



Black Hat USA 2009 USA 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



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 USA will draw over 4,000 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 USA 2009

Sponsorship Opportunities

Diamond Sponsor: **Sold Out**

- Featured placement of company logo on all direct mail pieces, show guide, advertisements
- Exclusive sponsorship of the Day 2 luncheon including signage; table tent cards imprinted with sponsor logo; acknowledgments on web site, pre-show
- Introduction of the Black Hat keynote speaker on morning of Day 1—the signature Black Hat presentation
- Co-sponsorship of the delegate bags including company logo, with featured logo position
- Co-sponsorship of the Gala reception on the evening of Day 1 of the Briefings
- Banner location prominently located in the registration area and second banner location located in another high traffic area (sponsor supplies banners—Black Hat supplies labor to hang and remove banners)
- Logo and link displayed on Black Hat website with featured position
- 15 Passport tickets (\$1,695 value), allowing admission for staff or VIP guests to all Briefings functions (Briefings only, does not include Training or DEFCON)
- 10 Exhibitor Staff Passes for exhibit hall only staff that allows restricted admission to the Exhibit area only.
- Featured display space—first choice among sponsors—8' x 20' area—including draped tables, electrical power, chairs and basic lead capture equipment (Additional lead-capture equipment available for purchase)
- 1000 word description of the company in the show guide and preview program.

Platinum Sponsor: **One Available**

- Prominent placement of company logo on all direct mail pieces, show guide, advertisements
- Exclusive sponsorship of one continental breakfast, coffee service or comparable ancillary sponsorship
- Co-sponsorship of the delegate bags including company logo
- Banner location prominently located in the registration area (sponsor supplies banners—Black Hat supplies labor to hang and remove banners)
- Logo and link displayed on Black Hat website
- 10 Passport tickets, allowing full admission for staff or VIP guests to all Black Hat Briefings functions 7 Exhibitor Staff Passes for exhibit hall only staff that allows restricted admission to the Exhibit area only.
- Display space 8' x 20' size in a featured location including tables, power, chairs, lead capture equipment (add-on lead retrieval equipment available for purchase)
- 750 word description of the company in the show guide and preview program

Gold Sponsor: **One Available**

- Prominent placement of company logo on all direct mail pieces, show guide, advertisements
- Co-sponsorship of Gala Reception or an ancillary sponsorship
- Banner location prominently located in the registration area (sponsor supplies banners—Black Hat supplies labor to hang and remove banners)
- Logo and link displayed on Black Hat website
- 7 Passport tickets, allowing full admission for staff or VIP guests to all Black Hat Briefings functions
- Display space 8' x 20' size in a featured location including tables, power, chairs, lead capture equipment (add-on lead retrieval equipment available for purchase)
- 500 word description of the company in the show guide and preview program

Silver Sponsor: **Still Available**

- Listing of the company logo on all direct mail pieces, show guide, advertisements
- Logo and link displayed on Black Hat website
- 5 Passport tickets, allowing full admission to all Black Hat Briefings functions (Briefings only, does not include Training or DEFCON)
- Display space 8' x 10' size in a prominent including tables, power, chairs, lead capture equipment (Additional lead-capture equipment available for purchase)
- 250 word description of the company in the show guide and preview program

For further details, contact:

Natalie N. Bustamante, Strategic Account Manager at
OFFICE: 212.600.3031 | nbustamante@techweb.com | MOBILE: 908.220.2771





Black Hat USA 2009

Sponsorship Opportunities

Briefings Gala Reception: Sold Out

Co-sponsorship of full beer, wine, cocktail and deluxe hot/cold canapé service for 4,000 delegates and visitors at the end of Day 1. Includes acknowledgment with logo in the pre-show brochure, show guide, and Black Hat website; signage; literature distribution on sponsors table; distribution of media kits in press room; use of designated table during reception to meet with clients.

Speaker Party

Co-sponsorship of full beer, wine, cocktail and deluxe hot/cold canapé service for 300 speakers, speaker guests and dignitaries. A signature Black Hat event, the night preceding the opening of the Briefings. Includes acknowledgment with logo in the pre-show brochure, show guide, and Black Hat website; signage; table tent cards and tent card on each bar with logo; logo on invites provided to all invitees; ability provide all guests a limited edition Black Hat 2009 T-shirt with sponsor logo (Black Hat will have the shirts made at sponsors expense); sponsor has ability invite 15 guests and/or staff; literature distribution on special sponsors' table during Briefings; distribution of media kits in the press room during Briefings; 2 full Briefings passes (does not include Training or DEFCON).

Keynote Breakfast Day 1: Sold Out

Exclusive host of full continental breakfast service before the Black Hat Keynote for 4,000 delegates. Includes acknowledgment with logo on Black Hat website; signage; literature distribution on special sponsors table and distribution of media kits in the press room, one conference pass to the Briefings. 500 word description of the company in the show guide and preview program

Breakfast Day 2: Sold Out

Exclusive host of full continental breakfast service. Includes acknowledgment with logo in the pre-show brochure, show guide, and Black Hat website; signage; literature distribution on special sponsors table and distribution of media kits in the press room.

Luncheon Day 1

Exclusive sponsorship of full sit-down luncheon service for 4,000 delegates on Briefings Day 1. Includes acknowledgment with logo in the pre-show brochure, show guide, and Black Hat website; signage; literature distribution on special sponsors table and distribution of media kits in the press room, 2 Briefings passes for staff or customers.

Luncheon Day 2: Sold Out

Co-sponsorship of full sit-down luncheon service for 4,000 delegates on Briefings Day 2. Includes acknowledgment with logo in the pre-show brochure, show guide, and Black Hat website; signage; literature distribution on special sponsors table and distribution of media kits in the press room.

Host: Morning Coffee Break Day 1:

Sold Out

Exclusive host of full coffee service in mid-afternoon of Day 1 for 4,000 delegates. Includes acknowledgment with logo on Black Hat website; signage; literature distribution on special sponsors table and distribution of media kits in the press room.

Host: Afternoon Coffee Break Day 1

Exclusive host of full coffee service in the morning of Day 1 for 4,000 delegates. Includes acknowledgment with logo on Black Hat website; signage; literature distribution on special sponsors table and distribution of media kits in the press room.

Host: Morning Coffee Break Day 2

Exclusive host of full coffee service in the morning of Day 1 for 4,000 delegates. Includes acknowledgment with logo on Black Hat website; signage; literature distribution on special sponsors table and distribution of media kits in the press room.

Host: Afternoon Coffee Break Day 2

Exclusive host of full coffee service in afternoon of Day 1 for 4,000 delegates. Includes acknowledgment with logo on Black Hat website; signage; literature distribution on special sponsors table and distribution of media kits in the press room.

For further details, contact:





Black Hat USA 2009

Sponsorship Opportunities

Briefings Exclusive Sponsorships

Press Room

Daily refreshments for two days for press lounge during Briefings. Includes signage and acknowledgment in the show guide, with logo; literature distribution on special sponsor's table during Briefings; distribution of press kits in room.

Poker Tournament: **Sold Out**

Exclusive sponsorship of poker tournament. Includes acknowledgment on Black Hat web page and in show guide; 4,000 square foot room at Caesars Palace; literature distribution on special sponsor's table during Briefings; distribution of media kits in the press room; use of Black Hat logo on player invites, 1 Briefings pass. Sponsor provides all other materials and controls distribution of invites.

At-a-Glance Signage

Sponsorship of five large conference-at-a-glance signs posted in the Briefings session rooms area. Includes sponsor logo on each panel, acknowledgment in show guide and on Black Hat website; literature distribution on special sponsors table and distribution of media kits in the press room.

Badge Lanyards

Provides the license to provide badge lanyards for all Black Hat delegates, produced to Black Hat specifications. Includes acknowledgment in show guide and on Black Hat website; literature distribution on special sponsors table and distribution of media kits in the press room.

Notepads

Provides the license to distribute notepads inscribed with sponsor's logo in the show bags. Sponsor supplies all materials, Includes acknowledgment in the show guide with logo and link on Black Hat website; literature distribution on special sponsors table and distribution of media kits in the press room.

Pens

Provides the license to distribute note pens inscribed with sponsor's logo at the conference sessions. Sponsor supplies all materials, Black Hat will ensure placement at each table setting. Includes acknowledgment in the show guide with logo and link on Black Hat website; literature distribution on special sponsors table and distribution of media kits in the press room.

Training Functions and Reception Sponsorships

Training Party

Exclusive host of the Training Party on Sunday including two drink tickets per person and deluxe canapé service for up to 600 guests. Sponsorship includes sponsor logo on Black Hat website; sponsor logo on invitations distributed to all Training participants and instructors via email; ability to provide all guests a limited edition Black Hat 2009 T-shirt with sponsor logo (sponsor produces shirts with Black Hat design approval); sponsor may invite up to 15 VIP guests (or staff) and will receive two admission tickets to the Speaker's Party and two Full Briefings Passes (Briefings only, does not include Training or DEFCON)

Training Breakfast and Coffee Service Days 1 & 2

Coffee, tea, pastry and soft drink service for 500-1000 delegates on any day of Training for both the morning breakfast, morning and afternoon breaks. Includes acknowledgment with logo in both the conference proceedings and on the Black Hat website, signage, sponsor literature table for the day and sponsor literature distribution at the Briefings on special sponsor tables.

Training Breakfast and Coffee Service Days 3 & 4

Coffee, tea, pastry and soft drink service for 500-1000 delegates on any day of Training for both the morning breakfast, morning and afternoon breaks. Includes acknowledgment with logo in both the conference proceedings and on the Black Hat website, signage, sponsor literature table for the day and sponsor literature distribution at the Briefings on special sponsor tables.

Training Luncheon Days 1 & 2

Full sit-down luncheon service for 500-1000 delegates. Includes acknowledgement with logo in the conference proceedings, on the Black Hat website, signage, and sponsor has the ability to distribute literature on the sponsors' table for the day and at the Briefings.

Training Luncheon Days 3 & 4

Full sit-down luncheon service for 500-1000 delegates. Includes acknowledgement with logo in the conference proceedings, on the Black Hat website, signage, and sponsor has the ability to distribute literature on the sponsors' table for the day and at the Briefings.

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