - CISO
- Russell Investments - Director, Information Security
- Ryerson University - Senior Technical Officer
- salesforce.com - Director, Enterprise Security
- St. Jude Medical - Product Security Manager
- Stanford Children's Health - IT Security Architect
- Stirling Properties - CTO
- Target Corp - Senior Engineer
- Texas Capital Bank - VP, Information Security
- The Clearing House - VP, Information Security
- The Walt Disney Company - Senior Security Specialist
- Thomson Reuters - Manager, Incident Management & Forensics
- TIAA-CREF - Senior Director, IT Risk and Information Security
- Time Warner Cable - Principal Security Engineer
- Toyota Motors - CISO
- U.S. House of Representatives - CISO
- UBS - IT Security Specialist
- UC Davis Health System - Manager, IT Security
- UnitedHealth - Senior Director Threat Response
- University of Texas Health Science Center - Chief Information Security Officer
- US Air Force Research Lab - Chief, Information Operations
- US State Dept - Info Tech Officer
- Visa - Chief Science and Security Officer
- Visa Inc. - Lead Systems Architect
- Walgreens - Director Security Operations
- Walmart - Security Engineer
- Wells Fargo - SVP, Enterprise Information Security
- Williams-Sonoma - IT Security Architect
- World Bank - Information Security Officer

## Diamond Sponsorship (FIVE SOLD OUT)

- ◆ Re-Sign Rate (Exclusive to on-site) — \$124,800
- ◆ Early Bird (Expires April 30, 2015) — \$137,280
- ◆ Post-Early Bird (May 1–July 24, 2015) — \$151,008
  
- Black Hat USA 2015 Sponsors' Page to feature company logo, link and description (750 word max)
- Opening Remarks at Keynote, Opening Remarks at Business Hall (Day One), Opening Remarks at Business Hall (Day Two)\*\* or Media Wall Graphic
- 30x30 Booth Space
- One Sponsored Session in the Business Hall Theater (45 minutes, day/time based on availability)
- Featured placement of company logo in the Program Guide
- Sponsor designation with logo on Business Hall Entrance Unit
- Sponsor designation with logo on large billboard sign in the Business Hall
- Company logo prominently displayed on the Official Black Hat USA 2015 Conference Bag
- Co-Sponsorship of Welcome Reception — including signage, acknowledgements on the conference website and in the Program Guide
- Co-Sponsorship of Continental Breakfasts and Coffee Breaks — including signage and acknowledgements on the conference website
- Banner displayed in a premier location (Sponsor to produce to Show Management specs)
- Pre-Event Social Media Marketing
- (1) Targeted Offer in the Black Hat Mobile App. Sponsor can promote product and/or swag being given away at their booth
- Custom Newsletter deployed to Opted-in List (Sponsor produces, Show Management approves and sends)
- Interview featured in the Black Hat Sponsor Newsletter
- 25% Discount on Conference Passes for staff, customers and prospects (up to 35)
- 15 Business Hall passes, allowing entrance into the Business Hall, Sponsored Workshops, Sponsored Sessions and Arsenal
- 18 Full-Briefing Passes
- 25 Booth Staff Passes
- 4 Lead Scanners

## Platinum Plus Sponsorship (TEN SOLD OUT)

- ◆ Re-Sign Rate (Exclusive to on-site) — \$114,400
- ◆ Early Bird (Expires April 30, 2015) — \$125,840
- ◆ Post-Early Bird (May 1–July 24, 2015) — \$138,424
  
- Black Hat USA 2015 Sponsors' Page to feature company logo, link and description (500 word max)
- 30x30 Booth Space
- One Sponsored Session in the Business Hall Theater (45 minutes, day/time based on availability)
- Featured placement of company logo in the Program Guide
- Sponsor designation with logo on Business Hall Entrance Unit
- Sponsor designation with logo on large billboard sign in the Business Hall
- One Conference Bag Item – items should be of value to the delegates (no literature only) and no larger than 6x9in. (Produced by Sponsor, excludes notepads/pens; must be approved by Show Management)
- Co-Sponsorship of Welcome Reception — including signage, acknowledgements on the conference website and in the Program Guide
- Co-Sponsorship of 'Ice Cream Social' in the Business Hall — including signage and acknowledgements on the conference website
- Rotating Tower Banner (level 1) or Column Inlet in Main Foyer (Sponsor to provide print ready file)
- Party Promotion Package
- Interview featured in the Black Hat Sponsor Newsletter
- Pre-Event Social Media Marketing
- (1) Targeted Offer in the Black Hat Mobile App. Sponsor can promote product and/or swag being given away at their booth
- 25% Discount on Conference Passes for staff, customers and prospects (up to 25)
- 12 Business Hall passes, allowing entrance into the Business Hall, Sponsored Workshops, Sponsored Sessions and Arsenal
- 13 Full-Briefings Passes
- 25 Booth Staff Passes
- 4 Lead Scanners

\*\*Opening Remarks are limited to three minutes. Keynote opening remarks must be reviewed by show management two weeks prior to the event and no sales pitches will be allowed.

## Platinum Sponsorship (EIGHT SOLD OUT)

- ◆ Re-Sign Rate (Exclusive to on-site) — \$93,600
  - ◆ Early Bird (Expires April 30, 2015) — \$102,960
  - ◆ Post-Early Bird (May 1–July 24, 2015) — \$113,256
- 
- ❑ Black Hat USA 2015 Sponsors' Page to feature company logo, link and description (500 word max)
  - ❑ 20x30 Booth Space
  - ❑ Featured placement of company logo in the Program Guide
  - ❑ Sponsor designation with logo on Business Hall Entrance Unit
  - ❑ Sponsor designation with logo on large billboard sign in the Business Hall
  - ❑ Meter Board or Column Inlet location (Sponsor to provide print ready file)
  - ❑ Co-Sponsorship of 'Afternoon Networking Break' in the Business Hall — including signage and acknowledgements on the conference website
  - ❑ Party Promotion Package
  - ❑ Interview featured in Black Hat Sponsor Newsletter
  - ❑ 25% Discount on Conference Passes for staff, customers and prospects (up to 25)
  - ❑ 12 Business Hall passes, allowing entrance into the Business Hall, Sponsored Workshops, Sponsored Sessions and Arsenal
  - ❑ 13 Full-Briefings Passes
  - ❑ 25 Booth Staff Passes
  - ❑ 3 Lead Scanners

## Gold Plus Sponsorship (NINE SOLD OUT)

- ◆ Re-Sign Rate (Exclusive to on-site) — \$78,000
  - ◆ Early Bird (Expires April 30, 2015) — \$85,800
  - ◆ Post-Early Bird (May 1–July 24, 2015) — \$94,380
- 
- ❑ Black Hat USA 2015 Sponsors' Page to feature company logo, link and description (250 word max)
  - ❑ 20x30 Booth Space
  - ❑ Featured placement of company logo in the Program Guide
  - ❑ Sponsor designation with logo on large billboard sign in the Business Hall
  - ❑ Full Page Ad or Passport to Prizes
  - ❑ 25% Discount on Conference Passes for staff, customers and prospects (up to 15)
  - ❑ 10 Business Hall passes, allowing entrance into the Business Hall, Sponsored Workshops, Sponsored Sessions and Arsenal
  - ❑ 10 Full-Briefings Passes
  - ❑ 20 Booth Staff Passes
  - ❑ 3 Lead Scanners



## Gold Sponsorship (18 SOLD OUT)

- ◆ Re-Sign Rate (Exclusive to on-site) — \$62,400
  - ◆ Early Bird (Expires April 30, 2015) — \$68,640
  - ◆ Post-Early Bird (May 1–July 24, 2015) — \$75,504
- 
- ❑ Black Hat USA 2015 Sponsors' Page to feature company logo, link and description (250 word max)
  - ❑ 20x20 Booth Space
  - ❑ Featured placement of company logo in the Program Guide
  - ❑ Sponsor designation with logo on large billboard sign in the Business Hall
  - ❑ Full Page Ad or Passport to Prizes
  - ❑ 25% Discount on Conference Passes for staff, customers and prospects (up to 15)
  - ❑ 10 Business Hall passes, allowing entrance into the Business Hall, Sponsored Workshops, Sponsored Sessions and Arsenal
  - ❑ 8 Full-Briefings Passes
  - ❑ 17 Booth Staff Passes
  - ❑ 2 Lead Scanners

## Silver Plus Sponsorship (39 SOLD OUT)

- ◆ Re-Sign Rate (Exclusive to on-site) — \$52,000
  - ◆ Early Bird (Expires April 30, 2015) — \$57,200
  - ◆ Post-Early Bird (May 1–July 24, 2015) — \$62,920
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- ❑ Black Hat USA 2015 Sponsors' Page to feature company logo, link and description (250 word max)
  - ❑ 10x20 Booth Space
  - ❑ Inclusion of company logo in the Program Guide
  - ❑ 25% Discount on Conference Passes for staff, customers and prospects (up to 10)
  - ❑ 5 Business Hall passes, allowing entrance into the Business Hall, Sponsored Workshops, Sponsored Sessions and Arsenal
  - ❑ 8 Full-Briefings Passes
  - ❑ 12 Booth Staff Passes
  - ❑ 2 Lead Scanners



## Silver Sponsorship (62 SOLD OUT)

- ◆ Re-Sign Rate (Exclusive to on-site) — \$31,200
- ◆ Early Bird (Expires April 30, 2015) — \$34,320
- ◆ Post-Early Bird (May 1–July 24, 2015) — \$37,752
  
- ❑ Black Hat USA 2015 Sponsors' Page to feature company logo, link and description (150 word max)
- ❑ 10x10 Booth Space
- ❑ Inclusion of company logo in the Program Guide
- ❑ 25% Discount on Conference Passes for staff, customers and prospects (up to 10)
- ❑ 5 Business Hall passes, allowing entrance into the Business Hall and Sponsored Workshops, Sponsored Sessions and Arsenal
- ❑ 5 Full-Briefings Passes
- ❑ 6 Booth Staff Passes
- ❑ Lead Scanner





## International Pavilion Kiosks

- ◆ Re-Sign Rate (Exclusive to on-site) — \$15,000
- ◆ Early Bird (Expires April 30, 2015) — \$16,700
- ◆ Post-Early Bird (May 1–July 24, 2015) — \$17,700

Security is a global issue affecting businesses, individuals and governments all over the world. Black Hat’s International Pavilion has been created for security companies who are looking to promote their global presence, having a minimum of two international offices aside from their Headquarters. In addition to individual companies looking to exhibit, the International Pavilion is open to “Country Pavilions”, consisting of multiple companies from the same country or region. At least two kiosks must be purchased together to establish a “Country Pavilion”. Click [here](#) for full deliverables and to view the floor plan.



## Career Zone Tabletop

- ◆ Early Bird (Expires April 30, 2015) — \$16,700
- ◆ Post-Early Bird (May 1–July 24, 2015) — \$17,700

The new Career Zone, located in the Business Hall, will be the designated area for Security companies to recruit the industries top talent, as well as educational organizations to recruit security professionals for their continuing education programs. Having a booth in the Career Zone will get you automatically get you included in the Who’s Hiring Brochure where you can list your available positons, and is distributed in the Business Hall. Your next great-hire is just around the corner. Click [here](#) for full deliverables and to view the floor plan.

## Innovation City Kiosks

- ◆ Early Bird (Expires April 30, 2015) — \$16,700
- ◆ Post-Early Bird (May 1–July 24, 2015) — \$17,700

Innovation City is a designated area inside the Business Hall that offers turnkey solutions for start-up companies to showcase their offerings to Black Hat attendees. Sponsors receive a Kiosk, 24” monitor, stool, overhead banner, hard wired Internet, electricity, carpet, wastebasket, passes and marketing promotion. Click [here](#) for complete deliverables, Kiosk images and Innovation City location.

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## **Business Hall Networking Lounge: \$120,000 (SOLD OUT)**

The Networking Lounge inside the Business Hall is the central destination for Black Hat attendees to network, enjoy food and beverage during breaks, have a drink at the bar and conduct meetings in a relaxed setting. The Networking Lounge Sponsor will enjoy unprecedented visibility and branding within this sleek fully furnished lounge. Click [here](#) for complete Networking Lounge deliverables and images.

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## **Wi-Fi Networking Lounge: \$85,000 (SOLD OUT)**

Sponsors have the ability to host a Wi-Fi Networking Lounge on Level Three of Mandalay Bay. The location has large windows with vista views of Vegas. The Wi-Fi Networking Lounge comes fully furnished and includes Wi-Fi, charging outlets, signage, networking bar, marketing deliverables and passes. View complete Wi-Fi Networking Lounge Deliverables and images [here](#).

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## **Sponsored Session (45 Minute Presentation): \$12,000 (SOLD OUT)**

Sponsored Sessions provide Sponsors the opportunity to present 45 minute talks to Black Hat attendees about their products or services. Black Hat Show Management is happy to consult with Sponsors to ensure that messaging is effective and targeted. Click [here](#) for full Sponsored Session deliverables.

## **Sponsored Workshops: Full Day - \$56,000 Half Day - \$28,000**

Sponsored Workshops give clients the ability to present content to attendees in a classroom, workshop or lab setting. Content can be geared toward competitions, skills trainings, workshops and more. Half Day and Full Day Sponsorships are available; each includes a private classroom with AV setup to present to attendees. In addition, the Sponsorship includes an optional tabletop as well as light refreshments in the classroom. To learn more about Sponsored Workshops click [here](#).

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## **Party Promotion Package: \$8,500**

Sponsorship includes ability host a party at one of Mandalay Bay's exclusive venues. Sponsorship includes event listing, company logo and 50 word blurb on the Special Events page of the Black Hat USA website; 30 word blurb and company logo in the Program Guide; 22"x28" sign at venue entrance featuring Sponsor logo and inclusion in "Party and Networking Events" promotional email with party listing (Sponsor provides up to 30 words and one link) sent to pre-registered attendees (optional). With approval, Sponsor will work directly with venue on food/beverage and logistics and is responsible for any fees associated. View complete Party Promotion Package deliverables and available venues [here](#).

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## **Sponsored Roundtable (Lunch): \$15,000**

Invite a targeted list of Black Hat attendees to an intimate lunch or breakfast.

- Exclusive opportunity: One lunch and breakfast Sponsorship offered per day. Ask sales rep for availability.
- Sponsor to identify attendee targets based on company size, industry and titles. Black Hat to send invite to targeted list on behalf of Sponsor. Sponsor to provide invite and manage the RSVP list.
- Breakfast or lunch hosted in conference boardroom. Max Occupancy 20ppl. Sign included outside door with Sponsor logo.
- Sponsorship includes \$3,000 credit toward F/B . Sponsor to contract directly with Mandalay Bay on catering needs.



# ADVERTISING AND SIGNAGE OPPORTUNITIES

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## **Official Black Hat Notepad and Pen Sponsorship: \$20,000 (SOLD OUT)**

Feature your company logo along with Black Hat's branding on the official conference notepad and pen distributed to 9,500+ attendees in the delegate bags. Items are produced by Black Hat and no additional notepads/pens will be allowed as inserts; this is an exclusive opportunity

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## **Black Hat Co-Branded Lanyards: \$27,500 (SOLD OUT)**

This high profile Sponsorship ensures maximum visibility at the event – your company logo in front of every single delegate. Lanyards are produced by the Sponsor, to Black Hat specifications.

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## **Conference Bag Items: \$6,500** [Limited to Six]

Increase brand awareness with eye-catching bag inserts — items should be of value to the delegates, no larger than 6x9. Excludes notepads, pens and literature only. Produced by Sponsor, must be approved by Black Hat.

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## **Hotel Room Drop Sponsorship: \$16,500 Outside Room/\$19,500 Inside Room** [Exclusive per night – Mandalay Bay and Delano Only]

Ensure your company's message makes it to Black Hat delegates – in their hotel rooms. Hotel room drops are offered Tuesday and Wednesday nights – pricing is per day and includes 'outside' or 'under the door' room drops. Inside Room drops will be left on the desk or table depending on room. Room drop items are subject to Black Hat approval.

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## **Recharging Lounge: \$50,000**

Located in the Business Hall, the Recharging Lounge will be the primary destination for Black Hat attendees to charge their devices, work and relax. The Recharging Lounge is a 20x50 footprint and comes furnished with seating areas, charging swing tables and custom branding. Each charging table offers 3-pronged electrical outlets, USB outlets and comes with a universal adapter that fits all major cell phones and tablets. Furniture backs and swing table tops offer a great branding opportunity. Click [here](#) for complete deliverables and images.

## Official Program Guide Advertising:

- Full Page Ad — \$4,000
- Inside Front Cover Position — \$7,500
- Inside Back Cover Position — \$5,500
- Outside Back Cover Position — \$7,500

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## Who's Hiring @ Black Hat Guide:

The new Career Zone in the Business Hall is the designated area for companies looking to recruit top talent. The Who's Hiring Guide contains information on the companies hiring at Black Hat, lists open positions, and is distributed in the Business Hall. If you are interested in sponsoring the Who's Hiring Guide or placing an ad, click [here](#) for more details.

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## Signage Opportunities:

Signage opportunities are available throughout Mandalay Bay, providing great opportunities for premium exposure and visibility. Black Hat to produce signs or column in-lays with Sponsor's artwork. Banners to be produced and shipped by Sponsor. Click [here](#) to view the Mandalay Bay Interactive Venue which displays all sign locations, availability and rates.

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## Aisle Signs: \$4,000 per [12 available] **(SOLD OUT)**

Enhance your company's visibility in the Business Hall with branded aisle sign. Sponsor to provide creative. Black Hat to produce.

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## Media Wall Advertising: \$8,500 [Eight total opportunities, including two reserved for Diamond Sponsors]

Feature your company branding across the Mandalay Bay's Media Wall that leads into the conference area. The media wall is comprised of three sections; the center section is 13.5' x 7.6' and the two side sections are 10.1' x 5.7'. These displays are NEC 46" Ultra-Thin Bezel, commercial grade. Your still image (1280x720; 720P HD) will be featured for 10seconds on the two side sections in rotation, alongside Black Hat USA branding in the center section, on Wednesday & Thursday of the event.

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## Pocket Guide: \$9,000

Reach over 9,500+ Black Hat attendees through the exclusive Pocket Guide Sponsorship. This exclusive opportunity includes a back cover ad and 'call-out box' featuring Sponsor's company logo and description (up to 50 words).

## **Business Center Meeting Rooms inside Business Hall**

The Black Hat Business Center is a designated area inside the Business Hall to conduct private meetings with clients, colleagues and press. Meeting rooms come with GEM walls, furniture, lockable door, carpet, waste basket, electricity, passes and marketing promotion. Click [here](#) for complete deliverables and meeting room images.

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## **Conference Center Meeting Rooms: \$8,500 per day**

Large, customizable meeting rooms are available in the Conference Center, close to classrooms and the Business Hall. Reserve a private meeting room for client meetings, social activities or as a gathering point for staff during the event. Meeting rooms are available Wed. and Thurs. and include 2 Full Briefing passes per day. No presentations or content of any kind allowed in meeting rooms and scheduled activities must be outside of conference hours or during lunch.

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## **Conference Center Boardrooms: \$4,000 per day**

Boardrooms are available in the Conference Center, close to classrooms and the Business Hall. Boardrooms will accommodate up to 20 people and are available Tues. – Thurs. No presentations or content of any kind allowed in boardrooms and scheduled activities must be outside of conference hours or during lunch.

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## **Enhance your presence at Black Hat with Dark Reading's Custom Programs**

New this year, we're partnering with UBM's Dark Reading ([www.darkreading.com](http://www.darkreading.com)) to offer Sponsors exclusive pre, on-site and post-event marketing opportunities, including content creation, syndication and lead generation programs. View details [here](#) and contact [sales@darkreading.com](mailto:sales@darkreading.com) for more information.

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## **Passport to Prizes: \$6,500**

Be a part of the "Passport to Prizes" and ensure maximum traffic to your booth. Delegates will be provided with Passports at registration and as a participant, will be required to visit your booth for a stamp to enter one of many drawings for Sponsor-provided prizes (\$150 min. value).

## **Platinum Mobile App Sponsor (Exclusive): \$15,000**

- Promoted as Platinum Mobile App Sponsor on Black Hat USA event website, on-site Official Program Guide and Mobile App marketing materials; includes sponsor logo
- Exclusive company logo exposure on the Splash Screen when the Mobile App loads
- One (1) push notification message (100 character limit; goes out to main screen of all Mobile App users); message must be tied to an attendee benefit/giveaway
- Two (2) promoted posts (100 character limit); promoted posts are pinned to the top of the app's Community Page for one hour each day, from 11am-noon; message must be tied to an attendee benefit/giveaway
- One (1) branded Micro-App in top quadrant of main navigation (appears in flyout menu - one of the top four larger icons); Micro-App icon can appear as company logo, linking to a mobile-friendly webpage
- Company booth location highlighted in Mobile App Floor Plan
- (3) Targeted Offers in Booth Giveaway Micro-App; Sponsor can promote product and/or swag being given away at their booth
- Promoted as Platinum Mobile App Sponsor on mobile app download page; includes sponsor logo

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## **Gold Mobile App Sponsor (Two Available): \$10,000**

- Promoted as Gold Mobile App Sponsor on Black Hat USA event website, on-site Official Program Guide and Mobile App marketing materials; includes sponsor logo
- One (1) branded Micro-App on first page (appears on home menu screen with the "event brand" icons); Micro-App icon can appear as company logo, linking to a mobile-friendly webpage
- One (1) push notification message (100 character limit. Goes out to main screen of all Mobile App users). Message must be tied to an attendee benefit/giveaway
- (1) Targeted Offer in Booth Giveaway Micro-App; Sponsor can promote product and/or swag being given away at their booth
- Promoted as Gold Mobile App Sponsor on mobile app download page; includes sponsor logo