



briefings & trainings

MARINA BAY SANDS, SINGAPORE

MARCH 25-28, 2014

SPONSOR HALL OPEN MARCH 27-28

BLACK HAT ASIA 2014

Black Hat, the world's leading family of information security events, returns to the Far East with Black Hat Asia 2014. This year's show will be held at the beautiful Marina Bay Sands Resort in Singapore, March 25 - 28, 2014.

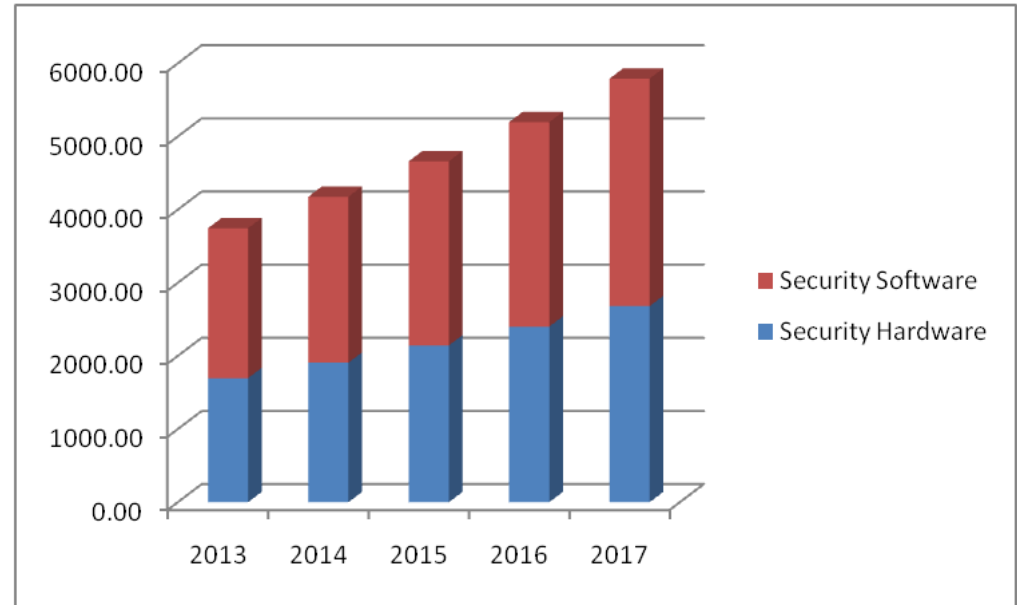
Over 500 security professionals, researchers and service providers will gather to participate in 2 days of intense Trainings plus 2 days of groundbreaking Briefings, and to evaluate the latest tools and solutions in the robust Sponsor Hall.

As the international InfoSec community continues to grow, along with threats to the global information infrastructure, the time is right for Black Hat to bring a security event of this caliber back to Asia. Along with our world-class speakers and trainers, we look forward to welcoming you to Black Hat Asia 2014.

Asian Market Security Growth

According to a recent IDC report, the IT security products market in Asia/Pacific is set to grow at a compound annual growth rate (CAGR) of 11.66% and to reach US\$5.79 billion by 2017.

Compliance, threat landscape, product refresh cycles especially to address increasing networking speeds have been the drivers behind this growth. Adoption and expansion of cloud, mobile, and wireless technologies have also created new and different threats to the network increasing the scope of the market. And that has made it necessary for further innovations in security, while also acting as main drivers.



Source:
IDC Asia/Pacific Security Appliance Tracker, April 2013
IDC Asia/Pacific Security Software Tracker, May 2013

SPONSORSHIP PACKAGES

Diamond Sponsorship (TWO SOLD OUT)

- ◆ Rate Card — \$28,000
- ◆ Early Bird (Expires January 25, 2014) — \$30,800
- ◆ Post-Early Bird (January 26– March 25, 2014) — \$33,880
- ☐ 18m display area including two 1.8m draped tables, 4 chairs, and power (up to 10 amps)
- ☐ 250 word company description hosted on the conference website with logo and link
- ☐ Four Full-Briefings Passes for VIP clients, prospects, or company executives
- ☐ Ten Booth Staff Passes
- ☐ 20 Special All Passes
- ☐ 50% discount on Full Briefing Passes for staff, customers and prospects
- ☐ Featured placement of company logo and sponsorship on signage on-site
- ☐ Premium banner displayed in high traffic area on-site (banner provided by sponsor)
- ☐ Co-sponsorship of attendee conference bag
- ☐ Introduction by company executive of Black Hat Keynote Speaker or CAAG Sponsorship
- ☐ Lead Retrieval Unit
- ☐ Co-sponsorship of Black Hat Asia Delegate Reception in Sponsor Hall; ability to do raffle
- ☐ One interview in Black Hat Sponsor Newsletter
- ☐ Pre-event social media marketing
- ☐ One customer newsletter sent to opted-in list (sponsor produces, Black Hat approves/sends)

Platinum Sponsorship (FOUR SOLD OUT)

- ◆ Rate Card — \$18,500
- ◆ Early Bird (Expires January 25, 2014) — \$20,350
- ◆ Post-Early Bird (January 26– March 25, 2014) — \$23,000
- ☐ 18m display area including two 1.8m draped tables, 4 chairs, and power (up to 10 amps)
- ☐ 250 word company description hosted on the conference website with logo and link
- ☐ Three Full-Briefings Passes for VIP clients, prospects or company executives
- ☐ Ten Booth Staff Passes
- ☐ 15 Special All Passes
- ☐ 50% discount on Full Briefing Passes for staff, customers and prospects
- ☐ Full access to Official Show Guide
- ☐ Conference bag insert
- ☐ Featured placement of company logo and sponsorship on signage on-site
- ☐ Company banner displayed on-site (banner provided by sponsor)
- ☐ Acknowledgement of Sponsorship Level in pre-show advertisements and marketing where appropriate
- ☐ Lead Retrieval Unit
- ☐ Co-Sponsorship of all coffee breaks during Black Hat Asia
- ☐ One interview in Black Hat Sponsor Newsletter
- ☐ Pre-event social media marketing

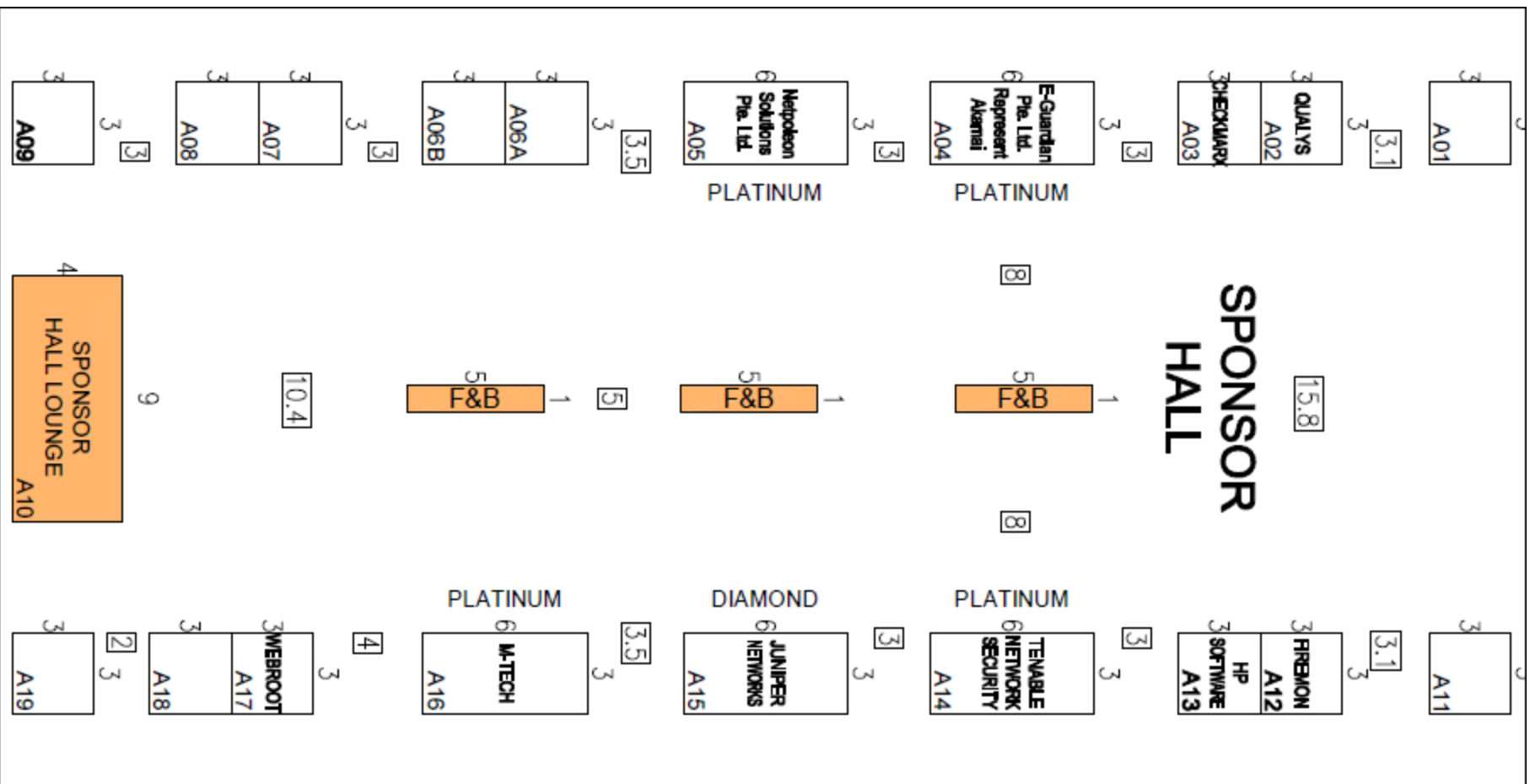
**Shell scheme upgrade for Platinum and Diamond is available. Inquire for details.*

SPONSORSHIP PACKAGES

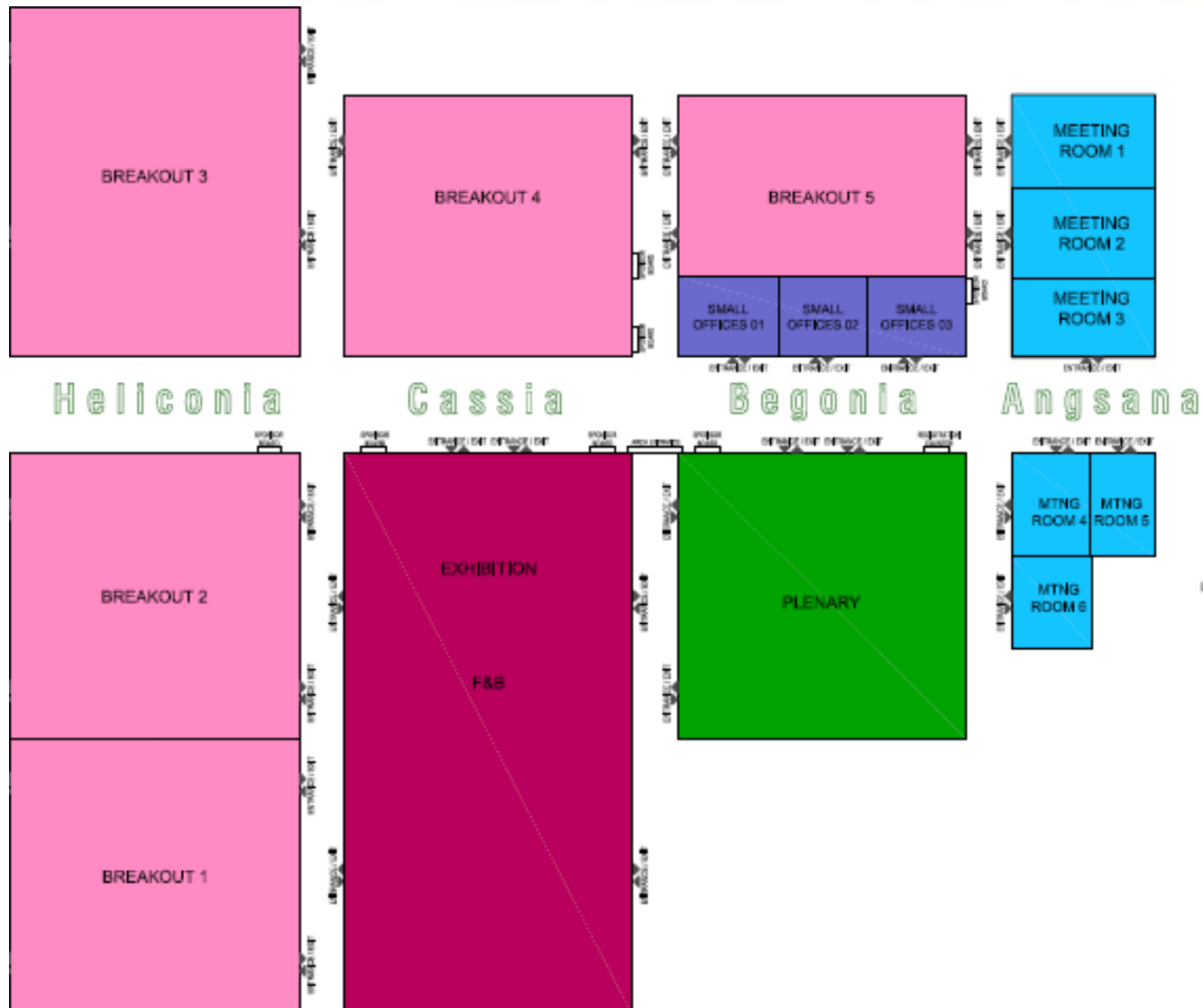
Gold Sponsorship (NINE AVAILABLE)

- ◆ Rate Card — \$12,000
- ◆ Early Bird (Expires January 25, 2014) — \$13,200
- ◆ Post-Early Bird (January 26– March 25, 2014) — \$14,520
- ❑ Approximately 9m display area including one 1.8m draped table, 2 chairs, and power (up to 5 amps)
- ❑ 250 word company description hosted on the conference website with logo and link
- ❑ Three Full-Briefings Passes for VIP clients, prospects, or company executives
- ❑ Four Booth Staff Passes
- ❑ Ten Sponsor Hall Passes
- ❑ 25% discount on Full Briefings Passes for staff, customers and prospects (up to 5)
- ❑ Featured placement of company logo and sponsorship on signage on-site
- ❑ Lead Retrieval Unit

floor plan



floor plan



MARKETING AND PROMOTIONAL OPPORTUNITIES

Sponsor Hall Lounge: \$20,000

The Networking Lounge in the Sponsor 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.

Conference Bag Inserts: \$2,500 [LIMITED TO THREE SPONSORS]

Increase brand awareness with eye-catching bag inserts — items should be of value to the delegates, no larger than 6x9. Excludes Black Hat co-branded official conference items. Produced by sponsor, must be approved by Black Hat.

Lanyards: \$6,500

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

Meeting Rooms: \$3,000

Reserve a private meeting room for client meetings or as a meeting point for staff during the event. Meeting rooms will be in the general conference area and are available for full days

Water Bottles: \$3,500

A favorite of Black Hat attendees! Place your branding message on 17-oz. Aluminum Sports Bottles distributed to Black Hat attendees. Co-branded with Black Hat logo. 2 color. Sponsor provides creative. Black Hat produces.

MARKETING AND PROMOTIONAL OPPORTUNITIES

Passport to Prizes: \$1,000

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).

Official Program Guide Advertising:

- ☐ Full Page Ad — \$1,800
 - ☐ Inside Front Cover Position — \$4,000
 - ☐ Inside Back Cover Position — \$3,000
 - ☐ Outside Back Cover Position — \$4,000
 - ☐ Event Listing— \$4,000
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Program Guide Belly Band: \$5,000

Be front and center! Your company's logo will be featured on an eye-catching belly band wrapped around the Official Program Guide and distributed to all attendees in the conference bag. Great opportunity to publicize booth activities and location. (Produced by sponsor to Black Hat specs)

Writing Pads and Pens: \$3,500

Place your branding message on pads and pens to be used, kept and referenced by Black Hat attendees. Co-branded with the Black Hat logo. Sponsor supplies creative. Black Hat produces. Pads are 8 1/2" x 11 3/4" - Contains 30 perforated sheets of 18 lb. white tablet bond paper and standard gray ruling pattern on front and back. 2 color. Pens: 1 color.

Laptop Bags: \$8,500

Place your branding message on a premium gift attendees will keep and use. Co-branded with the Black Hat logo and distributed to attendees. 2 color. Sponsor to send creative. Black Hat produces.