



**black hat**<sup>®</sup>  
USA 2014

TRAININGS & BRIEFINGS AUGUST 2-7  
BUSINESS HALL AUGUST 6-7  
MANDALAY BAY | LAS VEGAS, NV

## PARTY PROMOTION PACKAGE



FOR FURTHER DETAILS, CONTACT:  
[BLACKHATSALES@UBM.COM](mailto:BLACKHATSALES@UBM.COM)

The Black Hat Party Promotion package is the only way to reach Black Hat USA delegates ahead of the event, while they're planning on-site schedules. This package allows sponsors to host a networking event in the heart of the action, in the world-class venues at Mandalay Bay. Each year, Black Hat delegates look forward to networking with industry professionals at sponsored parties.

### Party Promotion Package - \$8,000

- Four 'Business Passes' allowing entrance into the Black Hat USA Sponsored Workshops and Business Hall
- Company Logo with link and party listing (up to 50 words) featured on the "Party & Networking Events" page on the Black Hat website
  - Clickable "Add to Calendar" functionality for each event compatible with Google Calendar, iCal, Outlook etc.
- 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)
- Party listing (up to 30 words) with logo featured in "Party & Networking Events" section of the Official Show Guide
- One 22"w x 28"h event sign featuring sponsor logo displayed at venue entrance
- Two 'tweets' linking to the "Party & Networking Events" page on Black Hat website (Twitter, Facebook & LinkedIn)
- One Black Hat newsletter cycle mention in "Special Events" listing



\* Sponsor works directly with venue on food, beverages, logistics, decorations and setup and is responsible for any and all fees associated with the venue

## Reception and Group Dining Venues at Mandalay Bay

**Aureole**

**Bayside Buffet**

**Border Grill**

**Charlie Palmer Steak**

**Citizens**

[DAYLIGHT Beach Club](#)

[Eyecandy Sound Lounge](#)

**Fleur by Hubert Keller**

**Hussong's**

**Kumi**

[LIGHT Nightclub](#)

**Lupo by Wolfgang Puck**

[Minus 5 Ice Lounge](#)

[MIX](#)

[Mizuya](#)

**Raffles**

[Red Square Restaurant & Lounge](#)

**Rick Moonen's RM Seafood**

[Rí Rá Irish Pub](#)

**Slice of LV**

**Strip Steak**

**THEcafe**

[THElounge](#)

For more details on the following venues (Daylight, Light, Kumi, Citizens, Red Square) including fees, capacities and food/beverage minimums, please contact: **Karen Carlough**, [kCarlough@lightgroup.com](mailto:kCarlough@lightgroup.com)

For more details on all other venues, including fees, capacities and food/beverage minimums please contact: **Jennifer Tipps-Webster**, [jtipps@mandalaybay.com](mailto:jtipps@mandalaybay.com)

For party approvals or for more information the Party Promotion package, please contact: [BlackHatSales@ubm.com](mailto:BlackHatSales@ubm.com)