The IT Security Festival in Central and Eastern Europe
17th Edition
8-9 October 2020 // MOM Cultural Center, Budapest
Sponsorship Offer
About Hacktivity – The IT Security Festival in Central & Eastern Europe

- Hacktivity is a world-wide known cybersecurity summit with a history of 15 years
- Brings together the official and alternative representatives of the information security profession
- 3 days of applied security training sessions
- 2 days of highly technical conference
- The largest event of its kind in Central & Eastern Europe
- An environment designed to cater students as well as seasoned professionals
- Presentations are informal, informative and sometimes deeply technological
- Working with a dynamic and creative team which innovates every year to adapt to the real needs of

ATTENDANCE: audience demographics

Based on 2019 statistics
Industry professionals from the following sectors:
- IT companies
- Financial services
- Energy
- Transportation
- Government & Defense
Why you should be part of Hacktivity?

- Ensure brand visibility and raise awareness among cybersec professionals, enthusiasts and student groups.
- Recruit Top Talent in the industry.
- Reach technical influencers from small to medium-size businesses and enterprise alike.
- Show your support for the local infosec community.
- Partner with the largest applied event in Hungary.
- Stay abreast on the next big thing

**ATTENDANCE:** geographical distribution

Visitors are coming from 24 different countries from all over the world:

- Angola
- Austria
- Bahamas
- Czech Republic
- Denmark
- Finland
- France
- Germany
- Ireland
- Japan
- Latvia
- Lithuania
- Netherlands
- Norway
- Poland
- Romania
- Russia
- Serbia
- Slovakia
- Slovenia
- Spain
Statistics of Hacktivity’s online presence:

- Average yearly page views: 110,000
- Newsletter-subscribers: 4,500
- Average yearly video views: 2,200,000 min.
- Facebook-followers: 6,000
- Youtube-subscribers: 25,000
- Twitter-followers: 4,000

Topics of the conference:

- Vulnerabilities of MOBILE DEVICES
- Hardver hacking
- Attack vectors of telecommunication networks
- Database security
- Hacking tools
- Possibilities arisen from server errors
- Security of operating systems
- Browser based attacks
- Digital forensics
- Questions of intellectual properties
- Information warfare

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Network Security

Malicious and Mobile Codes

Social Engineering

Hacker Subculture
<table>
<thead>
<tr>
<th><strong>BENEFITS</strong></th>
<th><strong>BRONZE</strong> 500 000 HUF + VAT</th>
<th><strong>SILVER</strong> 1 000 000 HUF + VAT</th>
<th><strong>GOLD</strong> 2 000 000 HUF + VAT</th>
<th><strong>VIP</strong> 3 000 000 HUF + VAT</th>
<th><strong>BADGE</strong> 3 500 000 HUF + VAT</th>
<th><strong>DIAMOND</strong> 4 000 000 HUF + VAT</th>
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<td>Logo on website, footer of newsletters, conference passes &amp; printed materials</td>
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<td>Introducing post on social media feeds</td>
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<td>Dedicated JOB-newsletter</td>
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<td>Flyer distribution with own hostess</td>
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<td>Rollup at the venue</td>
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<td>Sponsor booth</td>
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<td>Rollup/banner at the conference hall</td>
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<td>Dedicated page on Hacktivity website</td>
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<td>Rollup on stage</td>
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<td>Extra size sponsor booth with exclusive location</td>
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<td>Logo on screen during breaks</td>
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<td>Highlighted thanks for the main sponsor in the opening ceremony</td>
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<td>Highlighted logo on tickets, armband &amp; video</td>
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<td>Exclusive logo on electronic badge and badge holder</td>
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<td>Sponsorship of exclusive VIP lounge at the venue</td>
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DISCOUNT FROM THE PRICE OF COMPANY AND VIP TICKETS: this means that if the sponsors want to buy tickets for the conference they can have a discount from the price of the actual ticket purchasing period (10% below 20 tickets and 20% above 20 tickets).

LOGO ON WEBSITE, FOOTER OF NEWSLETTERS, CONFERENCE BADGES & PRINTED MATERIALS: this means that the logo of the sponsor will be displayed on the above mentioned places. (Official website of Hacktivity that has an average of 110 000 page views on a yearly basis, newsletter of Hacktivity subscribers that means 4500 people, conference badges that are used by exhibitors, speakers and staff members and printed materials that are used on site during the 2 days of the conference.)

INTRODUCING POST ON SOCIAL MEDIA FEEDS: this means that we are announcing a partnership with our sponsor on our social media channels (Facebook, Twitter, LinkedIn) after the sponsorship agreement was signed by both parties.

DEDICATED JOB-NEWSLETTER: this is an exclusive one-occasion newsletter that is sent out two weeks after the conference and contains only job offers posted by our partners. There are 4500 subscribers in our mailing list that are working in the IT field so you can use this sponsorship benefit to recruit new talents.

FLYER DISTRIBUTION WITH OWN HOSTESS: this means that the sponsors can distribute their flyers at the venue of the conference with the help of hostesses. (Hostesses are provided and paid by the sponsor. If you need help to get hostesses, contact us.)

ROLLUP AT THE VENUE: sponsors of Hacktivity can place their rollup at the Exhibition area of the conference.

SPONSOR BOOTH: sponsors of Hacktivity can have their own exhibition booth at the exhibition area of the conference. There are normal 6-8 m2 booth areas at the venue. The booths can be chosen based on the level of sponsorship and the chronological order of making the agreement. For e.g.: in case there are two gold sponsors who want the same booth the one gets it who has signed the agreement earlier.

ROLLUP/BANNER AT THE CONFERENCE HALL: sponsors above VIP level can place their rollup/banner at the conference hall.

DEDICATED PAGE ON HACKTIVITY WEBSITE: sponsors above Gold level can have dedicated page on the website of Hacktivity where they can communicate their latest campaign, place JOB offers or simply just introduce their company/products. People can reach these dedicated pages from the main page of Hacktivity website which has an average of 110 000 page views on a yearly basis.

ROLLUP ON STAGE: the VIP and the Diamond sponsor can place their rollups on the stage, that will be shown on photos and videos after the conference.

EXTRA SIZE SPONSOR BOOTH WITH EXCLUSIVE LOCATION: the Diamond sponsor of Hacktivity can have an extra size sponsor booth at the most frequented location of the conference, right next to the entrance of the conference hall.

LOGO ON SCREEN DURING BREAKS: the logo of the Diamond sponsor is displayed on the header of Hacktivity videos (recorded talks) meaning that everyone who watches the videos after the conference will see the logo of the Diamond sponsor. There are 13 300 subscribers on our YouTube channels and the videos are watched for 2,2 million minutes on a yearly basis. In addition the logo of the diamond sponsor is placed on the armband for visitors and highlighted on the tickets as well

SPONSORSHIP OF EXCLUSIVE VIP LOUNGE AT THE VENUE: the VIP sponsor is supporting the VIP lounge of the conference, meaning that its logo is placed on the VIP armbands, entrance of the VIP lounge and he can place his rollup/banner exclusively at the VIP lounge. In addition the VIP sponsor has all the benefits that a Gold sponsor has.

EXCLUSIVE LOGO ON ELECTRONIC BADGE AND BADGE HOLDER: the badge sponsor can exclusively place its logo on the electronic badge and badge holder. These little gadgets are handed over to every ticket buyer when they are entering the conference.
ADDITIONAL PACKAGES:

“HACK THE VENDOR” Additional Partnership Package (3 packages at the maximum):

The objective of this special partnership is to promote the partner’s chosen information security product among experts in an unorthodox way. During Hacktivity, participants have a pre-defined period of time (3-6 hours) to show how they can evade the defense mechanisms of the presented product. This additional partnership package can be combined with any of the basic packages.

We look forward to hearing from the vendors of the following software and hardware solutions, but of course we are also open to other suggestions:

- IPS – participants are set the task of penetrating a web application, made vulnerable by the organizers on purpose, while the vendor’s HIPS and NIPS try to block the attacks.
- DLP – participants are set the task of electronically transmitting information (e.g. 100 credit card numbers) protected by a host-based DLP solution.
- WAF (Web Application Firewall) – participants are set the task of penetrating a web application, made vulnerable by the organizers on purpose, while the vendor’s WAF tries to block the attacks.
- Device Control – participants are set the task of connecting a pen drive or any other data storage device or a communication interface to a standard XP SP3 system and steal data. The vendor’s solution blocks all external communication ports.

Only 3 partners can be accepted due to time limitations and organizational tasks. The participant who manages to penetrate the vendor’s defense mechanism first will receive EUR 735 net from the vendor. In exchange the vendor will get the exact description of how the defense system can be hacked. Hacktivity’s end-of-conference press materials will deal in detail with the cases of hacked and unhacked vendors.

“HACK THE VENDOR” additional package price combined with the basic package: HUF 450 000 + VAT (and the prize i.e. EUR 735 as specified above)

“CAPTURE THE FLAG” Additional Partnership Package (1 package at the maximum):

Sponsor of the Capture The Flag game during the two days of the conference. The logo of the sponsor will be on the CTF posters at the venue. The CTF sponsor also can place its rollup at the exhibition area in addition it has the same benefits as the Bronze sponsors. Participant with the best results receive a gift offered by the CTF sponsor by the value of at least HUF 500,000. The sponsor will be included in all printed and electronic materials as sponsor and will get a verbal mention at the conference venue.

Gift with the value of at least HUF 500,000 + VAT

“HACKADEMY SPONSOR” partnership package (1 package at the maximum):

The Hackademy Sponsor supports the Hackademy Scholarship Program that was set up by the organizers in 2017 and allows free participation for 50 university / high school students and teachers at the Hacktivity Conference. After the contract has been signed, the Hackademy Program will be named after the sponsoring company, which will appear in the press release and on the online and offline communication platforms of Hacktivity. (website, social media, newsletter footer, conference badges, posters, program guide, etc.) The Hackademy Sponsor gets an exclusive opportunity to get acquainted with the 50 students / teachers within the framework of a private dinner on Hacktivity’s first day. This is a great opportunity for talent management and future recruitment of trainees and full-time workforce.

“HACKADEMY SPONSOR” partnership package price: 1 500 000 HUF + VAT
Conference & Workshops
• A two-days dual-track event bringing together hundreds of security professionals
• 20+ hours of highly technical topics presented by the brightest minds in their field
• Two hours long comprehensive workshops delivered by experienced professionals
• A great variety of subjects, focused on a pragmatic approach to the issues presented
• Dedicated exhibition field for business representation and leisure zone for discussions throughout the event

HackCenter
• The heaven for hackers
• Exciting on-site challenges by Hackerspace Budapest, Hackerspace Szeged and SecureITeam
• Capture The Flag
• Wargames
• Knowledge-sharing & problem-solving
• Presentation of new ideas

Training sessions
• Three days of high-quality training sessions, given by the absolute best experts in their fields
• Opportunity for IT-professionals to deepen their knowledge and develop their skills
• This year’s sessions: https://hacktivity.com/index.php/training-sessions/
• Networking event exclusive to instructors
Social Events

- Social interaction among people with similar interest throughout the 2 days of the conference
- Hacker lounge with snacks & beers after the first day of the event
- SPEED HACKING Challenge
- Partners creating side events (Hack The Vendor challenges, CTF-games)

Exhibitors area

- There is space for 14 sponsor booths on site during the conference
- Various locations for booths based on the level of sponsorship
- All of the booths are frequented as they are placed next to the conference hall, workshop rooms etc.
EXHIBITION AREA // GROUND FLOOR

1. Entrance
2. Cloakroom
3. Information desk
4. Security Theater
5. Snack Bar
6. Terrace

Sponsor booths

Diamond sponsor booth
EXHIBITION AREA // FIRST FLOOR

7. Security Dome
8. Snack Bar #2
9. VIP Cafe

Sponsor booths
Contact

We are also open to any other creative advertising suggestions and are happy to help through brainstorming. Please contact us if you are willing to cooperate with us and rise Hacktivity to the next level while gaining benefits for your company!!

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