



Black Hat Europe 2009 Europe 2009 Prospectus

TESTIMONIALS

"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

"Very good quality professionals in attendance, people who are serious and knowledgeable about security."

—**Penney Smith**
Marketing Manager,
BindView

"Talk about reaching our target market! The Black Hat Briefings was truly the best sponsorship experience that ArcSight has ever had. The quality of leads was outstanding as well as the booth traffic."

— **Gretchen Hellman**
Sr. Manager Product Marketing,
ArcSight

Europe 2008 Attendee Snapshot



Bison Microsystem

ICT Specialist

BWI System GmbH

InfoSec Specialist

C-CURE NV

ICT Specialist

Defense AG

Managing Director

Deutsche Bundesbank

Security Consultant

European Parliament

Security Engineer

Federal Chancellery Austria

Security Tester

Black Hat is the world's most important information security conference series.

Several times a year since 1997, thousands of security professionals, researchers and enthusiasts have gathered at Black Hat events in the US, Europe and Asia to explore emerging security trends.

Black Hat's wide variety of deep, technical presentations by the leading thinkers from all facets of the information security world attracts the leading technical influencers across the security market. Black Hat has an unequaled reputation across the security world.

This year, Black Hat Europe will draw several hundred highly-placed security professionals from government entities, academic institutions and companies large and small who have power over security buying decisions.

Black Hat sponsors get exclusive access to this important and influential audience and the opportunity to display their security products, solutions and opportunities at the event.

"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



Black Hat Europe 2009

Sponsorship Opportunities

Diamond Sponsor (Sold)

- Featured placement of company logo in show guide, print advertisements, and custom inserts
- Exclusive sponsorship of luncheon
- Introduction of keynote speaker
- Co-sponsorship of the delegate bag including company logo in featured position
- Banner with company logo prominently displayed in a high traffic area (Sponsor to provide banner)
- Logo and link displayed on Black Hat Briefing's website
- Featured placement of company logo on signage on-site
- 4 Passport tickets, allowing admission to all Briefings functions (does not include Training)
- Tabletop display space in a featured location, which includes table, chairs and power. Exhibits are on one day, April 16.
- 1000 word description of the company in the show guide

Platinum Sponsor (One Available)

- Prominent placement of company logo in show guide and advertisements
- Exclusive sponsorship of one continental breakfast or coffee break
- Co-sponsorship of the delegate bags including company logo
- Banner with company logo prominently displayed in a high traffic area (Sponsor to provide banner)
- Logo and link displayed on Black Hat Briefing's website
- 3 Passport tickets, allowing admission to all Black Hat Briefings functions (does not include Training)
- Tabletop display space in a prominent location, which includes table, chairs and power. Exhibits are on one day, April 16.
- 750 word description of the company in the show guide

Gold Sponsor (One Available)

- Prominent placement of company logo in show guide and advertisements
- Logo and link displayed on Black Hat Briefing's website
- 2 Passport tickets, allowing full admission to Black Hat Briefings functions (does not include training)
- Tabletop display space in a prominent location, which includes table, chairs and power. Exhibits are on one day, April 16.
- 500 word description of the company in the show guide

Briefings Breakfast

Coffee Breaks (Four Available)

Briefings Luncheon

**Value Added Tax (VAT) applies and is additional to sponsorship fee.*

For further details, contact:

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