



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

SPONSOR PROSPECTUS



FOR FURTHER DETAILS, CONTACT:
BLACKHATSALES@UBM.COM

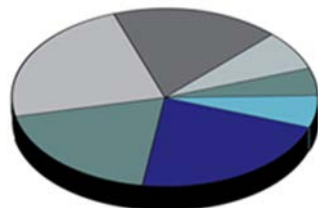
BLACK HAT RETURNS TO LAS VEGAS IN 2013

More than 6500 senior-level security professionals will return to Caesars Palace in order to hone their security skills, learn of the latest threats to their enterprise, network with peers, clients and security researchers and evaluate the latest security solutions on the market. In addition, over 200 members of the media/analyst community are expected to attend and report on the ground-breaking announcements that distinguish Black Hat's unmatched informational reach from any other security conference.

THE BEST PLACE TO REACH ACTIVE INFORMATION SECURITY BUYERS

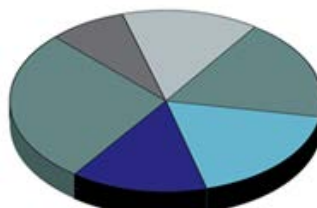
Company Size

- 1 – 99 [18%]
- 100 – 249 [7%]
- 250 – 499 [5%]
- 500 – 999 [6%]
- 1,000 – 9,999 [22%]
- 10,000 – 49,999 [19%]
- 50,000 or more [23%]



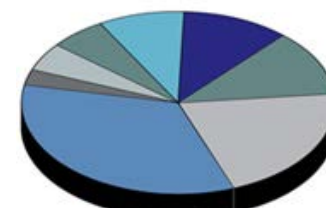
Job Title

- President/C-Suite [8%]
- VP/Director [14%]
- Manager [18%]
- Other [18%]
- IT Staff [14%]
- Info Sec Engineer /Researcher [27%]



Job Function

- Network Design/Engineer [3%]
- Technical Staff [5%]
- Software/Application & Web Developer [6%]
- Business/Corporate/Executive Management [9%]
- Analyst [11%]
- Engineering/R&D [12%]
- IS/IT: Mgmt/Consultant/Staff [21%]
- Security/Privacy [34%]



BLACK HAT'S PROVEN TRACK RECORD

The Black Hat Briefings have become the biggest and the most important security conference series in the world.

Black Hat USA delegate highlights:

- Over half come from companies with over 1,000 employees, with forty-one percent coming from companies with more than 10,000 employees
- Two-thirds spend up to 100% of their time on Security
- Top-three industries represented are IT/Telecommunications, Information and Networking Security and Computer Technology/Networking
- 1 in 5 has a direct authority in the role of purchasing computer security services, hardware, software and applications
- Two-thirds of Black Hat USA delegates have an Annual Security budget of \$1M and upwards

“This was our first time exhibiting at Black Hat. It was the best show we have ever been a part of.”

— **Dave Amsler**, CEO, *Foreground Security*

Black Hat Founder Tapped To Advise Homeland Security

“Jeff Moss, founder of the Black Hat and Defcon security conferences, is one of 16 people appointed to the Department of Homeland Security Advisory Council, as the government casts a wide net for perspectives on cyber security.”

— *Information Week*

“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*

“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'S PROVEN TRACK RECORD

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DNS Holes, Web 2.0 Flaws Draw Interest at Black Hat

“Dan Kaminsky Reveals DNS Flaw At Black Hat; More than 80 technology vendors launched an unprecedented campaign to fix a flaw in widely distributed DNS software that could allow a form of attack called DNS cache poisoning.” — *PC World*

“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.”

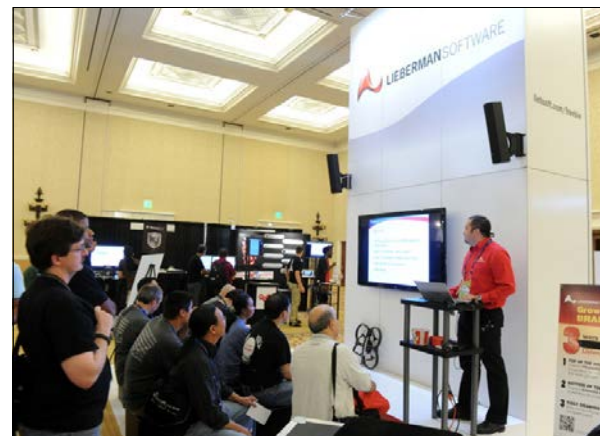
— **Steve Lipner**, Senior Director of Security Engineering Strategy, Microsoft's Trustworthy Computing Group

Tradition of Fearlessness

“Security researcher Mike Lynn roiled the Black Hat conference Wednesday when he resigned from his job at Internet Security Systems to deliver a talk about a serious vulnerability in Cisco IOS, the operating system powering its routers, defying efforts by the router manufacturer and his former employer to block the presentation.” — *Wired*

“Black Hat continues to be the Event Norman looks forward to every year. The quality of the show and the social opportunities are unmatched.”

— **Brian Beard**, Director, Business Development, Norman Data Defense



SPONSOR PROSPECTUS



2012 DELEGATE SNAPSHOT

Black Hat USA is the security professional's Mecca, attracting IT security buyers from all industries and levels of the organization.

- 1st IO Command — Red Team Lead
- Akamai Technologies, Inc. — Sr System Engineer
- Alaska Housing Finance Corp — Director of Information Systems
- American Express — Vice President
- Apple — Sr. Security Manager
- Archer Daniels Midland — Director- I.T. Security
- Armorize Technologies — CEO
- Avira GmbH — Manager Viruslabs
- Bechtel — I&AM Engineering Manager
- Blackbird Technologies, Inc. — CTO
- Blue Cross Blue Shield — Director of Enterprise Information Security
- BluePoint Security — Vice President
- Boeing — Chief Security Engineer
- Bonneville Power Administration — Security Control Assessor
- Booz Allen Hamilton — Cyberspace Operations
- Bridge Point Communications — CISO
- CafePress — Director of IT and ISO
- Calculated Insight — Chief of Malware R&D
- Centers for Disease Control — Deputy Officer of the Chief Information Security Office
- CEPESC — CTO
- Charles Schwab — Vice President
- Chertoff Group — Senior Associate
- Chesapeake Energy Corp — Sr Security Analyst
- CIAS — Sr. Information Security Project Lead
- Cisco Systems — Director/GM Security Research and Operations
- Citi — Director, Information Security
- Damballa — VP Research
- DARPA — Cyber Program Manager
- Dasient — Co-founder and CTO
- DBAppSecurity — CTO
- Department of Justice — Chief Systems Security Officer
- Disney Worldwide Services — Manager, Network Technical Support
- Dubai Police — Network Administrator
- Duke Energy — IT Security Consultant
- eBay — Information Security Officer Amer/EMEA
- EchoStar — Engineer
- eEye Digital Security — CTO
- Entergy Corporation — Director, Process Control Systems Cyber Security
- Entrust — Security Assurance Analyst
- Ernst & Young — Senior Manager
- ExxonMobil — Network Security Design Lead
- F5 Networks inc — Security Guy
- Facebook — Security
- FBI — Intelligence Analyst
- Federal Reserve Bank of New York — Sr. Info Sec Analyst
- Fidelity Investments — Director, Technology Risk
- Ford Motor Company — Network Engineer
- Foundstone — (Sr. Director, Global Education)
- GameFly, Inc. — SVP, Product Development and Technology
- Gap Inc — Infrastructure Architect
- GE — System Analyst
- General Dynamics — Vice President
- Google — Android Security
- Halliburton — Sr. Security Analyst
- Halock Security Labs — Director
- HP — Director of Security
- IBM — Senior Managing Consultant
- Institution for Savings — Vice President, Information Technology
- Ironcloud Inc. — President
- IronKey, Inc — Chief Technology Officer
- IRS — Security Analyst
- iSIGHT Partners — Director of Shared Technical Services
- Legalzoom.com, Inc. — Director of Security
- Leviathan Security Group — Director of Research
- Lockheed Martin — Cybercraft Architect
- Mantech — Cyber Security Advisor
- Marine Corps Installations West — Deputy Cyber Security Manager
- McAfee — SVP, CTO of Americas
- Medtronic — Sr Principal Security Architect
- Motorola Mobility — Chief Information Security Officer
- n.runs AG — Chief Technical Officer
- NCM — VP of EIS Operations
- NDRE — Software Developer
- NetApp — Sr Manager, Cyber Intelligence & Response Team
- NetSPI — CTO
- Network Solutions — Director Corporate Security
- Neuberger Berman — AVP
- NIST — IT Security Specialist
- Nokia — CTO Office, Product Security — Director, Head of Nokia Product Security
- Onapsis — Director of Research and Development
- Oracle — Director
- Owens Corning — Information Security Analyst
- Panasonic Electric Works Laboratory of America Inc. — Chief Architect
- Paradigm Solutions — President and CEO
- PayPal — Consumer Risk Management — phishing/malware
- Pioneer Bank — Vice President IT
- Polaris Venture Partners — Director of Technology
- Rapid7 — Practice Manager, Professional Services
- Raytheon — Dir, SPSO
- RCERT-E — Director
- RCF Information Systems — CIO
- Rogers Communications — Designer, IP Networks
- SAIC — Chief Engineer/AVP
- SAIC — Chief Technology Officer for Operations
- Salesforce.com — Security
- Sallie Mae — Director, Application Security and Vulnerability Mgmt
- Samsung Electronics — VP
- Sandia National Laboratories — Technical Manager
- Secure Mission Solutions — Vice President
- Siemens — Program Manager IT-Security
- Skyland Development — CSO
- SonicWALL — Director, SW Engineering & Threat Research
- Sony Corporation — General Manager
- Sony Electronics, Inc. — VP Security
- Sophos — CTO & SVP
- SRA — VP, Chief Technologist
- State Farm — Risk Manager
- Sterling Commerce — Director
- Symantec — CTO
- Synopsys, Inc. — IT Security Specialist
- Sypris Electronics — Chief Engineer
- Target Corp — Engineering Consultant
- TASC — Computer Security
- The Vanguard Group — Security Architect
- Twitter — Security Team
- U.S. Cellular — Network Security Lead Engineer
- USAF — Chief, Software Assurance
- Verisign — Network Security Engineer IV
- Wells Fargo — VP
- Xilinx — InfoSec
- Yahoo! — VP Service Engineering, Search & Marketplaces
- Zappos, Inc. — Application Security Engineer
- Zynga Game Network, Inc. — Director of Security Operations

SPONSOR PROSPECTUS



BRIEFINGS SPONSORSHIP OPPORTUNITIES

Diamond Sponsorship (3 SOLD OUT)

- ◆ Resign Rate (Exclusive to onsite) — \$95,000
- ◆ Early Bird (Expires April 30, 2013) — \$104,500
- ◆ Post-Early Bird (May 1–July 26, 2013) — \$114,000
- Marketing exposure as a Diamond Sponsor includes placement of company logo with link and 750 word description on conference website
- Introduction of Keynote Speaker (2) or Floor Graphic at Sponsor Hall Entrance(1)
- 20x30 Booth Space
- Featured placement of company logo in the Official Show Guide
- Sponsor designation with logo on onsite signage
- Company logo prominently displayed on Official Conference Bag
- Co-Sponsorship of Briefings Reception — logo prominently displayed on signage in the Official Show Guide
- Guest of Honor — Briefings Day One, Briefings Day Two, or Training Day — including signage, table tent cards and acknowledgements on website
- Premier banner location onsite (Sponsor to produce)
- 25% Discount on Conference Passes for staff, customers and prospects (up to 30)
- 15 Full-Briefing Passes
- 20 Booth Staff Passes
- 3 Lead Scanners
- 1 Interview in Black Hat Sales Newsletter
- Pre-Event Social Media Marketing
- 1 Custom Newsletter sent to Opted-in list (sponsor produces, Black Hat sends)

Platinum Plus Sponsorship (6 SOLD OUT)

- ◆ Resign Rate (Exclusive to onsite) — \$85,000
- ◆ Early Bird (Expires April 30, 2013) — \$93,500
- ◆ Post-Early Bird (May 1–July 26, 2013) — \$102,000
- Marketing exposure as a Platinum Plus Sponsor includes placement of company logo with link and 500 word description on conference website
- 20x30 Booth Space
- Featured placement of company logo in the Official Show Guide
- Sponsor designation with logo on onsite signage
- Company logo prominently displayed on Official Conference Bag
- Co-Sponsorship of Briefings Reception — logo prominently displayed on signage in the Official Show Guide
- Banner location onsite (Sponsor to produce)
- 25% Discount on Conference Passes for staff, customers and prospects (up to 20)
- 10 Full-Briefing Passes
- 20 Booth Staff Passes
- 3 Lead Scanners
- Exclusive sponsorship of continental breakfast, coffee service or ice cream — including signage, acknowledgements on website
- 1 Interview in Black Hat Sales Newsletter
- Pre-Event Social Media Marketing

SPONSOR PROSPECTUS



BRIEFINGS SPONSORSHIP OPPORTUNITIES

Platinum Sponsorship (6 SOLD OUT)

- ◆ Resign Rate (Exclusive to onsite) — \$70,000
- ◆ Early Bird (Expires April 30, 2013) — \$77,000
- ◆ Post-Early Bird (May 1–July 26, 2013) — \$84,000
- Marketing exposure as a Platinum Sponsor includes placement of company logo with link and 500 word description on conference website
- 20x20 Booth Space
- Featured placement of company logo on the Official Show Guide
- Sponsor sign-off with logo on onsite signage
- Co-Sponsorship Briefing Reception — logo prominently displayed on signage and in the Official Show Guide
- Presentation onsite (Sponsor to produce)
- 25% Discount on Conference Passes for staff, customers and prospects (up to 20)
- 10 Full-Briefing Passes
- 20 Booth Staff Passes
- 2 Lead Scanners
- 1 Interview in Black Hat Sales Newsletter

Gold Sponsorship (16 SOLD OUT)

- ◆ Resign Rate (Exclusive to onsite) — \$50,000
- ◆ Early Bird (Expires April 30, 2013) — \$55,000
- ◆ Post-Early Bird (May 1–July 26, 2013) — \$60,000
- Marketing exposure as a Gold Sponsor includes placement of company logo with link and 250 word description on conference website
- 10x20 Booth Space
- Featured placement of company logo in the Official Show Guide
- Sponsor sign-off with logo on onsite signage
- 25% Discount on Conference Passes for staff, customers and prospects (up to 20)
- 7 Full-Briefing Passes
- 15 Booth Staff Passes
- 2 Lead Scanners
- Full Page Ad or Passport to Prizes

SPONSOR PROSPECTUS



BRIEFINGS SPONSORSHIP OPPORTUNITIES

Silver Plus Sponsorship (LIMITED TO SPACE AVAILABLE)

- ◆ Resign Rate (Exclusive to onsite) — \$45,000
- ◆ Early Bird (Expires April 30, 2013) — \$49,500
- ◆ Post-Early Bird (May 1–July 26, 2013) — \$54,000
- Marketing exposure as a Silver Plus Sponsor includes placement of company logo with link and 150 word description on conference website
- 10x20 Booth Space
- Inclusion of company logo in the Official Show Guide
- 25% discount on Conference Passes for staff, customers and prospects (up to 5)
- 8 Full-Briefing Passes
- 12 Booth Staff Passes
- 2 Lead Scanners

Silver Sponsorship (LIMITED TO SPACE AVAILABLE)

- ◆ Resign Rate (Exclusive to onsite) — \$25,000
- ◆ Early Bird (Expires April 30, 2013) — \$27,500
- ◆ Post-Early Bird (May 1–July 26, 2013) — \$30,000
- Marketing exposure as a Silver Sponsor includes placement of company logo with link and 150 word description on conference website
- 10x10 Booth Space
- Inclusion of company logo in the Official Show Guide
- 25% discount on Conference Passes for staff, customers and prospects (up to 5)
- 5 Full-Briefing Passes
- 6 Booth Staff Passes
- Lead Scanners



BRIEFINGS SPONSORSHIP OPPORTUNITIES

Turnkey Silver (LIMITED TO SPACE AVAILABLE)

- ◆ Resign Rate (Exclusive to onsite) — \$30,500
- ◆ Early Bird (Expires April 30, 2013) — \$33,550
- ◆ Post-Early Bird (May 1–July 26, 2013) — \$36,600
- Marketing exposure as a Turnkey Silver Sponsor includes placement of company logo with link and 150 word description on conference website
- Inclusion of company logo in the Official Show Guide
- 25% Discount on Conference Passes for staff, customers and prospects (up to 5 max)
- 5 Full-Briefing Passes
- 6 Booth Staff Passes
- 100 Receptacles on Stage Carpet
- Custom Structure with 8' Back Wall and 3' Side Walls
- Black and White Header Sign
- One Meter Counter and One Stool
- Wastebasket
- Cleaning – Tuesday Night
- Up to 300lbs. Drayage
- 10amps Electric
- Lead Scanner

Tabletop Sponsorship (LIMITED TO SPACE AVAILABLE)

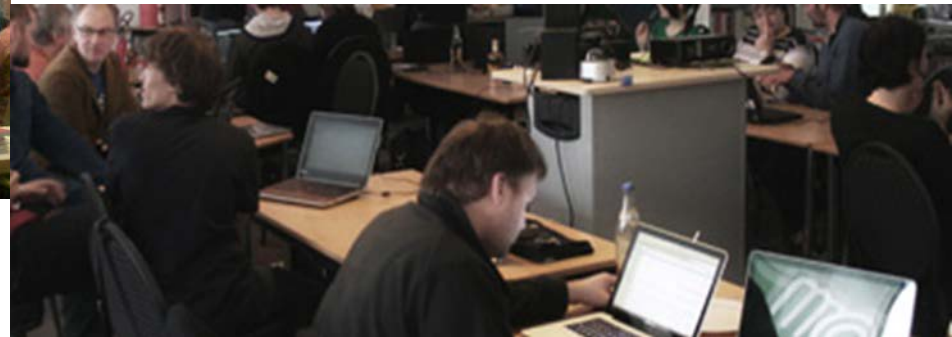
- ◆ Resign Rate (Exclusive to onsite) — N/A
- ◆ Early Bird (Expires April 30, 2013) — \$15,000
- ◆ Post-Early Bird (May 1–July 26, 2013) — \$16,350

Tabletops are available in the corridor adjacent to the Sponsor Hall and will be open during both Briefing days. A tabletop display is a cost-effective, nearly turnkey solution to reach the power of the target audience. [Click here](#) to view tabletop information.

- Tabletop displays will be featured with a company logo and description (up to 50 words) on the conference sponsors' page.
- 1 Briefings pass
- 3 booth staff passes
- 6 foot table
- 2 chairs
- up to 5 amps of electricity
- Lead scanner

SPONSORED WORKSHOPS

For the first time ever, sponsors will be able to present content to attendees in a classroom, workshop or lab setting. This is an unprecedented way to get your product into the hands of attendees and prospective buyers. Content can be geared toward competitions, skills trainings, workshops and more. The Black Hat Team will help cultivate the content with the sponsor to ensure its success. Half Day and Full Day sponsorships are available, each includes your own classroom with AV setup to present to attendees. In addition you'll receive a table top in the adjacent Sponsored Workshop Reception Room where workshop attendees will go during breaks to network while enjoying food and beverages. To learn more about Sponsored Workshops click [here](#).



SPONSOR PROSPECTUS



MARKETING AND PROMOTIONAL OPPORTUNITIES

Black Hat Co-Branded Lanyards: \$20,000

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.

SOLD

Co-Branded Official Black Hat T-shirt: \$50,000

Sponsor the official Black Hat T-shirt to be included in the conference bags — and in front of every single delegate! Black Hat produces the T-shirts, which will feature your company logo (along with the Black Hat logo).

Black Hat Co-Branded Official Conference Items: \$10,000

Feature your company logo along with Black Hat's branding on an Official Conference Item of your choice. The item will be distributed in the delegate bags and will be exclusive – the same item may not be sponsored or included in the bag by any other company. Available items, including pens, notepads, and baseball caps provide unlimited branding exposure during the conference and after. Items are produced by sponsor, with Black Hat approval.

Wireless Sponsorship: \$35,000

Company logo and link displayed on Black Hat conference site pre-event; Onsite signage as Official Black Hat Wireless Provider— includes 2 meter boards and 5 additional signs.

Black Hat VIP Party: \$20,000 (Limited To Two Sponsors)

A signature Black Hat event, the night preceding the opening of the Briefings, the VIP Party is the place to network with security superstars. Sponsorship includes acknowledgement with logo on the conference website, signage onsite, tent cards during the party and full beer, wine, cocktail and deluxe hot/cold canapé service for 300 VIP's. Logo invites will be provided to all invitees via email and sponsor has ability to invite 15 guests and/or staff (sponsor will be provided with wristbands to distribute). Sponsorship also includes two Full-Briefings passes (does not include Training or DEFCON).

SPONSOR PROSPECTUS



MARKETING AND PROMOTIONAL OPPORTUNITIES

Party Promotion Package: Inquire for pricing

Party Promotion Package: Sponsorship includes ability host party at Caesars Palace with event listing, company logo and 50 word blurb on the Special Events and Sponsor pages of the Black Hat USA website; 50 word blurb and company logo in the Official Show Guide; 22"x28" sign at venue entrance featuring sponsor logo and a custom invite sent "on behalf of sponsor" to the opted-in Black Hat list (invite is created by sponsor, approved and sent by Black Hat). With approval, sponsor will work directly with venue on food/beverage and logistics and is responsible for any fees associated. Click [here](#) for more details, including available venues and F/B minimums.

[NEW] Signage Opportunities

Opportunities: Signage opportunities are available throughout Caesars Palace, providing great opportunities for premium exposure and visibility. Black Hat to produce with sponsors artwork. Click [here](#) to view opportunities.

Hotel Room Drop Sponsorship: \$15,000 per night (Limited to three per night)

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 and multiple item drops are available at an increased rate (items provided by sponsor)

[NEW] Wi-Fi Networking Lounge: \$40,000

Wi-Fi Networking Lounge: For the first time at Black Hat USA, sponsors have the ability to host a networking lounge located outside the Sponsor Hall. The Wi-Fi Networking Lounge sponsor will benefit by engaging with delegates in the sleek, furnished lounge area over four days (Mon. – Thurs.). In addition to furniture, the lounge comes equip with Wi-Fi, charging outlets, signage opportunities and a bar. Ask your sales rep for more details. View Networking Lounge deliverables [here](#).

Meeting Rooms: \$8,000 Full-Day or \$5,000 Half-Day

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 half or full days.

MARKETING AND PROMOTIONAL OPPORTUNITIES

Conference Bag Inserts: \$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 Black Hat co-branded official conference items. Produced by sponsor, must be approved by Black Hat.

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).

Black Hat Marketing Package: \$15,000

- Custom Newsletter
- Listing on Black Hat USA Sponsor Page
- Logo listing in Official Program Guide
- 2 Full Briefings Passes
- Logo featured on Black Hat Marketing Sponsor sign during event

Official Program Guide Advertising:

- Full Page Ad — \$3,500
- Inside Front Cover Position — \$7,000
- Inside Back Cover Position — \$5,000
- Outside Back Cover Position — \$7,000

