

# 2015 HONEYNET PROJECT WORKSHOP

## SPONSORSHIP OPPORTUNITIES

18-20 MAY 2015 | STAVANGER, NORWAY



**The HoneyNet Project is a diverse, talented, and engaged group of international computer security experts who conduct open, cross-disciplinary research and development into the evolving threat landscape. It cooperates with like-minded organizations in that endeavor.**

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 14 years, the Project has developed tools and conducted research in the information security field and provided it to the public at no cost. Examples of our work include the Know Your Enemy whitepaper series, numerous open-source tools and forensic challenges. We are also an active Google Summer of Code participant. Additional information about the HoneyNet Project can be found at <http://www.honeynet.org>

### Annual Workshop

Each year the HoneyNet Project's annual workshop brings together top information security experts from around the globe to present their latest research efforts and discuss insights and strategies to combat new threats. The project workshop provides participants and sponsors with significant exposure to world-class professionals and a diverse range of information security topics. We invite you to be a partner of our Stavanger, Norway workshop in 2015!

As a non-profit organization, we depend upon external sponsors to help defray costs for the annual workshop. Sponsorship funds help reduce the workshop expenses, sponsor scholarships for excellent students who are studying in the field,

increase attendance of information security professionals by keeping admission cost low, assist in inviting renowned speakers as well as facilitating networking events.

- *3 days with great knowledge sharing*
- *30 speakers and tracks for new insights!*
- *300 international and national IT security experts*

### Past Annual Workshops

Previous annual workshops have been held around the world including Warsaw in 2014, Dubai in 2013, San Francisco in 2012 with workshop sponsor Facebook and at the United Nations-backed cyber security IMPACT Center in Kuala Lumpur in 2009. These annual workshops typically attract over 400 participants and 75 HoneyNet Project members from over 32 different countries around the world.

Workshop courses cover a range of topics including but not limited to forensics, virtualization security, threat assessment, malware reverse engineering as well as more specialized courses such as an experts' course in "Understanding and mitigating botnets". Participants have consistently praised the quality of training and instructor professionalism in our annual Workshop training courses. Security, Network Analysis and Forensics and other key technical areas.

# Sponsorship and Benefits

## Explore the Benefits of Sponsorship!

**SPONSORSHIP IS AN EXCELLENT WAY to develop new relationships within the security community.**

Sponsorship also provides a forum for sponsors to promote their brand, recruit new people or customers. There are several options for partnership opportunities. If you are interested in sponsorship, or have more questions, please contact the HoneyNet Project's annual workshop committee at [events@honeynet.org](mailto:events@honeynet.org).

**BECOME A  
SPONSOR!**

### 18 May 2015 | Monday

#### Day 1: Briefings

The first day is a one-day set of briefings whose purpose is to bring together security experts to share their experiences and expertise in security technologies with other local and regional information security professionals.

Evening: There will be a post-session networking event to facilitate further discussions among attendees and participants.

### 19 May 2015 | Tuesday

#### Day 2: Briefings combined with special demonstration sessions

Briefings continue this morning. In addition, this year we will bring out 8 real demonstration sessions to demonstrate our mature projects and tools that have been developed by Project members. These sessions give workshop participants the opportunity to see the software tools used and explained live, often by the actual authors of the tool. This is a rare opportunity to learn how to apply these free, valuable tools from the developers themselves as well as ask technical questions and gain insight into future developments for these tools and projects.

Evening: The Norwegian Computer Association will have a network gathering

### 20 May 2015 | Wednesday

#### Day 3: Hands-on Tutorial training

We will offer hands-on tutorials trainings where we will be running at least 4 concurrent classes, which are 1-day in length. Tutorial session topics will include Malware Reverse Engineering, Android Malware Analysis, Information Visualization, Virtualization Security, Network Analysis and Forensics as well as other important technical topics. Each tutorial is led by an expert in the field from the Project and provides a professional and effective environment to quickly gain experience and expertise in key technical areas.

Evening: Possible reception.

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# Sponsorship and Benefits



Sponsorship Level	Platinum	Gold	Silver
Cost of Sponsorship in NOK/USD	200 000,00 kr (NOK) \$30,769 USD	100 000,00 kr NOK \$15,385 USD	60 000,00 kr (NOK) \$9,231 USD
Speaking/Presentation Slot on a Relevant Topic (Non-Commercial)	Included	-----	-----
Introduction by the Honeynet Project CEO on the First Day	Included	Included	-----
Three Minute Speaking Opportunity about your Company	Included	-----	-----
Booth at the Event	Large space	Good space	Place for roll-up and table
Complementary Tickets to Workshop Briefings	8 tickets (value 24 000 NOK)	4 tickets (value 12 000NOK)	2 tickets (value 6 000NOK)
Complementary Event Tickets for all Three Days	4 tickets (value 80 000 NOK)	2 tickets (value 40 000 NOK)	1 ticket (value 20 000 NOK)
Recruitment Possibilities and Assistance	Included	Included	-----
Opportunity for Product Demonstrations	Included	-----	-----
Opportunity with an interview to be profiled before the event	Included	Included	
Recognition on our Social Media sites (twitter with 8000+ followers, facebook)	Included	Included	-----
Profile on the Honeynet Project Website <a href="http://www.honeynet.org">www.honeynet.org</a>	Included	Included	Included
Profile in the Workshop Guide Handout	Included	Included	Included
Your Logo on the Workshop Presentation Materials	Included	Included	Included
Your Logo on the Workshop Website Home Page & Sponsorship Page	Included	Included	Included
Your Logo on the Workshop Logo Wall	Large Logo	Medium Logo	Small Logo
Possibility of a Private Meeting with a Workshop Speaker	Included	-----	-----