

Black Hat USA sponsors are able to present content for attendees to learn, train, and share knowledge in a classroom or workshop environment. This is an unprecedented opportunity to get your product, technology, or service in the hands of attendees and prospective buyers. Content can be geared toward skills training, scenario challenges, workshops, technical focus groups, or competitions. Concepts will be cultivated and vetted in concert with Black Hat USA to ensure maximum appeal and success for both the client and workshop attendees.

Sponsorships include either a half or full day of talks and come with a tabletop in the adjacent Sponsored Workshop Reception Area that attendees will filter into during breaks and mixers to network and enjoy food and beverages.

Product marketing pitches are not allowed. See Rep for details on submitting abstract for approval prior to purchase.



## Sponsorships

**Morning Half Day (Three (3) available per day) — \$20,000** Includes two (2) one-hour training sessions in classroom, tabletop in Arsenal/Sponsored Workshop Reception Area and sponsorship of lunch/learn mixer.

**Afternoon Half Day (Three (3) available per day) — \$20,000** Includes two (2) one-hour training sessions in classroom, tabletop in Arsenal/Sponsored Workshop Reception Area and sponsorship of afternoon mixer.

**Full Day (One (1) available per day) — \$40,000** Includes four (4) one-hour training sessions in classroom, tabletop in Arsenal/Sponsored Workshop Reception Area and sponsorship of the lunch/learn and afternoon mixers.

## Pre-Event Deliverables

- Company logo with link and 50-word description on Black Hat USA Sponsors page
- Sponsored Workshop listing on Black Hat USA special events page. Includes: session title, company name, 250-word session description, speaker name with 50-word bio, date/time/location. Formatted as follows: Sponsored Workshop: **[NAME OF SESSION]** (Sponsored by: **[SPONSOR NAME]**)
- Sponsored Workshop promoted via Black Hat USA Newsletter distributed to attendees
- Client Interview in Sponsor Newsletter promoting Sponsored Workshop sent to Black Hat USA attendee list
- Promoted via social media channels

## On-Site Deliverables

- Workshop Classroom (See slide 4)
- Half or full day of sponsored talks (See slide 5)
- Tabletop in Workshop Reception Area with Lead Scanner
- Co-Sponsorship of breaks and mixers in Workshop Reception Area. Includes food and beverages and logo on sponsor sign.
- Sponsor logo, session title & speaker name on printed Workshop Schedule meter boards placed throughout event
- Listing in Black Hat USA Official Program Guide. Includes: session title, speaker name, 250-word session description, track, date/time/location. Formatted as follows: Sponsored Workshop: **[NAME OF SESSION]** (Sponsored by: **[SPONSOR NAME]**)
- Five (5) Booth Staff Passes
- Three (3) Full Briefings Passes

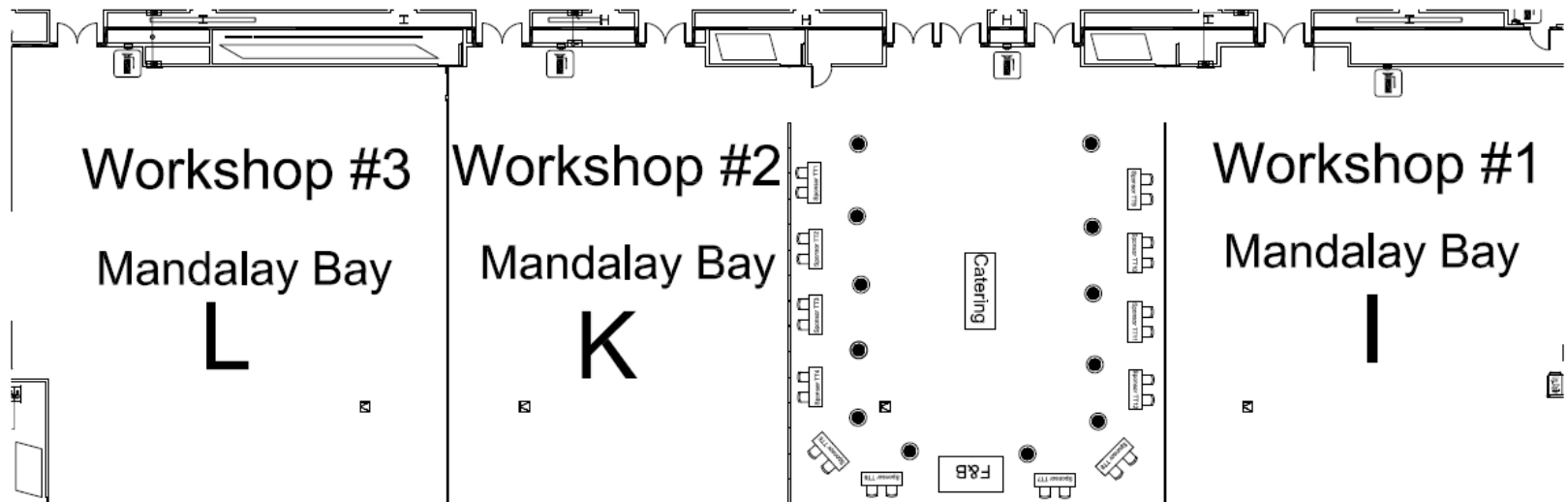
## SPONSORED WORKSHOP ROOM LAYOUT AND RECEPTION AREA

### Workshop Classroom

- Standard AV equipment (additional equipment available at sponsor's expense)
- Platform/Riser
- Classroom seating for approximately 60 attendees, set up in the same format as Black Hat USA Training with two seats per six-foot table. (Theater seating may be available upon request)
- Classroom layout (64 seats at 2/6' layout)
- Signage outside room with schedule of workshop events, sponsor logo
- On-stage backdrop of pipe & drape provides space for a sponsor banner

### Tabletop in Arsenal/Sponsored Workshop Reception Area:

- Six foot table, two (2) chairs, up to 5 amps of electricity, one (1) lead retrieval unit
- Co-Sponsorship of breaks and mixers in workshop reception room
- Company logo on mixer sign



<b>WEDNESDAY WORKSHOP SCHEDULE: (choose from available sponsorship times)</b>			
<b>TIME</b>	<b>ROOM 1 MORNING HALF DAY</b>	<b>ROOM 2 MORNING HALF DAY</b>	<b>ROOM 3 MORNING HALF DAY</b>
10:15 – 11:15	<b>Adallom</b>	<b>Skybox Security</b>	<b>CrowdStrike</b>
11:15	Sponsored Workshop Tabletop Reception Area: Coffee/Refreshment Break		
11:45 – 12:45	<b>Adallom</b>	<b>Skybox Security</b>	<b>CrowdStrike</b>
12:45	Sponsored Workshop Tabletop Reception Area: Lunch/Learn Mixer		
<b>TIME</b>	<b>ROOM 1 AFTERNOON HALF DAY</b>	<b>ROOM 2 AFTERNOON HALF DAY</b>	<b>ROOM 3 AFTERNOON HALF DAY</b>
14:15 – 15:15	<b>Secure Ninja</b>	<b>Booz Allen Hamilton</b>	<b>Available</b>
15:15	Sponsored Workshop Tabletop Reception Area: Refreshment Break		
15:30 – 16:30	<b>Secure Ninja</b>	<b>Booz Allen Hamilton</b>	<b>Available</b>
16:30 – 18:00	Sponsored Workshop Tabletop Reception Area: Afternoon Mixer		

THURSDAY WORKSHOP SCHEDULE: (choose from available sponsorship times)			
TIME	ROOM 1 MORNING HALF DAY	ROOM 2 MORNING HALF DAY	ROOM 3 MORNING HALF DAY
10:15 – 11:15	<b>TIBCO LogLogic</b>	<b>Fluke Networks</b>	<b>IBM</b>
11:15	Sponsored Workshop Tabletop Reception Area: Coffee/Refreshment Break		
11:45 – 12:45	<b>TIBCO LogLogic</b>	<b>Fluke Networks</b>	<b>IBM</b>
12:45	Sponsored Workshop Tabletop Reception Area: Lunch/Learn Mixer		
TIME	ROOM 1 AFTERNOON HALF DAY	ROOM 2 AFTERNOON HALF DAY	ROOM 3 AFTERNOON HALF DAY
14:15 – 15:15	<b>HP</b>		<b>IBM</b>
15:15	Sponsored Workshop Tabletop Reception Area: Refreshment Break		
15:30 – 16:30	<b>HP</b>		<b>IBM</b>
16:30 – 18:00	Sponsored Workshop Tabletop Reception Area: Afternoon Mixer		



## IMPORTANT: SPONSORED WORKSHOPS RULES/REGULATIONS

### MARKETING/PR

Sponsored Workshops are a new venture for Black Hat USA. As such, there will be a high level of vetting, engagement, and support by Black Hat USA Management. Workshop/Lab Space usage, strategy, concept, and messaging will be developed in conjunction with, and must be approved by, Black Hat USA Show Management prior to purchase, messaging, or promotion.

1. Please note: once approved, the sponsor will reference the Sponsored Workshop as: [Sponsored Workshop title], a Sponsored Workshop presented at Black Hat USA.
2. The sponsor may not reference the Sponsored Workshop as a standalone event at Black Hat USA, as a main conference session or as an event programmed by Black Hat USA.
3. Sponsored Workshop speakers must be employees or partners of the sponsoring company.
4. Black Hat USA Show Management must approve Press Releases by the Sponsor in writing.

## IMPORTANT: SPONSORED WORKSHOPS RULES/REGULATIONS

### ONSITE WORKSHOP ROOM

1. Product and marketing pitches in sponsored workshops are strictly forbidden.
  1. The primary focus of a sponsored workshop or lab is that of knowledge transfer, creating a space where delegates can have a more meaningful and in-depth interaction with sponsors
  2. Product Demos are permitted, but not as the primary function of the workshop or training.
  3. The 'Sponsored Workshop Submission Form' will serve as the basis for detailing and marketing what attendees can expect to see and learn, as well as what the Sponsor hopes to receive (sales leads, product feedback; opportunities for recruiting, providing technical support, user stories, marketing quotes and feedback or product training)
2. Sponsored Workshops are intended to be a forum for knowledge transfer and training.
3. Recommended Workshop or Lab usage scenarios include: We recommend training attendees on technologies that will give immediate knowledge or benefit upon returning to the office, and create an awareness or understanding of the value provided by sponsor tools, technologies, or services
  1. Skills training
  2. Tool Training
    1. Freeware/Open Source is recommended
    2. Freemium tools are permitted (time or feature limited versions)
    3. Tools exclusively available for purchase are strictly prohibited
  3. Competitions or Contests
4. Sponsors can direct attendees to their tabletop or booth for more information on products and to be scanned.
5. Sponsored Workshop content should be geared toward skills training, scenario challenges, workshops, technical focus groups and competitions.
6. Black Hat USA reserves the right to shut down the Sponsored Workshop if these rules are violated.