The IT Security Festival in Central and Eastern Europe
18th Edition
8th October 2021 // MOM Cultural Center, Budapest
Streamed Worldwide in Parallel

Sponsorship Offer
About Hacktivity – The IT Security Festival in Central & Eastern Europe

- Hacktivity is a world-wide known cybersecurity summit with a history of 18 years
- Brings together the official and alternative representatives of the information security profession
- 3 days of highly technical online 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

ATTENDANCE

Statistics of Hacktivity2020 online stream:
- Visitors of the free stream (3 days): 10 000
- Visitors of the paid stream (3 days): 1 300
- Visitors of Hacktivity website (3 days): 6 000
- Reached people via Facebook (3 days): 28 000
- Reached people via Twitter (3 days): 400 000

AUDIENCE DEMOGRAPHICS

Industry professionals bought tickets from the following sectors based on 2020 statistics:
- IT companies
- Financial services
- Energy
- Transportation
- Government & Defense

Companies and their representatives: 47%
Private individuals: 38%
Students in IT education: 15%
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

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, Switzerland, UK, USA
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: 29,000
Twitter-followers: 1,500

Topics of the conference

VULNERABILITIES OF MOBILE DEVICES
hardver hacking

PRIVACY
possibilities arisen from server errors
database security

SECURITY
attack vectors of telecommunication networks

CSS
misuse of popular applications

MALICIOUS AND MOBILE CODES

NETWORK SECURITY

SOCIAL ENGINEERING

information warfare

BROWSER BASED ATTACKS

digital forensics

security of operating systems

questions of intellectual properties

HACKER SUBCULTURE
### Benefits of the Online Conference

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Silver</th>
<th>Gold</th>
<th>Diamond</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logo on Hacktivity website, and the streaming page</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Logo on footer of Hacktivity’s newsletters sent out frequently before the event</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Logo on social media covers of Hacktivity (Facebook, Twitter, Linkedin)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Introducing post on social media feeds (Facebook, Twitter, Linkedin)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Advertising graphics displayed for 10 seconds in between presentations</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Appearance in the JOB newsletter issued after the conference</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Virtual booth on the live stream page of the conference</td>
<td></td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Dedicated page for communication on Hacktivity’s website</td>
<td></td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Taking part in the lead generating QR game</td>
<td></td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Advertising video displayed for 30 seconds in between presentations</td>
<td></td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Private communication channel on the official chat platform of the conference</td>
<td></td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Moving text communication on the bottom of the screen during the stream</td>
<td></td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Logo on the top right corner during the stream</td>
<td></td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Logo on the top right corner of every video posted after the conference</td>
<td></td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Logo displayed below Hacktivity logo everywhere as “Main sponsor”</td>
<td></td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Highlighted logo on the follow-up document issued after the conference</td>
<td></td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Advertisement priority in between presentations</td>
<td></td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Extra size, prioritised virtual booth</td>
<td></td>
<td></td>
<td>✓</td>
</tr>
</tbody>
</table>
EXPLANATION OF THE ONLINE BENEFITS:

LOGO ON HACKTIVITY WEBSITE AND THE STREAMING PAGE: The logo of the sponsor is displayed on the official website of Hacktivity, and the streaming page, where the conference video is embedded. This streaming page is the place where visitors can reach the live stream video of the conference, so every watcher has to open it.

LOGO ON FOOTER OF NEWSLETTERS: as the communication starts for the upcoming Hacktivity conference, we are sending newsletters to our 4500 subscribers on a monthly basis. The logo of the sponsor is displayed in the footer of every newsletter after the sponsorship contract has been signed.

LOGO ON SOCIAL MEDIA COVERS: the logo of the sponsor is displayed on the social media cover photos of Hacktivity. (Twitter, Facebook, Linkedin)

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.

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.)

ADVERTISING GRAPHICS DISPLAYED FOR 10 SECONDS IN BETWEEN PRESENTATIONS: after the live Q&A session ends of a presentation there is a 5 minutes break where the ads of sponsors are displayed. This opportunity means a 10 seconds long display of a static banner at least 20 times during the whole conference.

APPEARANCE IN 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.

VIRTUAL BOOTH ON THE LIVE STREAMING PAGE OF THE CONFERENCE: Sponsors of Hacktivity (above Gold level) can have their own virtual exhibition booth on the live streaming page of the conference. The Diamond sponsor's booths is displayed in the top of the page with extra size, right after the embedded live stream video, and the rest of the booths are displayed based on the chronological order of signing the sponsorship contracts. 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.

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

LEAD GENERATING QR GAME: visitors of the conference can take part in QR games after registering themselves on a virtual sheet. This game can be organized by the sponsor, but the Hacktivity team can make one for each sponsor as well. The sponsor needs to offer a valuable prize for participants of the game. The registration sheet is made based on the GDPR compliance of the sponsor and the data is handed over the sponsor exclusively.

ADVERTISING VIDEO DISPLAYED FOR 30 SECONDS IN BETWEEN PRESENTATIONS: sponsors above Gold level can have their 30 seconds long advertisement videos displayed in between the presentations for at least 20 times during the whole conference.

PRIVATE COMMUNICATION CHANNEL ON THE OFFICIAL CHAT PLATFORM OF THE CONFERENCE: each sponsor above Gold level can have a private channel on the communication platform of Hacktivity (Discord server) where their participants are talking to each other or ask from the speakers. This private channel is not only for real-time text messages but voice calls can be started here as well.

MOVING TEXT COMMUNICATION ON THE BOTTOM OF THE SCREEN DURING THE CONFERENCE: information about the conference will be provided continuously in the bottom bar of the live stream screen in the form of a marquee. Sponsors above Gold level can post 120 characters long text here during the whole event.

LOGO IN THE TOP RIGHT CORNER OF THE SCREEN: the Diamond sponsor's logo will be displayed in the upper right corner of the stream screen during the whole conference (just like it was a logo of a TV channel). After a few months of the conference we'll post the presentation videos on our YouTube channel, where we still display the Diamond sponsor's logo. Our YouTube channel has 29,000 subscribers and our posted videos has an average of 2.2 million minutes watching time on a yearly basis.

LOGO DISPLAYED BELOW THE HACKTIVITY LOGO ON EVERY PLATFORM AS A MAIN SPONSOR: the logo of the Diamond sponsor is displayed below the logo of Hacktivity on every platform where Hacktivity appears (website, Facebook, Linkedin, Twitter etc.) with the "Main sponsor" caption.

HIGHLIGHTED LOGO ON THE FOLLOW-UP DOCUMENT: the Diamond Sponsor's logo is highlighted on the follow-up document issued few days after the conference.

HIGHLIGHTED LOGO ON THE FOLLOW-UP DOCUMENT: he Diamond Sponsor's advertisements (10 sec long banner and/or 30 sec long video) are prioritized during the breaks, meaning that those ads are displayed first right after the presentations.
Virtual booth at #Hacktivity2021:

- Link to advertisement video
- Link to the sponsor’s Discord chat room for live communication (voice channels incl.)
- Link to the sponsor’s dedicated page on Hacktivity’s website
- Job opportunities or other statements
Appearance opportunities on stream screen:

Place for presentation slides and sponsor advertisements in breaks

Place for communication (marquee) during the conference - for sponsors as well

Place for diamond sponsor’s logo
### BENEFITS OF THE ON-SITE EVENT

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Silver</th>
<th>Gold</th>
<th>VIP</th>
<th>Diamond</th>
</tr>
</thead>
<tbody>
<tr>
<td>Discount from the price of company and VIP tickets (0-20 pieces)</td>
<td>10%</td>
<td>10%</td>
<td>10%</td>
<td>10%</td>
</tr>
<tr>
<td>Discount from the price of company and VIP tickets (above 20 pieces)</td>
<td>20%</td>
<td>20%</td>
<td>20%</td>
<td>20%</td>
</tr>
<tr>
<td>Logo on website, footer of newsletters, conference passes &amp; printed materials</td>
<td>√</td>
<td>√</td>
<td>√</td>
<td>√</td>
</tr>
<tr>
<td>Introducing post on social media feeds (Facebook, Twitter, LinkedIn)</td>
<td>√</td>
<td>√</td>
<td>√</td>
<td>√</td>
</tr>
<tr>
<td>Appearance in the JOB newsletter issued after the conference</td>
<td>√</td>
<td>√</td>
<td>√</td>
<td>√</td>
</tr>
<tr>
<td>Flyer distribution with own hostess at the venue of the conference</td>
<td>√</td>
<td>√</td>
<td>√</td>
<td>√</td>
</tr>
<tr>
<td>Rollup at the exhibition hall of the conference</td>
<td>√</td>
<td>√</td>
<td>√</td>
<td>√</td>
</tr>
<tr>
<td>Sponsor booth at the exhibition hall of the conference</td>
<td></td>
<td></td>
<td>√</td>
<td>√</td>
</tr>
<tr>
<td>Dedicated page on Hacktivity website</td>
<td></td>
<td></td>
<td>√</td>
<td>√</td>
</tr>
<tr>
<td>Rollup/banner at the conference hall</td>
<td>√</td>
<td></td>
<td></td>
<td>√</td>
</tr>
<tr>
<td>Rollup on stage, behind the speakers</td>
<td></td>
<td></td>
<td></td>
<td>√</td>
</tr>
<tr>
<td>Extra size sponsor booth with exclusive location</td>
<td></td>
<td></td>
<td></td>
<td>√</td>
</tr>
<tr>
<td>Logo on screen during breaks</td>
<td></td>
<td></td>
<td></td>
<td>√</td>
</tr>
<tr>
<td>Advertising opportunity at the entrance of the conference</td>
<td></td>
<td></td>
<td></td>
<td>√</td>
</tr>
<tr>
<td>Highlighted logo on tickets, armband, lanyards &amp; videos and follow-up document issued after the conference</td>
<td></td>
<td></td>
<td></td>
<td>√</td>
</tr>
<tr>
<td>Sponsorship of exclusive VIP lounge at the venue</td>
<td></td>
<td></td>
<td></td>
<td>√</td>
</tr>
</tbody>
</table>
EXPLANATION OF THE ON-SITE BENEFITS:

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.)

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APPEARANCE IN THE 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 EXHIBITION HALL OF THE CONFERENCE: 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.

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

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.

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HIGHLIGHTED LOGO ON TICKETS, ARM-BANDS LANYARDS AND VIDEOS: 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.
“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 350 000 + 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
- Networking event exclusive to instructors and their students
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
- 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.
1. Entrance
2. Cloakroom
3. Information desk
4. Security Theater
5. Snack Bar
6. Terrace
EXHIBITION AREA // FIRST FLOOR

7. Security Dome
8. Snack Bar #2
9. VIP Cafe
Big sponsors of Hacktivity in the previous years:

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!!

CEO & Head of Program Committee:
Attila MAROSI-BAUER
attila.marosi@hacktivity.com

Financial manager:
Gábor SPITZHÜTEL
gabor.spitzhutel@hacktivity.com

Communications manager:
Dániel KLOÓ
daniel.kloo@hacktivity.com

More information: http://hacktivity.com