

HACKTIVITY

The IT Security Festival in Central and Eastern Europe

19th Edition

6th October 2022 - Hacktivity Classic Conference

7th October 2022 - Hacktivity Embedded Conference

MOM Cultural Center, Budapest // Live Streamed Worldwide

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
- 2 days of highly technical hybrid 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

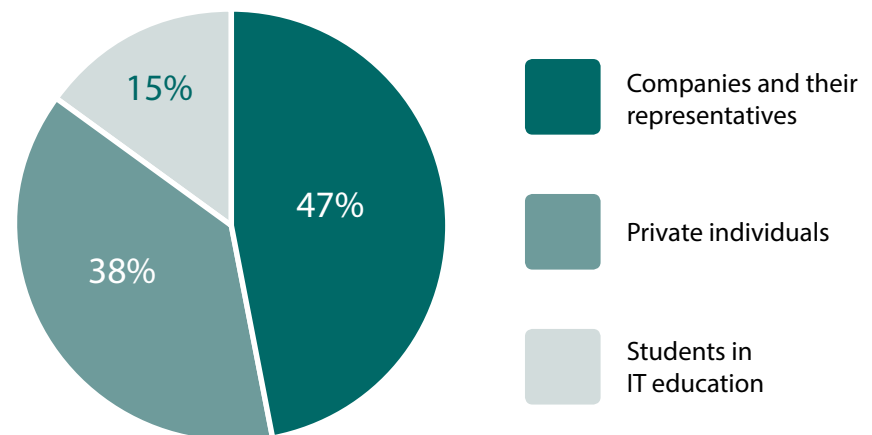
Industry professionals bought tickets from the following sectors
based on 2021 statistics:

- IT companies
- Financial services
- Energy
- Transportation
- Government & Defense

ATTENDANCE

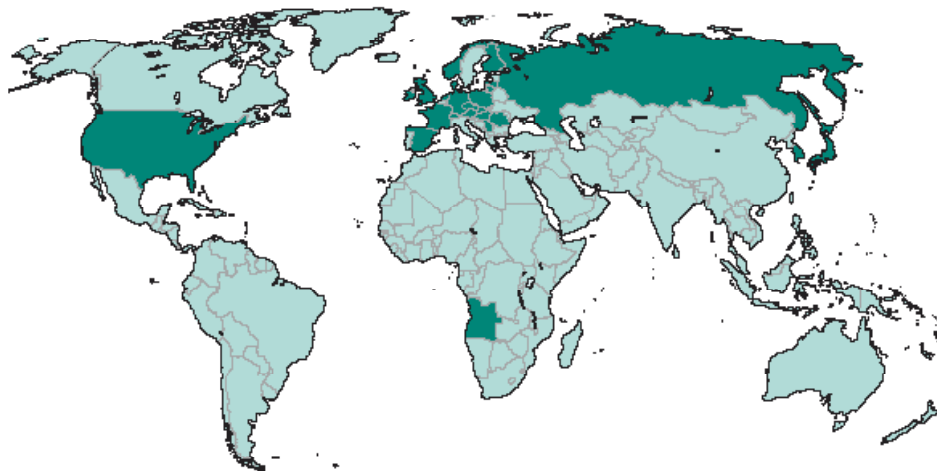
Number of people at the venue of the conference is usually around 1000+

AUDIENCE DEMOGRAPHICS



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	Ireland	Russia
Austria	Japan	Serbia
Bahamas	Latvia	Slovakia
Czech Republic	Lithuania	Slovenia
Denmark	Netherlands	Spain
Finland	Norway	Switzerland
France	Poland	UK
Germany	Romania	USA

What's new at Hacktivity in 2022?

- In 2022 Hacktivity is going to be organized again as a 2 days long hybrid event, meaning that there will be on-site presentations at the venue of the conference, but ticket buyers from all around the world can follow the talks via live stream.
- As the world is changing continuously, we needed to adapt to these changes. We recognized the importance of the security of automotive tools, the Internet of Things and embedded technologies, that is why we decided to dedicate an exclusive day for these topics at our event.
- So this is the concept of Hacktivity in 2022:
 - 1st DAY: classic Hacktivity conference with presentations and workshop sessions about the latest trends of IT security (with mainly software-related topics)
 - 2nd DAY: a full day dedicated exclusively to IoT, embedded, hardware and automotive security.
- As the topic of the 2 days are somewhat different, we decided to split the sponsorship packages and provide our sponsors the opportunity to support each day separately, or they can be sponsors for the whole event (both days) as well.



Statistics of Hacktivity's online presence



Average yearly page views:
110 000



Newsletter-subscribers:
4500



Average yearly video views:
2 500 000 min.



Facebook-followers:
6000



Youtube-subscribers:
29 800



Twitter-followers:
4100

Topics of the conference

VULNERABILITIES OF MOBILE DEVICES

possibilities arisen from server errors

PRIVACY

hardware hacking

attack vectors of telecommunication networks

database security

HACKING TOOLS

IoT security

misuse of popular applications

NETWORK SECURITY

MALICIOUS AND MOBILE CODES

SOCIAL ENGINEERING

AUTOMOTIVE SECURITY

information warfare

BROWSER BASED ATTACKS

digital forensics

security of operating systems

questions of intellectual properties

HACKER

SUBCULTURE

BENEFITS OF THE ONLINE CONFERENCE (part of on-site event)

*Prices are NOT including VAT!

SILVER

1 DAY: 1 200 000 HUF
2 DAYS: 1 600 000 HUF

GOLD

1 DAY: 2 300 000 HUF
2 DAYS: 3 200 000 HUF

DIAMOND

ONLY FOR 2 DAYS:
6 000 000 HUF

Logo on Hacktivity website, and the streaming page

✓

✓

✓

Logo on footer of Hacktivity's newsletters sent out frequently before the event

✓

✓

✓

Logo on social media covers of Hacktivity (Facebook, Twitter, LinkedIn)

✓

✓

✓

Introducing post on social media feeds (Facebook, Twitter, LinkedIn)

✓

✓

✓

Advertising graphics displayed for 10 seconds in between presentations

✓

✓

✓

Appearance in the JOB newsletter issued after the conference

✓

✓

✓

Virtual booth on the live stream page of the conference

✓

✓

Dedicated page for communication on Hacktivity's website

✓

✓

Taking part in the lead generating QR game

✓

✓

Advertising video displayed for 30 seconds in between presentations

✓

✓

Private communication channel on the official chat platform of the conference

✓

✓

Moving text communication on the bottom of the screen during the stream

✓

✓

Logo on the top right corner during the stream

✓

Logo on the top right corner of every video posted after the conference

✓

Logo displayed below Hacktivity logo everywhere as "Main sponsor"

✓

Highlighted logo on the follow-up document issued after the conference

✓

Advertisement priority in between presentations

✓

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 af-

ter 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 the 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: the 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
dedicated page on Hacktivity's website



Link to the sponsor's Discord chat room
for live communication (voice channels incl.)

Job opportunities
or other statements

Appearance opportunities on stream screen:

Place for presentation slides and sponsor advertisements in breaks

Place for diamond sponsor's logo



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

BENEFITS OF THE ON-SITE EVENT

*Prices are NOT including VAT!

	SILVER*	GOLD*	VIP*	DIAMOND*
	1 DAY: 1 200 000 HUF 2 DAYS: 1 600 000 HUF	1 DAY: 2 300 000 HUF 2 DAYS: 3 200 000 HUF	ONLY FOR 2 DAYS: 3 500 000 HUF	ONLY FOR 2 DAYS: 6 000 000 HUF
Discount from the price of company and VIP tickets (0-20 pieces)	10%	10%	10%	10%
Discount from the price of company and VIP tickets (above 20 pieces)	20%	20%	20%	20%
Logo on website, footer of newsletters, conference passes & printed materials	√	√	√	√
Introducing post on social media feeds (Facebook, Twitter, LinkedIn)	√	√	√	√
Appearance in the JOB newsletter issued after the conference	√	√	√	√
Flyer distribution with own hostess at the venue of the conference	√	√	√	√
Rollup at the exhibition hall of the conference	√	√	√	√
Sponsor booth at the exhibition hall of the conference		√	√	√
Dedicated page on Hacktivity website		√	√	√
Rollup/banner at the conference hall			√	√
Rollup on stage, behind the speakers				√
Extra size sponsor booth with exclusive location				√
Logo on screen during breaks				√
Advertising opportunity at the entrance of the conference				√
Highlighted logo on tickets, armband, lanyards & videos and follow-up document issued after the conference				√
Sponsorship of exclusive VIP lounge at the venue			√	

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.

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.

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

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

ROLLUP ON STAGE: the Diamond sponsor can place

its rollup 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 screen during breaks meaning, that when the audience returns to the conference hall the first thing they see is the giant logo of the Diamond sponsor.

ADVERTISING OPPORTUNITY AT THE ENTRANCE OF THE CONFERENCE: directly at the entrance, the Diamond sponsor can place its branded displays, banana flags, or other branded materials.

HIGHLIGHTED LOGO ON TICKETS, ARMBANDS 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 400 000 + 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 600,000 + 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:
1 800 000 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)



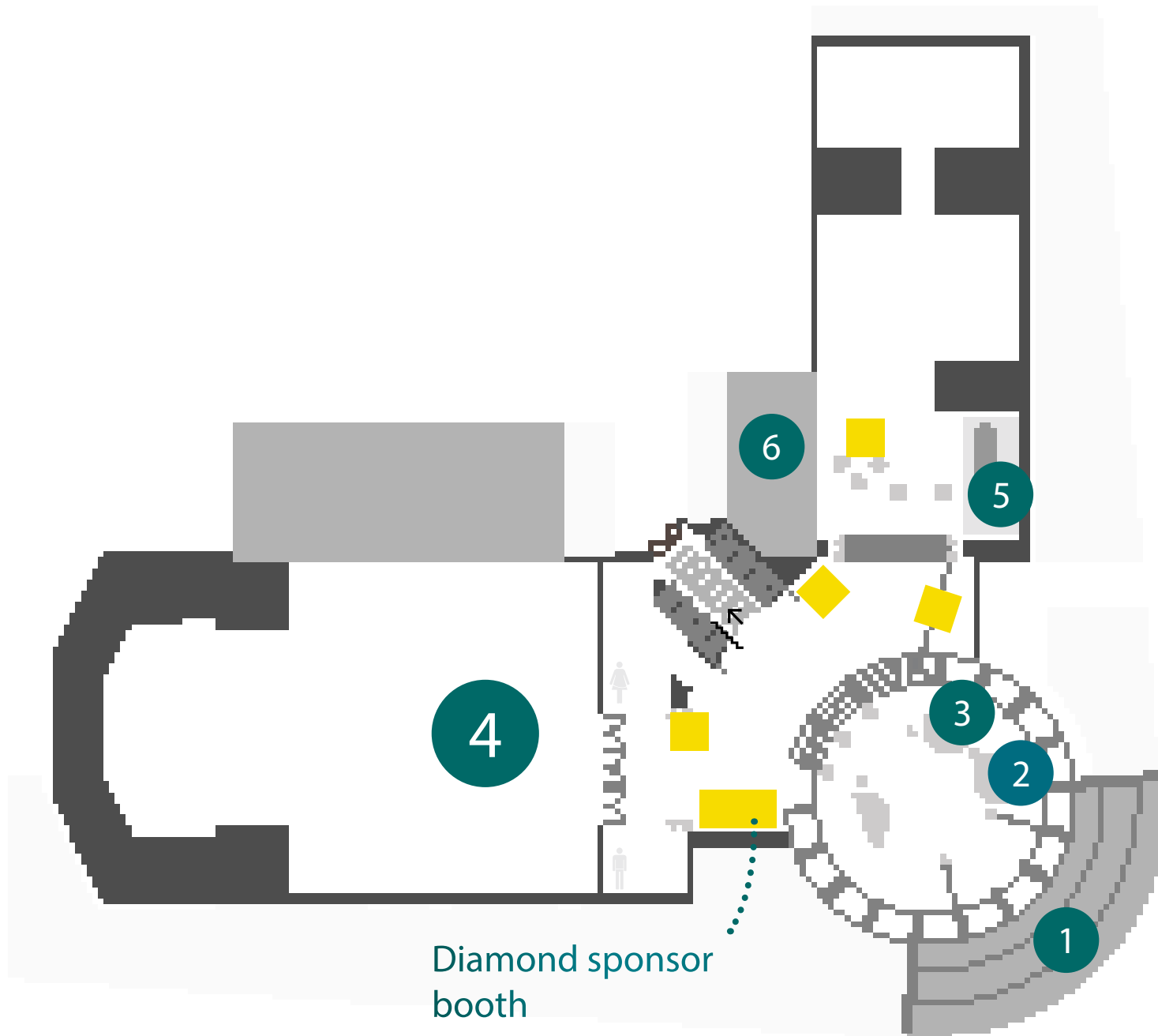
Exhibitors area

- 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.



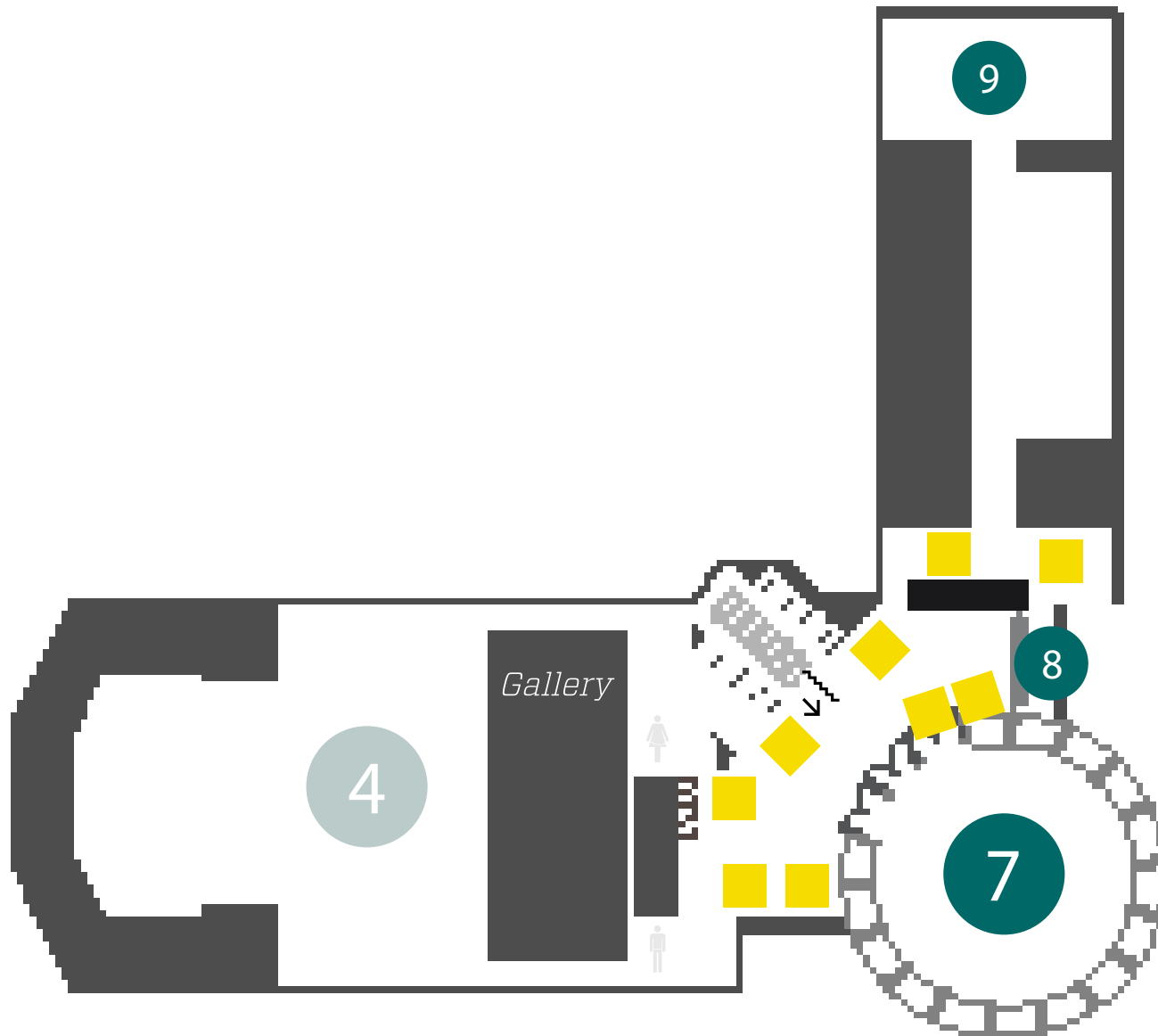
EXHIBITION A

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

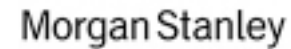


EXHIBITION AREA // FIRST FLOOR

- 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

Communications manager:

Dániel KLOÓ
daniel.kloo@hacktivity.com

Financial manager:

Gábor SPITZHÜTEL
gabor.spitzhutel@hacktivity.com

› More information: <http://hacktivity.com>