



1-3 DECEMBER 2026
RIYADH EXHIBITION AND
CONVENTION CENTER,
MALHAM, SAUDI ARABIA

BLACK HAT MEA 2026

SPONSORSHIP OPPORTUNITIES

Extend your brand presence beyond the show floor.

These add-ons are designed to increase visibility, engagement, and access to decision-makers before, during, and after the event.

Available as add-ons to existing Black Hat MEA sponsorship packages.



blackhatmea.com | @blackhatmea

IN NUMBERS...



Black Hat MEA delivered an exceptional experience world-class content, inspiring speakers, and flawless execution. The attention to detail, professionalism, and hospitality set a new standard for global cybersecurity events. It was an honor to participate in conference that truly brings the community together and showcases the future of cyber innovation.

Margarita Rivera, Global Chief Information Security Officer, Carnival Corporation



60,000 SQM

Exhibition space - completely sold out

180

Briefing sessions

40,000

Regional and international attendees



330+

Cybersecurity and InfoSec experts spoke



\$250.0 BN

in Assets Under Management with the attending investors

500+

Exhibiting brands



12

Interactive event features



80+

Powerhouse VCs, private equity firms and investors

250

Hours of content

40+

Arsenal sessions



132

Countries represented by exhibitors and attendees

CONTENT & ENGAGEMENT PLATFORMS – 2026

Black Hat MEA 2026 will feature the following summits, stages, and engagement environments where sponsorship activation can take place:

WORKSHOPS

Workshops provide in-depth, hands-on learning experiences designed for practitioners seeking practical and technical skill development.

Executive Workshops:

CISOs | Cybersecurity Leaders | Decision-Makers

Professional Workshops:

Security Engineers | Analysts | Researchers | Operational Teams

Session Format:

Hands-On Learning | Instructor-Led Sessions | Live Demonstrations | Practical Exercises (120 mins)

Workshop trainers define and tailor the target audience based on the course content and technical depth.

Expected Audience Size:

» 15-30 attendees per workshop

Sponsor Value:

- » Deep attendee engagement through practical learning
- » Strong interaction between instructors and participants
- » Ideal environment for showcasing tools and workflows
- » High-value technical credibility and product exposure
- » Sessions built around practical takeaways and real-world applications

**Investment:
\$25,000**

CONTENT & ENGAGEMENT PLATFORMS – 2026

CISO BREAKFAST

The CISO Breakfast is an invitation-only gathering for senior security leaders, enabling peer-to-peer exchange in a private setting.

Audience

CISOs | CIOs | Chief Risk Officers | Government Cyber Leaders | Enterprise Security Decision-Makers | Selected Industry Partners

Expected Audience Size:

15-30 attendees

Session Formats

Executive Breakfast Discussions | Leadership Networking | Closed-Door Conversations (90mins)

Sponsor Value

- ▶ Premium executive networking environment
- ▶ Direct access to senior cybersecurity decision-makers
- ▶ High-value relationship building opportunities
- ▶ Thought leadership positioning within a leadership-focused setting
- ▶ Meaningful conversations in a relaxed and exclusive environment

Investment:
\$25,000
(includes a meeting suite)

BLACK HAT MEA PODCAST | THE BACK ROOM

The Back Room is the official onsite podcast experience at Black Hat MEA, launched in 2025 to capture candid conversations with some of the cybersecurity industry's most influential leaders, innovators and decision-makers.

Recorded live during the event, the sessions explore leadership, cyber trends, innovation, emerging threats and the human side of cybersecurity in a more authentic and conversational format.

The episodes are later released throughout the year as part of the Black Hat Files podcast series across Black Hat MEA digital and social channels.

Cost:
\$30,000

HOST:

Hosted by Phillip Wylie - cybersecurity author, ethical hacker and well-known community voice recognized for his engaging and candid conversations with industry leaders

Published Episodes Include:

Dr. Rumman Chowdhury, CEO & Co-Founder, Humane Intelligence -
<https://www.youtube.com/watch?v=8fhLOp6lQOk&list=PL-12wMelj1qScwDK6K7F1LBvWlllr19c>

Dan Meacham, VP, Cyber Security and Operations, CSO/Chief Information Security Officer, Legendary Entertainment -

<https://www.youtube.com/watch?v=W1cRChoWXNw&list=PL-12wMelj1qScwDK6K7F1LBvWlllr19c&index=2>

Benefits:

- Brand integration within The Back Room podcast booth experience at Black Hat MEA
- Live onsite visibility and audience engagement throughout the event
- Opportunity to feature executive spokespeople and leadership voices within the Black Hat Files podcast series
- Extended post-event visibility through year-round Black Hat Files episode releases across Black Hat MEA digital, marketing and social channels, where the content remains permanently accessible
- Association with candid conversations featuring globally recognised cybersecurity leaders and industry

SPEAKER SPOTLIGHT EMAIL PROMOTIONS

Targeted pre-event email campaigns promoting sponsor-led speaking sessions to registered attendees.

Benefit to customer:

Drives qualified traffic to sessions, positions the sponsor as a credible thought leader, and improves lead quality through intent-led attendance.

- » Speaker promotion email campaign
- » Speaker promotion social posts
- » 1x Gold pass for the speaker

Cost:

\$10,000



PRIVATE MEETING SUITES

Branded private meeting rooms hosted by the sponsor, with curated attendee invitations managed by the organiser.

Benefit:

» Facilitates high-value, closed-door conversations with senior decision-makers, accelerating relationship building and deal progression.

» F&B Included

Cost:

\$7,000 (per day)

EVENT APP SPONSORSHIP

Exclusive or shared branding across the official Black Hat MEA event mobile app, including splash screen and navigation branding.

Benefit:

- » Provides always-on digital visibility with repeated exposure before, during, and after the event.
- » Dedicated branded space within the event app, featuring your company logo and messaging.
- » Reach all 40,000+ attendees who use the app for scheduling meetings, exploring sessions, networking, and navigating the event.
- » As the App Sponsor, you can send real-time push notifications to promote sessions, drive booth traffic, announce activations, or highlight special offers.
- » Enjoy continuous brand visibility throughout the attendee journey, making your brand an integral part of the event experience.

Cost:

\$50,000

PUSH NOTIFICATIONS

Timed push notifications delivered through the official event app during live event days.

Benefit:

- »» Promote afternoon product demonstrations and encourage attendees to visit your stand.
- »» Share limited-time in-app offers or discounts to create urgency and increase foot traffic.
- »» Deliver real-time, targeted messages when attendees are most active and engaged.
- »» Turn app engagement into instant, on-site action by driving attendees directly to your brand experience.
- »» 3X notifications each day

Cost:

\$5,000



VENUE BRANDING: WAYFINDING AND SIGNAGE

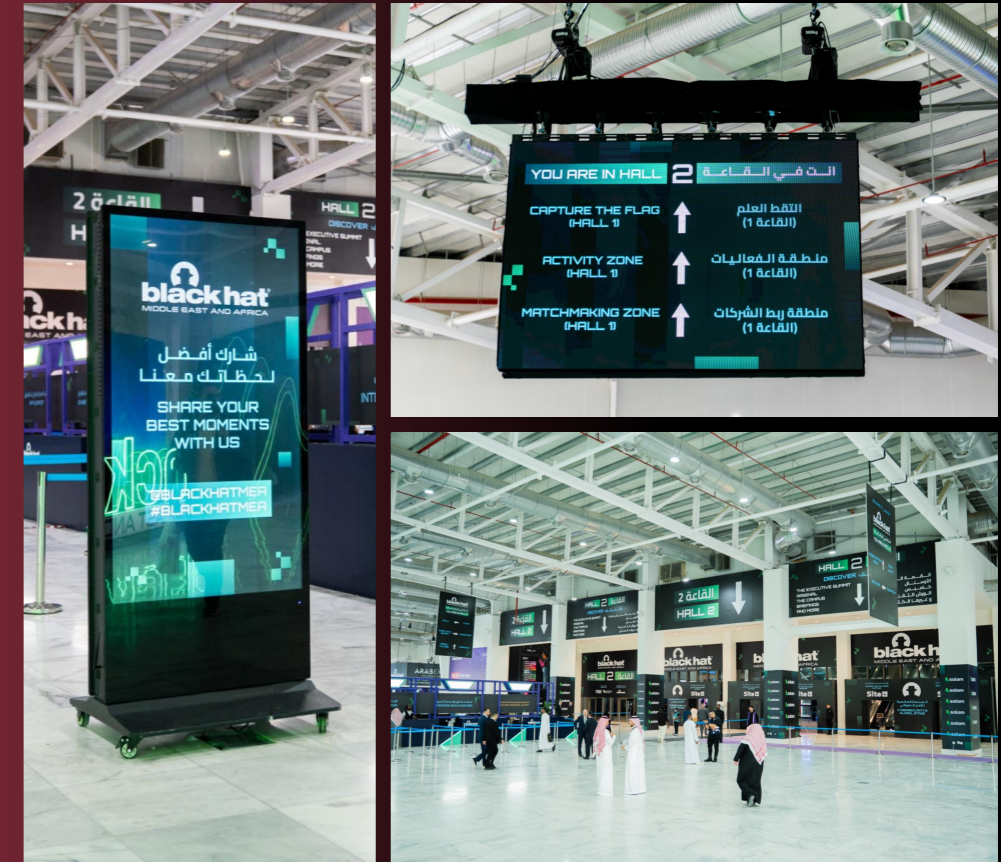
Sponsor branding across venue signage including entrances, halls, and directional signposts.

Benefit to customer:

- Gain extensive brand visibility through high-impact signage across the event venue.
- Ensure repeated exposure with logo placement on directional signs, venue walls, and event backdrops.
- Extend brand reach beyond attendees through inclusion in event photography, broadcasts, and post-event media coverage.
- Position your brand at key attendee touch points throughout the event journey.
- Reinforce credibility and industry presence by aligning your brand with the Black Hat community experience.
- Demonstrate commitment to the industry through premium, highly visible event branding.
- 30 Seconds Carousel video slot for each sponsor thought event days.

Cost:

\$10,000



OFFICIAL TRANSPORT SPONSORSHIP

Branding on official event shuttle buses and transport routes.

Benefit to customer:

- » Brand visibility on essential shuttle services connecting key transit hubs (such as Metro stations) to the event venue.
- » Consistent exposure throughout the attendee journey, from arrival to departure.
- » Reach an audience of over 45,000 cybersecurity professionals attending the event.
- » Engage with key decision-makers, including CISOs, government leaders, and technology buyers.
- » Position your brand directly in front of individuals with purchasing authority and influence over technology investments.

Cost:

\$200,000



SOLD

LANYARD SPONSORSHIP

Sponsor logo placement on attendee lanyards worn throughout the event.

Benefit:

Constant brand exposure across the full attendee base during sessions, networking, and social moments.

Cost:

\$200,000



BHMEA

AFTERHOURS

Sponsor-hosted evening events under the Black Hat MEA programme, including dinners, mixers, or curated experiences.

General Sponsor Benefit:

This event gives Sponsor an exclusive, high-end environment to engage with a select group of VIPs and decision-makers. By associating with a premium service.

Partners reinforce their image as leaders. It creates an intimate setting for high-value networking, fosters stronger relationships with top stakeholders, and positions the brand as part of an elite experience that goes beyond the business floor.

Sponsor Brand Visibility & Capacity

Sponsor logo featured across all onsite branding including printed materials at the event venue.

- » Sponsor logo to be included on BHMEA Post Show report.
- »» Sponsor logo to be included on BHMEA Homepage.
- »» Sponsor logo to be included on all external BHMEA communications.
- »»

Cost:

\$35,000

Additional Event Details:

Proposed Date: 2nd December 2026

Proposed Location: Layseen Valley

Time: 7:00 pm - 11:00 pm

Capacity: 500

Targeted Audience:

Speakers

Investors

Founders

Sponsors

VIP

BHMEA GAMING NETWORK EVENT

General Sponsor Benefit:

This event offers sponsors an exclusive and engaging environment to connect with a curated group of VIPs and decision-makers. By aligning with a space designed around interactive and experiential elements, sponsors strengthen their positioning as industry leaders.

It also creates a more intimate setting for meaningful engagement, helping to build stronger relationships with key stakeholders, while associating the brand with a relaxed, experience-led environment that extends beyond the traditional business setting.

Sponsor Brand Visibility & Capacity

- »» Sponsor logo featured across all onsite branding including printed materials at the event venue.
- »» Sponsor logo to be included on BHMEA Post Show report.
- »» Sponsor logo to be included on BHMEA Homepage.
- »» Sponsor logo to be included on all external BHMEA communications.
- »» Sponsor allocation of 30% of venue capacity for their guests and invitees.

Additional Event Details:

Proposed Date: 1st December 2026

Proposed Location: Twisted Lab

Time: 7:00 pm - 11:00 pm

Capacity: 150

Targeted Audience:

Speakers

Investors

Founders

Sponsors

VIP

Cost:

\$25,000

VIP / PREMIUM LOUNGE SPONSORSHIP

Exclusive branding of premium lounges used by speakers, investors, and VIP attendees.

Benefit:

- » Exclusive brand visibility within the VIP Lounge reserved for government delegates.
- » Connect with influential government representatives and senior decision-makers in a premium networking environment.
- » Associate your brand with a high-end hospitality experience featuring unlimited food and beverages.
- » Benefit from extended exposure in a relaxed setting designed to encourage meaningful conversations.

Examples:

TBC

Cost:

\$350,000

SOLD

PRODUCT LAUNCH OR DEMO SLOT

A dedicated product launch or demo moment on briefing stage for 20 minutes supported by PR and media exposure.

Benefit :

Delivers maximum visibility for new products with strong press, buyer, and audience attention.

Cost:

\$15,000

CONTENT SERIES OR CASE STUDY SPONSORSHIP

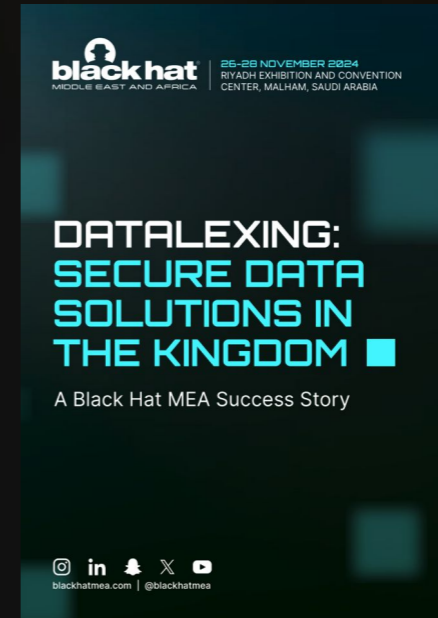
Co-created content highlighting successful partnerships, customer stories, or real-world case studies.

Benefit:

Builds credibility and trust through proven outcomes and long-term content value beyond the event.

Cost:

\$15,000



ROOT LOUNGE SPONSORSHIP

Exclusive branding and access to premium Root lounges used by speakers, investors, and VIPs.

Benefit:

- »» Exclusive brand visibility within the Premium Lounge reserved for Gold Pass holders.
- »» Reach high-value CISOs, senior security leaders, and enterprise decision-makers in a premium networking environment.
- »» Associate your brand with an elevated hospitality experience featuring unlimited food and beverages.
- »» Benefit from extended exposure in a relaxed setting that encourages meaningful conversations and connections.

Cost:

\$100,000



ON-STAGE FEATURED EXHIBITOR

High-visibility branding on stage screens and monitors across key areas of the venue.

Benefit:

- » Align your brand with the industry's most influential keynote presentations, cutting-edge research, and groundbreaking zero-day disclosures.
- » Gain premium visibility on the event's main stages—the focal point for learning, innovation, and thought leadership.
- » Position your brand alongside the conversations and insights shaping the future of cybersecurity.
- » Reach a highly specialized audience that is difficult to engage through traditional advertising channels.
- » Deliver your message directly to leading InfoSec practitioners, CISOs, security leaders, and enterprise decision-makers.
- » Increase brand credibility and recognition through association with world-class content and industry experts.

Cost:

\$5,000

BOOTH CRAWL SPONSORSHIP

Sponsor integration within the Black Hat Passport programme, encouraging attendee engagement across multiple event touchpoints.

Benefit:

- » Drive increased foot traffic directly to your booth through an interactive attendee engagement activity.
- » Encourage attendees to visit and engage with your team while collecting stamps for prize draw participation.
- » Generate higher-quality conversations and meaningful brand interactions.
- » Significantly boost booth engagement and attendee participation.
- » Increase lead generation opportunities by attracting a larger volume of visitors.
- » Leverage a proven mechanism that motivates attendees to actively seek out and visit your booth.
- » Limited to 20 sponsors only

Cost:
\$8,000



WANT TO GET INVOLVED AT BLACK HAT MEA 2026?

GET IN TOUCH WITH OUR SALES TEAM



**ANNABELLE
MANDER**

Executive Vice President,
Tahaluf

hello@tahaluf.com



**CLEMENT
EDWARD**

Associate Vice President,
Commercial Tahaluf

clement.edward@tahaluf.com



**SHAFIQ
MOHAMED**

Senior Sales Manager,
Tahaluf

mohamed.shafiq@tahaluf.com



**KUNAL
DHAKAN**

Sales Manager,
Tahaluf

kunal.dhakan@informa.com