

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. Product marketing pitches are not allowed.



## Sponsorships

- Morning Half Day (two 50-minute classroom sessions) — \$28,000**
- Afternoon Half Day (two 50-minute classroom sessions) — \$28,000**
- Full Day (four 50-minute classroom sessions) — \$56,000**

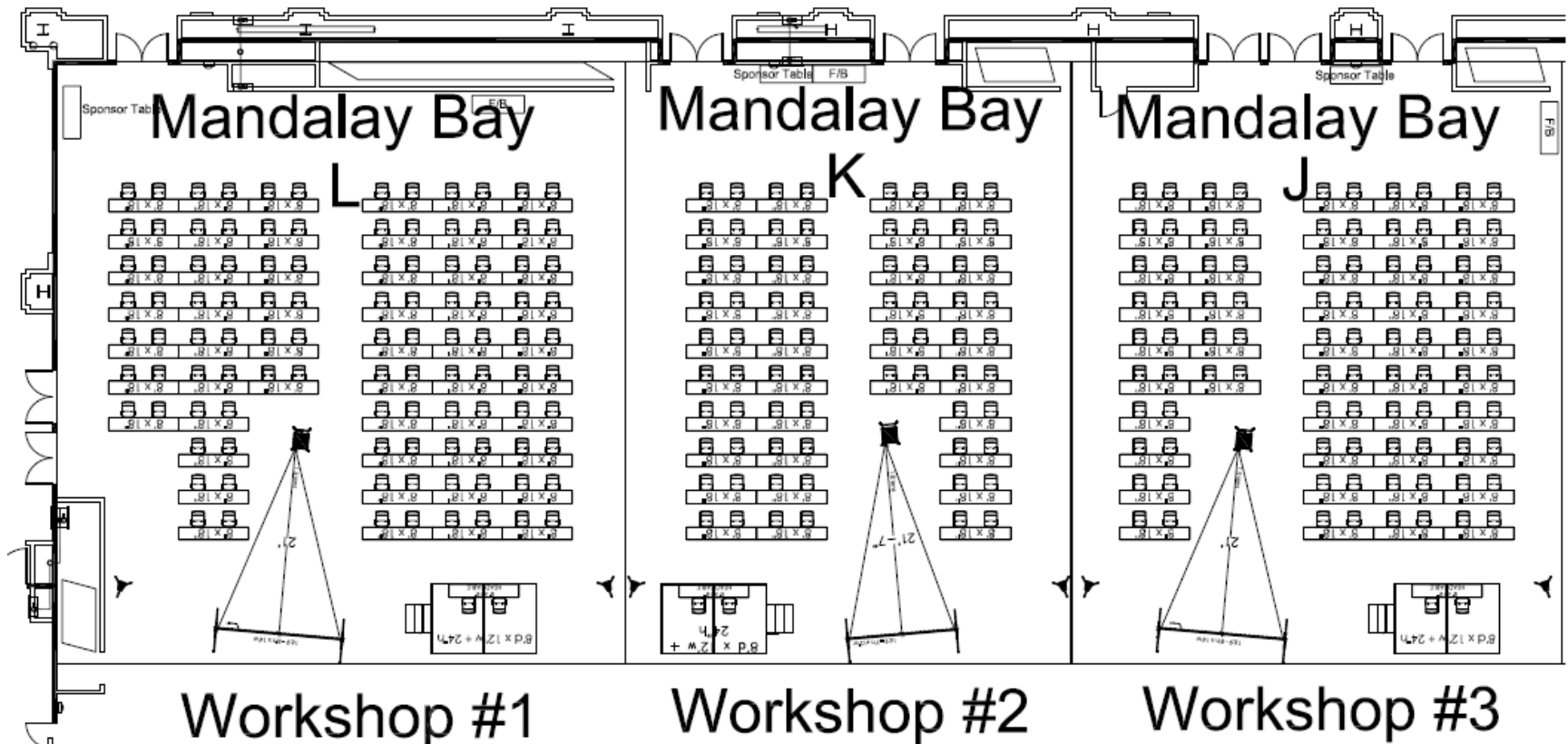
## Pre-Event Deliverables

- 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

- Classroom set for approx. 60
- Standard A/V equipment
- Platform/Riser
- Coffee and/or light refreshments
- On-stage backdrop of pipe & drape provides space for a company banner
- Sponsor logo, session title & speaker name on printed Workshop
- Schedule meter board signs
- 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]**)
- Tabletop in the classroom (optional)
- 5 Booth Staff Passes
- 3 Full Briefings Passes

## Sponsored Workshop Room Layout



## ON-SITE 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.