



black hat[®]
EUROPE 2015

briefings & trainings

AMSTERDAM RAI, THE NETHERLANDS

NOVEMBER 10 – 13, 2015

BUSINESS HALL OPEN NOVEMBER 12 – 13

sponsor prospectus

Content Keywords

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

@ BLACK HAT EUROPE 2014

blackhat THE FIRST BLACK HAT WAS **17 YEARS AGO**

21 SPONSORS	32 MEDIA AND 20+ ARTICLES	EDUCATION 46 SESSIONS	ONLINE REACH 83,000 LIKES ON FACEBOOK
68 COUNTRIES REPRESENTED	800 ATTENDEES	8 TRAINING CLASSES	67,500 TWITTER FOLLOWERS
		66 SPEAKERS	25,900 LINKEDIN GROUP MEMBERS

Business Hall Hours
November 12: 10:00 – 18:30
November 13: 09:00 – 14:15

ATTENDEE PROFILE

PURCHASE AUTHORITY: Black Hat Europe attendees have a significant role in their company's purchase decisions; approximately 60% define solution requirements and nearly 80% influence solution selection

JOB TITLE: Nearly 36% are Manager-level or above, including 10% C-level Executives, Presidents, Vice Presidents or Owners

INDUSTRY: Top 5 include Information and Networking Security, IT/Telecommunications, Financial Services, Foreign Government and Consulting/Systems Integrator/VAR

COMPANY SIZE: 57% of attendees work for a company with more than 500 employees, with 25% of those employed by companies larger than 10,000 employees

INTERNATIONAL REACH: Top 5 Countries represented at Black Hat Europe include Netherlands, United Kingdom, United States, Germany and France

ATTENDEE SNAPSHOT

- CSO - GRZ IT Center Linz GmbH
- Application Developer - Cyber Security Center
- Special Cybersecurity Advisor - Council of the European Union
- IT Security - European Parliament
- Senior Security Engineer - Huawei Technologies Co., Ltd.
- Director of Security Engineering - AVG Technologies
- Virus Analysis Specialist - AVG Technologies CZ
- Regional IM Security Manager - Makro Cash & Carry CR s.r.o.
- Managing Director - eTRENDS s.r.o.
- Senior IT Security Specialist - Nordea
- Senior Technical Engineer - SSH Communications Security
- Detective - NBI
- Managing Director - Silverskin information security LLC
- Senior Security Specialist - Louhi Security
- CISO - Council of Europe
- CTO Security Services - IBM France
- Principal Security Engineer - McAfee GmbH
- Security Engineer - Vodafone Group Services GmbH
- Software Developer - Avira Operations GmbH & Co. KG
- Security Engineer - Modular Computer Systems GmbH
- Head of Download Services & Security - Vodafone Group Services GmbH
- Project Manager - SAP AG
- Team Leader - Avira Operations GmbH & Co. KG
- IT Security & Strategy - Vattenfall Europe Information Services GmbH
- Telecoms Manager - KPMG IT Service
- Information Security - Yahoo!
- Penetration Tester - TwelveSec
- IT Engineer - Ministry of Foreign Affairs
- CTO - Boadree Innovations Kft.
- Security Architect - Genworth Financial

Diamond Sponsorship (TWO AVAILABLE)

- ◆ Re-Sign Rate (Exclusive to on-site) — \$27,825
- ◆ Early Bird (Expires September 10, 2015) — \$30, 608
- ◆ Post-Early Bird (September 11– November 10, 2015) — \$33,390
- ❑ 18sqm stand including 2.5m high shell scheme with white wall panels and divider in an aluminum frame, header sign, four chairs, two tables and two 500W electric sockets. View stand renderings [here](#).
- ❑ **Opening Remarks at Keynote by company representative, Business Hall Opening Remarks or Conference-At-A-Glance Sponsorship (includes both Briefings Days)
- ❑ 1 Sponsored Session (45 minute talk) in Business Hall
- ❑ 250 word max company description hosted on the conference website with logo and link
- ❑ 4 Full-Briefings Passes for VIP clients, prospects, or company executives
- ❑ 10 Booth Staff Passes
- ❑ 25% discount on Full-Briefings passes for staff, prospects and customers (up to 15)
- ❑ Full Page Ad (cover position) in Program Guide
- ❑ Featured placement of company logo and Sponsorship on signage on-site
- ❑ Premium banner displayed in high traffic area on-site. Banner specs to be provided by Show Management. (banner provided by Sponsor)
- ❑ Exclusive Sponsorship of attendee tote-bag, Welcome Reception, or Mobile App Sponsor (includes logo on splash screen and micro app)
- ❑ Lead Retrieval Unit
- ❑ 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)
- ❑ Acknowledgement of Sponsorship in pre-show advertisements and marketing where appropriate

Platinum Sponsorship (THREE AVAILABLE)

- ◆ Re-Sign Rate (Exclusive to on-site) — \$19,610
- ◆ Early Bird (Expires September 10, 2015) — \$21,571
- ◆ Post-Early Bird (September 11– November 10, 2015) — \$23,532
- ❑ 18sqm stand including 2.5m high shell scheme with white wall panels and divider in an aluminum frame, header sign, four chairs, two tables and two 500W electric sockets. View stand renderings [here](#).
- ❑ 250 word max company description hosted on the conference website with logo and link
- ❑ 3 Full-Briefings Passes for VIP clients, prospects, or company executives
- ❑ 10 Booth Staff Passes
- ❑ 25% discount on Full-Briefings passes for staff, prospects and customers (up to 10)
- ❑ Choice of Passport to Prizes or Full Page Ad in Program Guide
- ❑ Conference bag item (no literature only, excludes notepads/pens and items must be approved by Black Hat show management)
- ❑ Featured placement of company logo and Sponsorship on signage on-site
- ❑ Company banner displayed on-site. Banner specs to be provided by Show Management. (banner provided by Sponsor)
- ❑ Acknowledgement of Sponsorship in pre-show advertisements and marketing where appropriate
- ❑ Lead Retrieval Unit
- ❑ Co-Sponsorship of all breakfast during Briefings
- ❑ One interview in Black Hat Sponsor Newsletter
- ❑ Pre-event social media marketing

Gold Sponsorship (EIGHT AVAILABLE)

- ◆ Re-Sign Rate (Exclusive to on-site) — \$14,575
- ◆ Early Bird (Expires September 10, 2015) — \$16,033
- ◆ Post-Early Bird (September 11– November 10, 2015) — \$17,638
- ❑ 12sqm stand including 2.5m high shell scheme with white wall panels in an aluminum frame, header sign, four chairs, two tables and 500W electric socket. View stand renderings [here](#).
- ❑ 250 word max 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
- ❑ 25% discount on Full-Briefings passes for staff, prospects and customers (up to 8)
- ❑ Participation in Passport to Prizes Program
- ❑ Featured placement of company logo and Sponsorship on signage on-site
- ❑ Company banner displayed in high traffic area on-site. Banner specs to be provided by Show Management. (banner provided by Sponsor)
- ❑ Acknowledgement of Sponsorship in pre-show advertisements and marketing where appropriate
- ❑ Lead Retrieval Unit
- ❑ Co-Sponsorship of all coffee breaks during Briefings

Silver Sponsorship (LIMITED TO AVAILABILITY)

- ◆ Re-Sign Rate (Exclusive to on-site) — \$9,911
- ◆ Early Bird (Expires September 10, 2015) — \$10,902
- ◆ Post-Early Bird (September 11– November 10, 2015) — \$11,994
- ❑ 9sqm stand including 2.5m high shell scheme with white wall panels in an aluminum frame, header sign, two chairs, one table and 500W electric socket. View stand renderings [here](#).
- ❑ 100 word max 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
- ❑ 25% discount on Full-Briefings passes for staff, prospects and customers (up to 5)
- ❑ Acknowledgement of Sponsorship in pre-show advertisements and marketing where appropriate
- ❑ Lead Retrieval Unit

Innovation City (TEN AVAILABLE)

- ◆ Re-Sign Rate (Exclusive to on-site) — \$6,500
- ◆ Early Bird (Expires September 10, 2015) — \$7,500
- ◆ Post-Early Bird (September 11– November 10, 2015) — \$8,500

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 Kiosk images.

- ❑ Kiosk in Innovation City
 - 24" monitor
 - Stool
 - Overhead banner
 - Hardwired Internet
 - Electricity
 - Black carpet
 - Wastebasket
- ❑ Promotion on Black Hat Europe Sponsors' Page; includes 50 word description and logo
- ❑ Promotion in Program Guide; includes 50 word description and logo
- ❑ Three Booth Staff Passes
- ❑ One Full-Briefings Pass
- ❑ 25% Discount on Full Briefings Passes for staff, customers and prospects (up to 5)
- ❑ One Lead Scanner



Business Hall Lounge: \$26,250

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

Conference Bag Items: \$2,500 [Limited to three Sponsors]

Increase brand awareness with eye-catching inserts – items should be of value to the delegates (no literature only) and no larger than 6x9in. Produced by Sponsor, must be approved by Black Hat Show Management. Excludes notepads/pens.

Lanyards: \$6,850

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 per day

Reserve a private room for client meetings or as a gathering point for staff during the event. Meeting rooms are in the general conference area and quantities are limited.

Black Hat Europe Official Conference T-shirt: \$10,250

Sponsor logo featured exclusively alongside Black Hat's eye-catching branding on the Official Black Hat Europe 2014 Conference T-shirt; shirts are distributed to 800 attendees in the conference bag. Black Hat produces.

Water Bottles: \$6,500

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.

Sponsored Session (45 Minute Presentation): \$5,500 [Ten total opportunities, including two reserved for Diamond Sponsors]

Sponsored Sessions provide companies the opportunity to present (45min) talks to Black Hat attendees about their product or service in the Business Hall Sponsored Session Theater. Black Hat Show Management is happy to consult with you to ensure that your message is communicated in an effective and targeted manner. Click [here](#) for full Sponsored Session deliverables.

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).

Program Guide Advertising:

- Full Page Ad — \$1,800
 - 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 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).

Official Black Hat Europe Notepad and Pen Sponsorship: \$7,500

Feature your company logo along with Black Hat's branding on the official conference notepad and pen distributed to 800+ 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.

Charging Station Sponsorship: \$3,000

Feature your branding on two strategically placed Charging Stations in the Black Hat Europe Business Hall. Charging Stations allow attendees to charge their phones and laptops. Additional marketing includes Sponsor listing on Black Hat Europe Sponsor page and in the Show Guide.

Platinum Mobile App Sponsor (Exclusive): \$10,000

- Promoted as Platinum Mobile App Sponsor on Black Hat Europe 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): \$5,000

- Promoted as Gold Mobile App Sponsor on Black Hat Europe 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