

“This event is already better for us just within the first hour of its opening than the results we got from two entire days of exhibiting at a well-known industry event last month.”

—**Brian Uffelman**
*Marketing Programs Manager,
Cisco Systems*

“Black Hat is a valuable and important event for us as it provides great customer interaction, press and analyst contacts and numerous opportunities that help build awareness in the market. The folks who stopped by our booth were outstanding, as the event always draws quality attendees from the public and private sectors. We are definitely planning on attending next year.”

—**Mike Yaffe**
*Director of Marketing, Core Security
Technologies*

“Talk about reaching our target market! The Black Hat Briefings was truly the best sponsorship experience that ArcSight has ever had. The quality of leads was outstanding as well as the booth traffic.”

—**Gretchen Hellman**
*Sr. Manager Product Marketing,
ArcSight*

“The Black Hat conferences are some of the premier security research events around. Microsoft sends a large number of its security engineers to Black Hat and has always found our attendance beneficial in terms of better understanding ways to provide our customers with more secure software.”

—**Steve Lipner**
*Senior Director of Security Engineering
Strategy, Microsoft's Trustworthy
Computing Group*

Don't Miss Your Opportunity to Reach High-Level Security Technologists

SPONSORSHIP PROGRAMS ARE DESIGNED FOR MAXIMUM VISIBILITY AND INCLUDE PRE-EVENT, ONSITE AND POST-EVENT MARKETING

Understanding the increasingly complex threats posed to an enterprise infrastructure can be a daunting task for today's security professional. Knowing how to secure an enterprise against those threats can be overwhelming.

Black Hat has an unequaled reputation across the security world and Black Hat DC is the premier forum for technology vendors and senior-level security professionals from the public and private sectors to discuss the latest solutions for defending against tomorrow's challenges.

REACH GOVERNMENT AND CORPORATE SECURITY BUYERS

With over 60% of Black Hat delegates coming from the public sector, the opportunity for exhibitors to reach active government security buyers has never been better. In addition to an audience heavily weighted with security professionals from federal, state and local governmental entities, Black Hat DC also draws technical influencers from private enterprise who have power over security buying decisions.

Black Hat sponsors get exclusive access to this important and influential audience and the opportunity to display their security products, solutions and opportunities at the event.

Black Hat DC Attendee Title Snapshot

Chief Information Security Officer	COO	Intelligence Analyst
Chief Technology Officer	Director of Security	Network Engineer
Chief Security Officer	Director, Solutions Architecture	Network Security Manager
Chief Strategy Officer	Endpoint Security Specialist	President
Computer Security Engineer	Engineer	Principal Engineer
Computer Systems Security Analyst	Global Information Security Manager	Researcher
CEO	Head of Information Security	VP, Information Security
	Information Security Officer	VP, IT
		VP, Security Awareness

For further details, contact:

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Don't miss your opportunity to put your company in front of high-level security technologists.

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» **Diamond Sponsor:**

- 8x20 display area including draped table, chairs, and power (up to 500 watts)
- 250 word description hosted on the conference website with logo and link
- 4 Full-Briefings Passes for VIP clients, prospects, or company executives
- 6 Booth Staff Passes for day of expo
- Featured placement of company logo and sponsorship on signage on-site
- Company banner displayed in high traffic area on-site (banner provided by sponsor)
- Acknowledgement of Diamond Sponsorship in preshow advertisements and marketing where appropriate
- Exclusive sponsorship of attendee tote-bag
- Introduction by company executive of Black Hat Keynote Speaker
- Exclusive sponsorship of Black Hat DC Reception

» **Platinum Sponsor:**

- 8x20 display area including draped table, chairs, and power (up to 500 watts)
- 250 word company description hosted on the conference website with logo and link
- 3 Full-Briefings Passes for VIP clients, prospects, or company executives
- 6 Booth Staff Passes for day of expo
- Featured placement of company logo and sponsorship on signage on-site
- Company banner displayed in high traffic area on-site (banner provided by sponsor)
- Acknowledgement of Platinum Sponsorship in preshow advertisements and marketing where appropriate
- Exclusive sponsorship of sit-down attendee luncheon on Day 1 or Day 2 of Briefings OR Exclusive continental breakfast sponsor for both Briefings Days (first come, first served)

» **Gold Sponsor:**

- 8x10 display area including draped table, chairs, and power (up to 500 watts)
- 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 for day of expo
- Acknowledgement of Gold Sponsorship in preshow advertisements and marketing where appropriate

» **Coffee Breaks**

» **Speaker Party (Exclusive)**

» **Conference-At-A-Glance Signage**

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