



**black hat**<sup>®</sup>  
USA 2014

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

## SPONSOR PROSPECTUS



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

- (ISC)2 - Senior Business Development Manager
- AAA - Information Security Analyst
- AAMC - Director of Information Security
- AAR CORP - CTO
- Abbott Labs - Network Security Engineer
- Accenture - Senior Manager - Information Security
- Accenture - Application Security Assessor
- Actelion Pharmaceuticals - Technical Solutions Engineer
- Activision Blizzard Inc. - CISO
- Acumeta, Inc. - Principal
- Axiom Corporation - IT Security Analyst
- adidas Group - Senior Specialist Info security
- Adobe Systems Incorporated - Senior Campaign Manager - Security
- Albero Solutions Inc. - Penetration Tester
- Alliance Data Systems - Information Security Specialist
- Alpha Technologies Ltd - Director of IT
- Altegrity - CISO
- Amazon - Manager, Talent Acquisition
- Amazon - Security Development Manager
- Amazon China - CISO
- Amazon Web Services - Principal Security Engineer
- Ambit Energy - Information Security Specialist
- American College of Radiology - IT Security Manager
- American Express - Senior IT Security Specialist
- Aon - Global Application Security Manager
- Apple - Security Specialist
- Associated Bank - Information Security Engineer
- AVG / Security - Developer
- BAE Systems - Director, Transformational Concepts
- Bank of America - Vice President
- Belkin International - Director of Application Security
- Best Buy - Senior Manager Enterprise Information Protection
- Blue Canopy - Director, Cyber Security
- BMC SOFTWARE - Senior Director IS&T
- Boeing - Penetration Tester
- CGI Federal - VP Cyber Security
- Chevron - Security Analyst
- Citi - Security Engineer, VP
- Comcast - Senior Manager, Information Security
- County of Los Angeles Department of Public Works - Information Security Officer
- Cox Communications, Inc. - Director, Security Assurance & Intelligence
- Credit Suisse - Infrastructure CTO
- Deloitte & Touche, LLP - Manager, Federal Advisory Services
- Department of Defense - Critical Infrastructure Protection
- Department of Justice - Chief Systems Security Officer
- Deutsche Bank AG - Head of Global Security Incident Management
- Devon Energy - CISO
- Diebold - Malware Researcher
- Discover Financial Services - Senior Associate, Incident Response
- Disney Interactive - Game Security Specialist
- eBay, Inc. - Security Manager
- EdgeCast Networks - Director of Security
- Endgame - Malware Reverse Engineer
- ExxonMobil Corporation - Security Principal
- Federal Reserve Bank of New York - Vice President and Managing Officer, National Incident Response Team
- Federal Reserve Bank of Philadelphia - Information Security Manager
- GlaxoSmithKline - Cyber Security Analyst
- Google - Security & Compliance Program Manager
- Honeywell - Cyber Security Research Scientist
- IBM Corporation - X-Force Research Technologist
- Intel Corporation - Principal Engineer
- International Education Services - Senior Developer
- JP Morgan Chase - Mobile Application Security Lead
- Juniper Networks - Senior VP & General Manager - Security Business Unit
- Kaspersky Lab - Chief Malware Expert
- Kellogg - CISO
- KPMG LLP - Cyber Investigations Manager | Technical Lead
- Lawrence Berkeley National Lab - Cyber Security Engineer
- Limited Brands Inc - Director, Information Security
- Lockheed Martin - CTO
- Lockheed Martin - Chief Security Officer
- Mattel - Senior Manager Global IT Security
- Mayo Clinic - Director Security Infomatics
- Microsoft - Chief Security Advisor
- MoneyGram International - CISO
- Mozilla Corporation - Security Program Manager
- Netflix - Director of Engineering
- New York Life Insurance Company - AVP - Security Architecture
- Nigeria Interbank Settlement System Plc - Head, Information System Security
- Norwegian Defence - Security Analyst
- NSA - Technical Director
- Progressive Insurance - Information Security Manager
- Raytheon - Director, Cyber Programs
- Salesforce.com - Senior Information Security Engineer
- Sallie Mae - Information Security Technical Architect
- SAMSUNG - Information Security
- Sandia National Laboratories - R&D, Computer Science
- Siemens Healthcare Diagnostics - Chief Product Security Officer
- Siemens Industry Inc. - R&D Engineer
- Sony Electronics, Inc. - VP Security
- Sony Music - VP, IT Security
- Sony Pictures - CTO
- Southern California Edison - Senior SAP Security Engineer
- Syracuse University - Director Of InfoSec
- The Boeing Company - Application Pen Tester
- The Hershey Company - Senior Security Architect
- The Walt Disney Company - Information Security Officer
- Twitter - Senior Security Engineer
- U.S. Army - IT Specialist
- U.S. Department of Education - IT Specialist
- U.S. Department of the Treasury - Senior Security Advisor
- U.S. Dept. of State - Cyber Analyst
- UC Davis Health System - Manager, IT Security
- UnitedHealth Group - Director, Counter Threat Operations
- UnitedWeb - CIO
- Universal Music Group (UMG) - Vice President, External Threat Management
- University of Oslo - Head of IT-Security
- USAA - CSO
- Visa - Senior Business Leader, Cyber Security
- Williams-Sonoma - Senior Security Engineer

## BRIEFINGS SPONSORSHIP OPPORTUNITIES

### Diamond Sponsorship (3 SOLD OUT)

- ◆ Resign Rate (Exclusive to onsite) — \$120,000
- ◆ Early Bird (Expires April 30, 2014) — \$132,000
- ◆ Post-Early Bird (May 1–July 26, 2014) — \$145,200
- Marketing exposure as a Diamond Sponsor includes placement of company logo with link and 750 word description on conference website
- \*\*Opening Remarks by company representative (1) or Media Wall Sponsorship (2)
- 30x30 Booth Space
- 1 sponsored session talk on expo floor. Day/time based on availability. See sponsored session deliverables for details
- Featured placement of company logo in the Official Show Guide
- Sponsor designation with logo on Business Hall entrance unit
- Sponsor designation with logo on billboard in Business Hall
- Company name on Official Conference Bag
- Co-Sponsorship of Briefings Reception — logo prominently displayed on signage and in the Official Show Guide.
- Co-Sponsorship of continental breakfast and breaks for briefings and trainings — including signage and acknowledgements on website
- Premier banner location onsite (Sponsor to produce)
- Pre-Event Social Media Marketing
- 1 Custom Newsletter sent to Opted-in list (sponsor produces, Black Hat sends)
- 1 Interview in Black Hat Sponsor Newsletter
- 25% Discount on Conference Passes for staff, customers and prospects (up to 35)
- 15 Business Hall passes, allowing entrance into the Business Hall and Sponsored Workshops
- 18 Full-Briefing Passes
- 25 Booth Staff Passes
- 4 Lead Scanners

### Platinum Plus Sponsorship (4 Available)

- ◆ Resign Rate (Exclusive to onsite) — \$110,000
- ◆ Early Bird (Expires April 30, 2014) — \$121,000
- ◆ Post-Early Bird (May 1–July 26, 2014) — \$133,100
- Marketing exposure as a Platinum Plus Sponsor includes placement of company logo with link and 500 word description on conference website
- 30x30 Booth Space
- 1 sponsored session talk on expo floor. Day/time based on availability. See sponsored session deliverables for details
- Featured placement of company logo in the Official Show Guide
- Sponsor designation with logo on Business Hall entrance unit
- Sponsor designation with logo on billboard in Business Hall
- Insert in Official Conference Bag
- Co-Sponsorship of Briefings Reception — logo prominently displayed on signage and in the Official Show Guide
- Meter Board or Column Inlet in main Foyer (Sponsor to provide print ready file)
- Co-sponsorship of Lunch – including signage, and acknowledgements on website
- 1 Interview in Black Hat Sponsor Newsletter
- Pre-Event Social Media Marketing
- 25% Discount on Conference Passes for staff, customers and prospects (up to 25)
- 12 Business Hall passes, allowing entrance into the Business Hall and Sponsored Workshops
- 13 Full-Briefing Passes
- 25 Booth Staff Passes
- 4 Lead Scanners

\*\*Opening Remarks are limited to three minutes. Keynote opening remarks must be reviewed by show management two weeks prior to the event and no sales pitches will be allowed.

## BRIEFINGS SPONSORSHIP OPPORTUNITIES

### Platinum Sponsorship (2 Available)

- ◆ Resign Rate (Exclusive to onsite) — \$90,000
- ◆ Early Bird (Expires April 30, 2014) — \$99,000
- ◆ Post-Early Bird (May 1–July 26, 2014) — \$108,900
- Marketing exposure as a Platinum Sponsor includes placement of company logo with link and 500 word description on conference website
- 20x30 Booth Space
- Featured placement of company logo in the Official Show Guide
- Sponsor designation with logo on Business Hall entrance unit
- Sponsor designation with logo on billboard in Business Hall
- Co-Sponsorship of Briefings Reception — logo prominently displayed on signage and in the Official Show Guide
- Meter Board or Column Inlet in main Foyer (Sponsor to provide print ready file)
- 1 Interview in Black Hat Sponsor Newsletter
- 25% Discount on Conference Passes for staff, customers and prospects (up to 25)
- 12 Business Hall passes, allowing entrance into the Business Hall and Sponsored Workshops
- 13 Full-Briefing Passes
- 25 Booth Staff Passes
- 3 Lead Scanners

### (NEW) Gold Plus Sponsorship (7 SOLD OUT)

- ◆ Resign Rate (Exclusive to onsite) — \$75,000
- ◆ Early Bird (Expires April 30, 2014) — \$82,500
- ◆ Post-Early Bird (May 1–July 26, 2014) — \$90,750
- Marketing exposure as a Gold Plus Sponsor includes placement of company logo with link and 250 word description on conference website
- 20x30 Booth Space
- Featured placement of company logo in the Official Show Guide
- Sponsor designation with logo on billboard in Business Hall
- Full-Briefing Ad or Passport to Prizes
- 25% Discount on Conference Passes for staff, customers and prospects (up to 15)
- 10 Business Hall passes, allowing entrance into the Business Hall and Sponsored Workshops
- 10 Full-Briefing Passes
- 20 Booth Staff Passes
- 3 Lead Scanners

## BRIEFINGS SPONSORSHIP OPPORTUNITIES

### Gold Sponsorship (15 SOLD OUT)

- ◆ Resign Rate (Exclusive to onsite) — \$60,000
- ◆ Early Bird (Expires April 30, 2014) — \$66,000
- ◆ Post-Early Bird (May 1–July 26, 2014) — \$72,600
- ❑ Marketing exposure as a Gold Sponsor includes placement of company logo with link and 250 word description on conference website
- ❑ 20x20 Booth Space
- ❑ Full-page placement of company logo in Official Show Guide
- ❑ Sponsor recognition with 1000 sq ft billboard in Business Hall
- ❑ Full-Page Access Passport to Prizes
- ❑ 25% Discount on Conference Passes for staff, customers and prospects (up to 15)
- ❑ 10 Business Hall passes, allowing entrance into the Business Hall and Sponsored Workshops
- ❑ 8 Full-Briefing Passes
- ❑ 17 Booth Staff Passes
- ❑ 2 Lead Scanners

### Silver Plus Sponsorship (LIMITED TO SPACE AVAILABLE)

- ◆ Resign Rate (Exclusive to onsite) — \$50,000
- ◆ Early Bird (Expires April 30, 2014) — \$55,000
- ◆ Post-Early Bird (May 1–July 26, 2014) — \$60,500
- ❑ Marketing exposure as a Silver Plus Sponsor includes placement of company logo with link and 150 word description on conference website
- ❑ 10x20 Booth Space
- ❑ Inclusion of company logo in the Official Show Guide
- ❑ 25% Discount on Conference Passes for staff, customers and prospects (up to 10)
- ❑ 5 Business Hall passes, allowing entrance into the Business Hall and Sponsored Workshops
- ❑ 8 Full-Briefing Passes
- ❑ 12 Booth Staff Passes
- ❑ 2 Lead Scanners

## BRIEFINGS SPONSORSHIP OPPORTUNITIES

### Silver Sponsorship (LIMITED TO SPACE AVAILABLE)

- ◆ Resign Rate (Exclusive to onsite) — \$30,000
- ◆ Early Bird (Expires April 30, 2014) — \$33,000
- ◆ Post-Early Bird (May 1–July 26, 2014) — \$36,300
- ❑ Marketing exposure as a Silver Sponsor includes placement of company logo with link and 150 word description on conference website
- ❑ 10x10 Booth Space
- ❑ Inclusion of company logo in the Official Show Guide
- ❑ 25% Discount on Conference Passes for staff, customers and prospects (up to 10)
- ❑ 3 Business Hall passes, allowing entrance into the Business Hall and Sponsored Workshops
- ❑ 5 Full-Briefing Passes
- ❑ 6 Booth Staff Passes
- ❑ Lead Scanner



## NETWORKING AND SPEAKING OPPORTUNITIES

### Networking Lounge Inside the Business Hall: \$100,000

The Networking Lounge inside the Business Hall is the central destination for Black Hat attendees to network, enjoy food and beverage during breaks, have a drink at the bar and conduct meetings in a relaxed setting. The Networking Lounge sponsor will enjoy unprecedented visibility and branding within this sleek fully furnished lounge. Click [here](#) for complete Networking Lounge deliverables and images.

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### Wi-Fi Networking Lounge: \$65,000

Sponsors have the ability to host a Wi-Fi Networking Lounge on Level Three of Mandalay Bay. The location has large windows with vista views of Vegas. The Wi-Fi Networking Lounge comes fully furnished and includes Wi-Fi, charging outlets, signage, networking bar, marketing deliverables and passes. View complete Wi-Fi Networking Lounge Deliverables and images [here](#).

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### Sponsored Session (1 Hour Talk): \$10,000

Sponsored Sessions provide companies the opportunity to present (1) hour talks to Black Hat attendees about their product or service in one of the Black Hat Sponsored Session Rooms inside the Business Hall. Black Hat Show Management is happy to consult with you to ensure that your message is communicated in an effective and targeted manner. Click [here](#) for full Sponsored Session deliverables.

## NETWORKING AND SPEAKING OPPORTUNITIES

### **Sponsored Workshops: Full Day - \$40,000 Half Day - \$20,000**

Sponsored Workshops give clients the ability to present content to attendees in a classroom, workshop or lab setting. Content can be geared toward competitions, skills trainings, workshops and more. Half Day and Full Day sponsorships are available; each includes a private classroom with AV setup to present to attendees. In addition, the sponsorship includes a tabletop in the adjacent Sponsored Workshop Reception Room where workshop attendees will go during breaks to network and enjoy food and beverages. To learn more about Sponsored Workshops click [here](#).

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### **Black Hat VIP Party: \$22,500**

A signature Black Hat event, the night preceding the opening of the Briefings, the VIP Party is the place to network with security superstars. Sponsorship includes acknowledgement with logo on the conference website, signage onsite, tent cards during the party and full beer, wine, cocktail and caviar hot/cold canapé service for 300 VIP's. Logo invites will be provided to all invitees via email and sponsor has ability to invite 15 guests and/or staff (sponsor will be provided with wristbands to distribute). Sponsorship also includes two Full-Briefings passes (does not include Training or DEFCON).

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### **Party Promotion Package: \$8,000**

Sponsorship includes ability host a party at one of Mandalay Bay's exclusive venues. Sponsorship includes event listing, company logo and 50 word blurb on the Special Events page of the Black Hat USA website; 30 word blurb and company logo in the Official Show Guide; 22"x28" sign at venue entrance featuring sponsor logo and 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). With approval, sponsor will work directly with venue on food/beverage and logistics and is responsible for any fees associated. View complete Party Promotion Package deliverables and available venues [here](#).

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### **JUST ADDED - Sponsored Roundtable (Lunch or Breakfast): \$12,000**

Invite a targeted list of Black Hat attendees to an intimate lunch or breakfast.

- Exclusive opportunity: One lunch and breakfast sponsorship offered per day. Ask sales rep for availability.
- Sponsor to identify attendee targets based on company size, industry and titles. Black Hat to send invite to targeted list on behalf of sponsor. Sponsor to provide invite and manage the RSVP list.
- Breakfast or lunch hosted in conference boardroom. Max Occupancy 20ppl. Sign included outside door with sponsor logo.
- Sponsorship includes \$2,000 credit toward F/B . Sponsor to contract directly with Mandalay Bay on catering needs.



## ADVERTISING AND SIGNAGE OPPORTUNITIES

### **JUST ADDED - Official Black Hat Notepad and Pen Sponsorship: \$15,000**

Feature your company logo along with Black Hat's branding on the official conference notepad and pen distributed to 7,000+ attendees in the delegate bags. Items are produced by Black Hat and no additional notepads/pens will be allowed as inserts; this is an exclusive opportunity

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### **Black Hat Co-Branded Lanyards: \$25,000**

This high profile sponsorship ensures maximum visibility at the event – your company logo in front of every single delegate. Lanyards are produced by the sponsor, to Black Hat specifications.

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### **Conference Bag Items: \$6,500** [Limited to Six]

Increase brand awareness with eye-catching bag inserts — items should be of value to the delegates, no larger than 6x9. Excludes notepads and pens. Produced by sponsor, must be approved by Black Hat.

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### **Hotel Room Drop Sponsorship: \$15,000 per night** [Limited to three per night]

Ensure your company's message makes it to Black Hat delegates – in their hotel rooms. Hotel room drops are offered Tuesday and Wednesday nights – pricing is per day and includes 'outside' or 'under the door' room drops. Contact your sales manager for information on 'inside' room drops, which are subject to Black Hat approval.

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### **JUST ADDED - Charging Station Sponsorship - \$25,000**

Place your brand on five (5) strategically placed Charging Stations throughout the Black Hat USA Business Hall. Charging Stations allow Black Hat attendees to securely charge their phones and laptops while working at the stations. Additional marketing includes sponsor listing on Black Hat sponsor page and listing in the onsite Pocket Guide. Click [here](#) for complete deliverables and images.

## ADVERTISING AND SIGNAGE OPPORTUNITIES

### Official Program Guide Advertising:

- Full Page Ad — \$3,500
  - Inside Front Cover Position — \$7,000
  - Inside Back Cover Position — \$5,000
  - Outside Back Cover Position — \$7,000
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### Signage Opportunities:

Signage opportunities are available throughout Mandalay Bay, providing great opportunities for premium exposure and visibility. Black Hat to produce signs or column in-lays with sponsors artwork. Banners to be produced and shipped by sponsor. Click [here](#) to view the Mandalay Bay Interactive Venue which displays all sign locations, availability and rates. (Code: Blackhat2014)

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### JUST ADDED - Aisle Signs: \$3,000 per [12 available]

Enhance your company's visibility in the Business Hall with branded aisle sign. Sponsor to provide creative. Black Hat to produce.

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### JUST ADDED - Media Wall Advertising: \$8,000 [Eight total opportunities, including two reserved for Diamond Sponsors]

Feature your company branding across the Mandalay Bay's Media Wall that leads into the conference area, The media wall is comprised of three sections; the center section is 13.5' x 7.6' and the two side sections are 10.1' x 5.7'. These displays are NEC 46" Ultra-Thin Bezel, commercial grade. Your still image (1280x720; 720P HD) will be featured for 10seconds on the two side sections in rotation, alongside Black Hat USA branding in the center section, on Wednesday & Thursday of the event.

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### JUST ADDED - Pocket Guide - \$8500

Reach over 8,500 Black Hat attendees through the exclusive Pocket Guide sponsorship. This exclusive opportunity includes a back cover ad and 'call-out box' featuring sponsor's company logo and description (up to 50 words).

## MEETING SPACE AND ADDITIONAL OPPORTUNITIES

### **Business Center Meeting Rooms inside Business Hall**

The Black Hat Business Center is a designated area inside the Business Hall to conduct private meetings with clients, colleagues and press. Meeting rooms come with GEM walls, furniture, lockable door, carpet, waste basket, electricity, passes and marketing promotion. Click [here](#) for complete deliverables and meeting room images.

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### **Conference Center Meeting Rooms: \$8,500 per day**

Large, customizable meeting rooms are available in the Conference Center, close to classrooms and the Business Hall. Reserve a private meeting room for client meetings, social activities or as a gathering point for staff during the event. Meeting rooms are available Wed. and Thurs. and include 2 Full Briefing passes per day. No presentations or content of any kind allowed in meeting rooms and scheduled activities must be outside of conference hours or during lunch.

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### **Conference Center Boardrooms: \$3,500 per day**

Boardrooms are available in the Conference Center, close to classrooms and the Business Hall. Boardrooms will accommodate up to 20 people and are available Tues. – Thurs. No presentations or content of any kind allowed in boardrooms and scheduled activities must be outside of conference hours or during lunch.

## MEETING SPACE AND ADDITIONAL OPPORTUNITIES

### **JUST ADDED - Enhance your presence at Black Hat with Dark Reading's Custom Programs**

New this year, we're partnering with UBM's Dark Reading ([www.darkreading.com](http://www.darkreading.com)) to offer sponsors exclusive pre, onsite and post-event marketing opportunities, including content creation, syndication and lead generation programs . View details [here](#) and contact [sales@darkreading.com](mailto:sales@darkreading.com) for more information.

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### **Passport to Prizes: \$6,500**

Be a part of the "Passport to Prizes" and ensure maximum traffic to your booth. Delegates will be provided with Passports at registration and as a participant, will be required to visit your booth for a stamp to enter one of many drawings for sponsor-provided prizes (\$150 min. value).

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### **Black Hat Marketing Package: \$15,000**

- Inclusion in the Black Hat Highlights Newsletter
  - Listing on Black Hat USA Sponsor Page
  - Logo listing in Official Program Guide
  - 2 Full Briefings Passes
  - Logo featured on Black Hat Marketing Sponsor sign during event
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### **Innovation City Kiosk: \$16,500**

Innovation City is a designated area inside the Business Hall that offers turnkey solutions for start-up companies to showcase their offerings to Black Hat attendees. Sponsors receive a Kiosk, 24" monitor, stool, overhead banner, hard wired internet, electricity, carpet, wastebasket, passes and marketing promotion. Click [here](#) for complete deliverables, Kiosk images and Innovation City location.

\*MPO opportunities are only available to sponsors with a physical presence at the event.