

**WILD WEST
HACKIN' FEST**

2026
Vendor
Prospectus

Deadwood, SD October 7-9

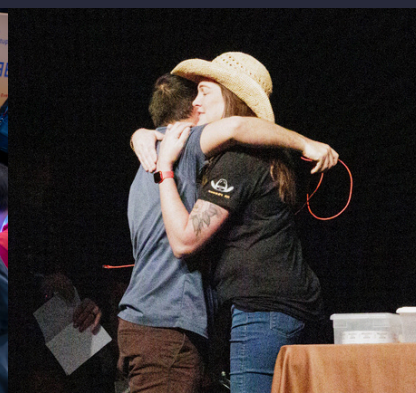


One-of-a-kind.

Wild West Hackin' Fest started as a fun way to bring the team and community together, but has transformed into a one-of-a-kind event focused on education in the community. Attendees have access to quality training, top-notch speakers, and hands-on labs.

In addition, all WWHF events include a variety of ways to network and interact with vendors including chuck wagon dinners, old-time photos, mechanical bull riding, and so many opportunities to connect with others.

When you go to Wild West Hackin' Fest, you'll feel like you've "met your people."





What Makes Wild West Hackin' Fest Different?

A Hands-on Approach



Participants can immerse themselves in a variety of interactive activities designed to simulate real-world challenges. Whether it's workshops or the game room, attendees have ample opportunity to learn, collaborate, and network with industry professionals ready to guide them.

Sponsor Stampede



Silver & Gold sponsors have the option to participate in a fun, pub-crawl-style networking event held at downtown Deadwood venues. Sponsors host a stop along the route, providing light food or drinks as attendees stop by to collect stamps for a raffle. It's a great way to spark conversations and drive traffic to your booth the following day. Limited to 8 sponsors.

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Sponsor Testimonies

“One of the nice things about Wild West is it gives you an opportunity to sponsor different activities, which gets you out into the field with the actual protagonists or the people that are participating.”



Beacon



“We were excited to sponsor because the people, the energy here, and the collaboration across the entire community is exactly what we want to get out of a sponsorship and a conference.”

FORTRA

“Now, if you don't want to have your name out there in front of all the technicians who are actually doing the work and understanding it and trying to figure out which tool to use, then don't sponsor. Otherwise, you should be sponsoring.”



October 7-9 Deadwood, SD

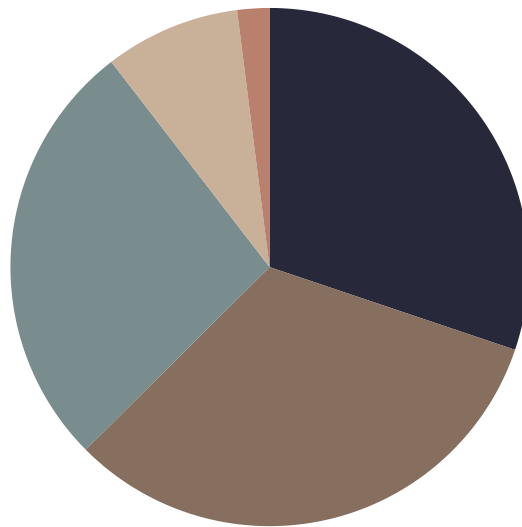


Our Attendees

8.45% Consultants

2.04% Students

26.98% Analysts



30.16% Decision Makers

32.36% Engineers





Our Attendees

Each Wild West Hackin' Fest attracts around 850 diverse and influential professionals from across the industry. Here are some key highlights about our attendees:

High-Level Decision Makers

- 30.16% of our attendees are decision makers, including C-suite executives, directors, and managers. This ensures that your brand reaches individuals with the authority to make significant purchasing decisions.

Industry Experts

- 32.36% of our attendees are engineers, and 26.98% are analysts. These professionals are on the front lines of cybersecurity, implementing and managing the latest technologies and strategies.

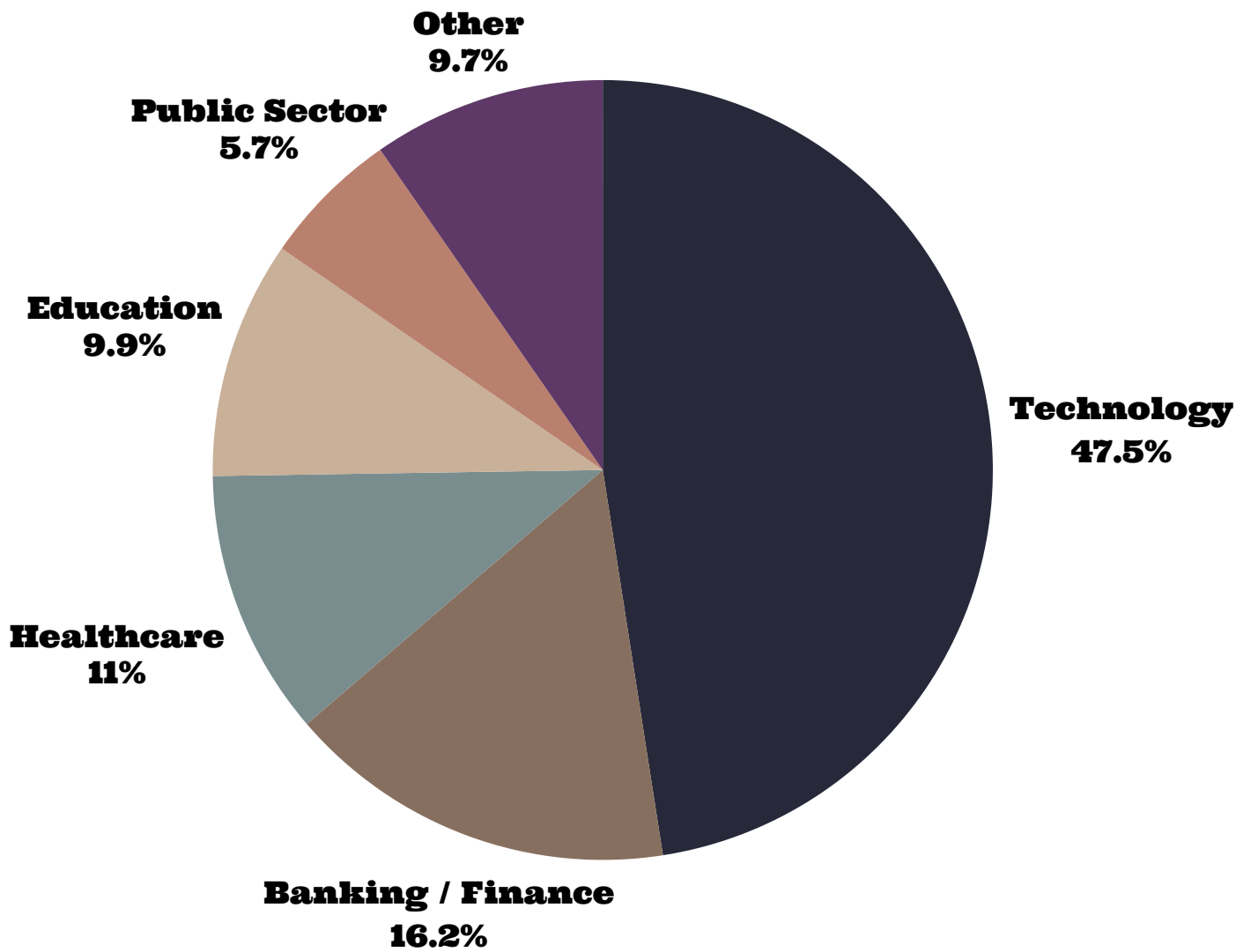
Consultants and Students

- 8.45% of our attendees are consultants, providing expert advice and solutions to organizations. Additionally, 2.04% are students, representing the next generation of cyber security talent.

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Attendee Industries



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Attendee Industries

Cybersecurity challenges touch every sector, and our attendees reflect that diversity. Wild West Hackin' Fest attracts professionals from a wide range of industries, creating an event where different perspectives and experiences come together.

Technology & Cybersecurity

The largest group of attendees, representing security vendors, service providers, and innovative startups.

Banking & Finance

A strong presence from banks and financial institutions, where cybersecurity is mission-critical.

Healthcare

Hospitals, clinics, and medical technology companies focused on protecting sensitive patient data.

Education

Attendees from schools, universities, and research institutions bring both academic and practical perspectives.

Public Sector

Local, state, and federal agencies committed to shaping cybersecurity policy and protecting public systems.

Other Industries

A mix of consulting, energy, defense, insurance, and transportation, showing the broad impact of cybersecurity across every sector.





Fortune 500 Representation

Our conference is proud to host attendees from several top Fortune 500 companies, including:



These companies are leaders in their respective industries, and their participation underscores the value and prestige of our event.

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Become a Sponsor

Every Sponsor gets the following:

Logo Featured on Event Signage

Logo on Wild West Hackin' Fest Website

Social Media Mentions

Logo on Conference Shirts

Quartz

Copper

Silver

Gold

Additional Benefits

Virtual Booth



Full Conference Exhibitor Passes

3 Virtual

3

4

5

10x10 Booth Location

General

Prime

Premium

Part of Sponsor Stampede (Optional)



Coffee Sponsor



Special Event Sponsor*



Branded Items in Swag Bags**

1

1

1

2

Promo graphic in Main Stage Slide Loop



Sponsor Interviews



Private Pre-Con Meeting Space***



Full Page Ad in "The Future Is" Comic



Digital Totem Advertisement

30 Sec

30 Sec

Chuck wagon Steak Dinner Sponsor



Logo on Attendee Swag Bag



Track Sponsor



Deadwood Only Total

\$3,000

\$9,000

\$20,000

\$30,000

Denver + Deadwood Price****

\$5,000

\$15,000

\$35,000

\$50,000

Additional Sponsorship Options

Saddlebag Sponsor - \$1,500

Logo Featured on Event Signage

Logo on Wild West Hackin' Fest Website

Social Media Mentions

Logo on Conference Shirts

1 Swag Bag Item

Digital Totem Ad (15 Seconds)

Sponsorship Add-ons	Cost
Sponsored Page in Kids Activity Booklet	\$100
Extra Swag Bag Item	\$200
Digital Totem Ad - 10 Seconds	\$500
Sponsored Page in InfoSec Survival Guide or PROMPT# Magazine	\$2,000
Food or Beverage Sponsors (Ex, Sweet Treat or Lunch Drinks)	\$3,000

★ *Copper and higher sponsors will also be given the opportunity to have a custom challenge in our conference CTF.*

★ *Any sponsors doing a giveaway at their booth will be able to announce the winner on stage during the closing ceremonies*

*Special event sponsorship options will be claimed in order of contracts signed. Events include, but are not limited to: the game room, mechanical bull riding, old time photos, open mic night, "airport con" and more. Please inquire for a full list of available events.

**We cannot include branded items containing liquid (example: hand sanitizer).

***First come/first served. Limited space available.

****Denver WWHF will be February or March of 2027.

Deadwood, SD

October 7-9

Held in Historic Downtown Deadwood, the setting alone is worth the journey. Home of the very first Wild West Hackin' Fest, this location is near and dear to our hearts.

Just steps away from historic downtown, The Deadwood Mountain Grand sits slightly above the town, offering amazing views. As Deadwood's main large-scale event center, it's only natural that it would also have a 98-room luxury hotel adjoining it.





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