



# The Honeynet

P R O J E C T®

## SPONSORSHIP OPPORTUNITIES FOR THE 2012 ANNUAL WORKSHOP

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**To learn the tools, tactics and motives involved in computer and network attacks and share the lessons learned**

The Honeynet Project, founded in 2000, is an international non-profit (US 501c3) volunteer research organization dedicated to improving the security of the Internet.

For the past 11 years, we have learned about the tools, tactics and motives involved in computer and network attacks and shared the lessons learned freely with the information security community. Examples of our work, such as the Know Your Enemy whitepaper series, open-source tools, well-known books authored by the Project and its members, and forensic challenges can be found on our web page: <http://www.honeynet.org>.

The Honeynet Project is holding its annual workshop that brings together top information security researchers from around the globe to discuss their latest research efforts. The workshop is held over a five-day period with the first two days open to the public and the last three days

reserved for more detailed closed sessions among participants.

### Sponsorship Opportunities

The Honeynet Project workshop shares the latest research with a diverse information security audience. We invite you to be part of our workshop in 2012 with various sponsorship opportunities. As a non-profit organization, we are dependent on external sponsors. Funds are used solely to offset the costs of the workshop.

*The annual workshops are directly aligned with our mission to learn about the latest developments in computer security and share the lessons learned with the public at no cost. Security researchers and professionals present their latest research, show off their open-source security tools, and teach their specialized skills in hands-on workshops. Supporting this annual workshop helps us to fulfill our mission and, in the end, improve the security of the Internet at large and I hope you will be part of this event!*

*Dr. Christian Seifert,  
CEO, The Honeynet Project*

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### About The Honeynet Project

#### Improving the Global Security of the Internet Since 2000

Our mission is to learn about the tools, tactics and motives involved in computer and network attacks and share the lessons learned with the information security community through research, outreach and tools.

#### Research

Honeynet Project volunteers collaborate on security research efforts covering data analysis approaches, unique security tool development and gathering data about attackers and the malicious software they use. We share this information through our numerous outreach venues and provide hands-on experience with our popular Forensic Challenges.

#### Outreach

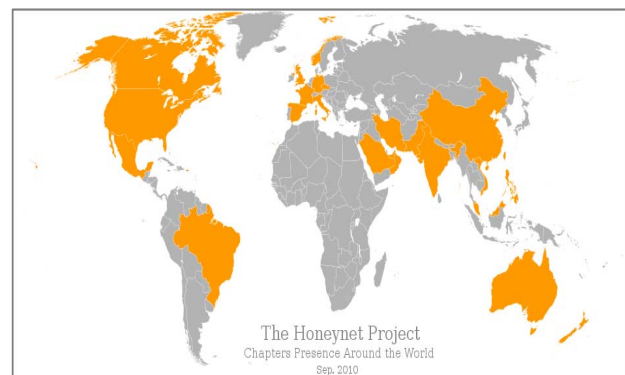
The Honeynet Project members engage the broader security community and educate the public about threats to systems and information. We raise awareness of the threats and vulnerabilities that are emerging on the Internet today. This information is provided through our Know Your Enemy series of papers as well as The Honeynet Project blog and popular

media venues including our public security workshops.

#### Tools

For organizations interested in conducting their own research about cyber threats, we provide open source tools and techniques freely available on the web.

The Honeynet Project consists of 214 members and 40 chapters.



**Since 2000, The Honeynet Project has been a unique resource and we continue to serve as an unbiased and open source, with no commercial interests.**



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### **An Introduction to the Annual Workshop**

**Bringing together experts to brainstorm, strategically discuss and plan tactical research and development**

The annual Honeynet workshop is a world-class technical and non-commercial security workshop that provides a collegial environment for information security professionals to exchange ideas and technology.

#### **2-day Public Event**

The public event is a 2-day workshop open to the general public. The purpose of the public workshop is to bring together security experts from around the world to share their experiences and expertise in security technologies with other local and regional information security professionals. The public workshop consists of a mixture of presentations, mini-forensics challenge, capture-the-flag and hands-on training courses for the attendees. At the end of each public day there will be a post-session networking event to facilitate further discussions among attendees and speakers.

#### **3-day Private Event**

The private event is a 3-day closed session workshop limited to

invitation-only attendees and is not open to the general public.

- Typically, day 1 consists of presentations where members present new tool development, recent analysis projects and share in much more detail their latest research findings.
- Demonstrations as well as breakout hacking and coding sessions usually fill day 2.
- Finally, day 3 is reserved for panel discussions surrounding critical security issues including botnet monitoring, Zeus tracking, ethical issues in disclosing vulnerabilities and other key issues.

We have found that these discussions promote further cooperation, collaboration and create valuable new ideas among participants and help to distribute new research and tools from the Honeynet Project across to a globally diverse audience.

# The Honeynet Project<sup>®</sup>

## Past Annual Workshops

Past annual workshops have attracted more than 150 participants and nearly 65 Honeynet Project members from over 26 different countries around the world. Previous annual workshops have been held in Paris (2011), Mexico City (2010) and Kuala Lumpur (2009).

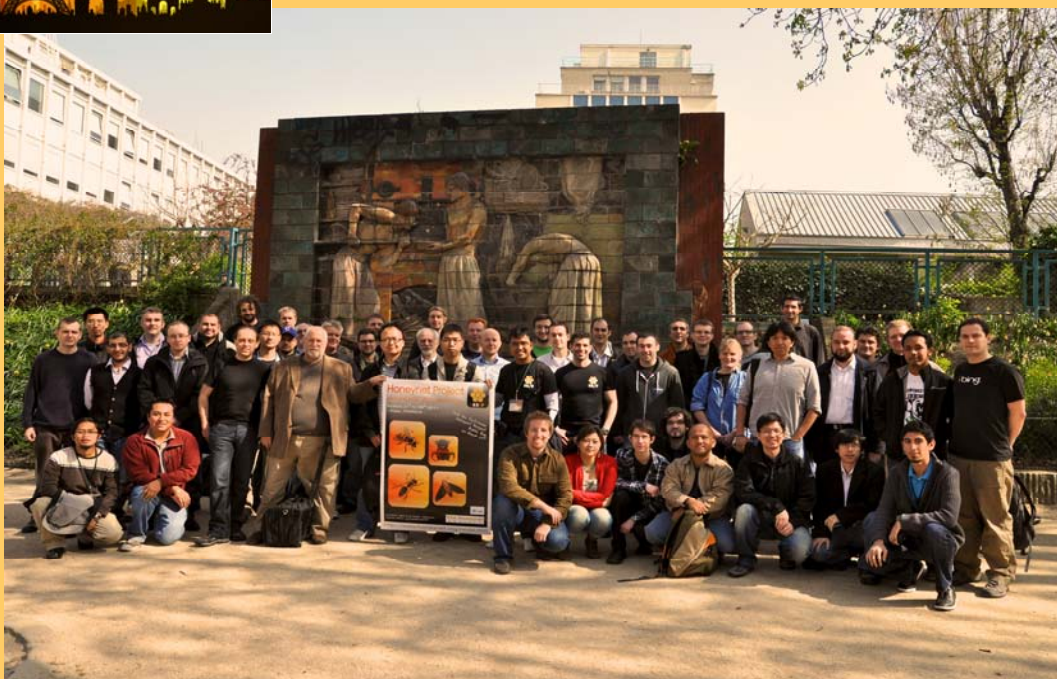
In 2011, The Honeynet Project held its first-ever public workshop in Paris.

The Honeynet Project members presented their new research to a larger audience, discussing a wide array of research topics from a deep dive into mobile malware analysis to an exploration of challenges in ethical computer security research. Slides and videos from this workshop are freely available at

<http://www.honeynet.org/2011-annual-public-workshop>



### Project Workshop Presenters, Instructors and Facilitators 2011 Honeynet Project Annual Workshop In Paris





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### Sponsorship Levels and Benefits:

If you are interested in sponsorship or have more questions, please contact the Honeynet Project annual workshop committee for details via email at [events@honeynet.org](mailto:events@honeynet.org)

The annual workshop is organized and hosted by The Honeynet Project with support from sponsors and a local Honeynet Project chapter.

The Honeynet Project is offering an opportunity to build relationships with security professionals from around the world. The sponsorship opportunity will provide a forum to promote brands and messages to The Honeynet Project members, presenters, and attendees.

Sponsorship is not limited to packages, but can also take the form of provision of hardware, software, dinners, lunches and other logistical support. Should your organization be interested in a sponsorship package not listed in this brochure, please feel free to contact us.

#### Sponsorship Levels:

- The Platinum sponsor is recognized as the premier sponsor role. This level of sponsorship receives the maximum visibility and participation within the sponsorship scheme. **This level also gives the sponsor the opportunity to select the country and location of the annual workshop**
- Gold Sponsors receive high visibility at the annual workshop as well media and workshop activity exposure.
- The Silver sponsors are provided an opportunity to participate and display their brands.



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	Platinum	Gold	Silver
<b>Cost</b>	<b>USD\$30000</b>	<b>USD\$15000</b>	<b>USD\$5000</b>
The annual workshop will be held in the country and location preferred by the sponsor	YES		
Public Day opening on-stage acknowledgement by HP CEO during Welcoming and Session-opening Remarks	YES	YES	YES
Public Event Lunchtime Sponsor Briefing	YES		
Private Event Team Dinner Sponsor Briefing	YES	YES	
Booth at Public Event	YES	YES	
Speaking slot at public event	YES		
Attendance at select closed sessions	YES		
Joint Sponsor Press Release	YES	YES	
Logo on workshop folder and registration page	YES	YES	YES
Banners or Easel Signs at Venue Facility, On-site Signage Rights	YES	YES	YES
Reserved tickets to public event	6	4	2
Logo on Printed Agendas	YES	YES	YES
Advertise in Conference Quick Guide	YES (Full Page)	YES (1/2 Page)	
Logo on Sponsoring Page on annual workshop webpage	YES	<b>YES</b>	YES
The logos on Annual Honeynet Project T-Shirt	YES	YES	YES
Pre-Conference Podcast Interview	YES	YES	
Free tickets to Evening Banquet on public day	6	4	2