



2027

Vendor Prospectus

Denver, CO February 17-19



One-of-a-kind.

Wild West Hackin' Fest (WWHF) began as a fun way to bring the community together and has grown into a one-of-a-kind event centered on advancing cybersecurity education. Attendees gain access to high-quality training, top-tier speakers, and hands-on labs and skill-building villages designed to build real-world skills.

Beyond the learning, every WWHF event offers plenty of ways to connect, unwind, and engage with the community. From the Sponsor Stampede and conference dinner to old-time photos and mechanical bull riding, there's no shortage of opportunities to network and have fun.

At Wild West Hackin' Fest, you'll feel like you've "found your people."





What Makes Wild West Hackin' Fest Different?

A Hands-on Approach



Participants can immerse themselves in a variety of interactive experiences designed to mirror real-world challenges. Through workshops, hands-on labs, and skill-building villages, attendees have ample opportunities to learn, collaborate, and connect with industry professionals who are eager to share their expertise.

Sponsor Stampede



On Wednesday night, we take over 16th Street in downtown Denver! Silver and Gold sponsors have the opportunity to participate in a fun, pub-crawl-style networking event. Sponsors are paired with local bars and restaurants, where the sponsor provides light food or drinks to attendees who are collecting stamps for a raffle. It's a great way to spark conversations, build connections, and drive traffic to your booth the following day.

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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."

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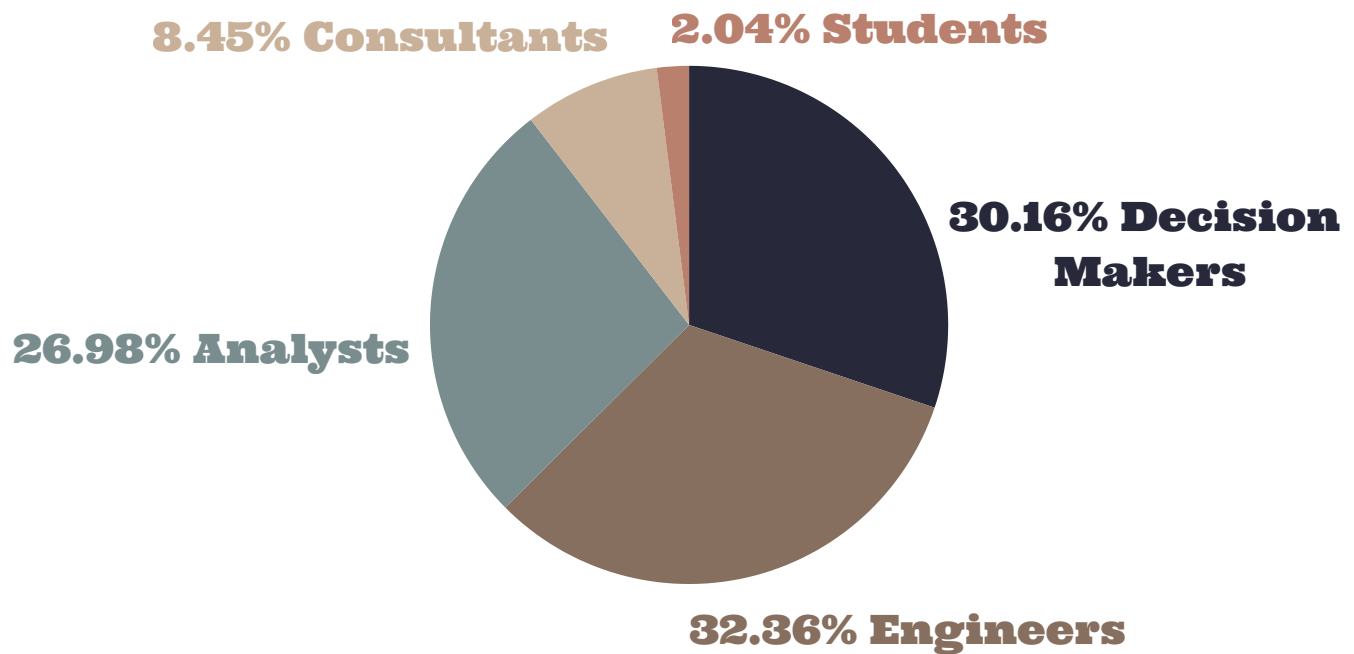
"Now, if you don't want to have your name out there in front of all the technicians who are actually doing the work and understanding it and trying to figure out which tool to use, then don't sponsor. Otherwise, you should be sponsoring."



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Our Attendees





Our Attendees

Each Wild West Hackin' Fest attracts a diverse and influential group of 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.

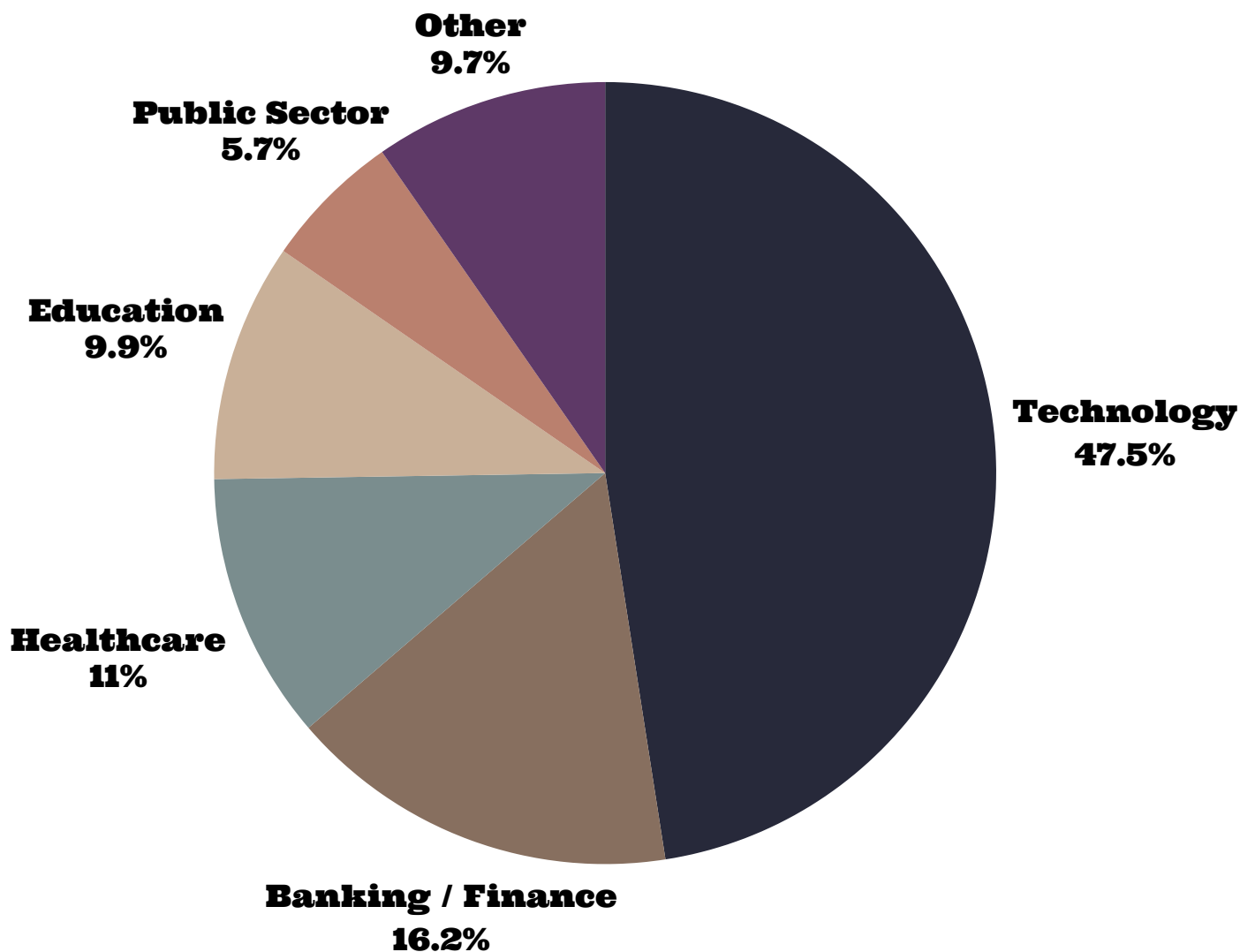
Consultants and Students

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

Costco

McKesson

Microsoft

Walmart

Amazon

JPMorgan

CVS Health

Kroger

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

All Sponsorship Packages Include the Following:

Logo Featured on Event Signage

Logo on Wild West Hackin' Fest Website

Social Media Mentions

Logo on Conference Shirts

Additional Benefits	Quartz	Copper	Silver	Gold
Virtual Booth				
Full Conference Exhibitor Passes	3 Virtual	3	4	5
10x10 Booth Location		General	Prime	Premium
Sponsor Stampede (Optional)****				
Special Event Sponsor*				
Branded Items in Swag Bags**	1	1	1	2
Promo graphic in Main Stage Slide Loop				
Sponsor Interviews				
On-stage Giveaway During Closing***				
Private Event/Meeting Space*****				
Branded Backdoors & Breaches Foil Pack				
Half Page Ad in “The Future Is” Comic				
Digital Totem Advertisement			15 Sec	30 Sec
Conference Dinner Sponsor				
Logo on Attendee Swag Bag				
Track Sponsor				
Denver Only Total	\$3,000	\$10,000	\$25,000	\$35,000
Denver + Deadwood Price	\$5,000	\$16,000	\$40,000	\$55,000

Deadwood 2027 Dates - October 6th-8th 2027

Become a Sponsor

ADDITIONAL OPTIONS

Saddlebag Sponsor Package - \$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)

Startup Sponsor Package - \$2,500

Startup companies must be approved by the WWHF team before receiving this sponsorship package.

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)

2 Full Conference Exhibitor Passes

8x8 Booth Location in Startup Gulch

À la carte Sponsorship Options

For details on À la carte benefits, contact our sponsorship team!

Cost

Sponsored Page in Kids Activity Booklet

\$100

Extra Swag Bag Item

\$300

Digital Totem Ad - 10 Seconds

\$500

Half-page Ad in Conference Booklet

\$800

Food or Beverage Sponsors (Ex, Sweet Treat or Drink Ticket)

\$3,500+

Coffee Sponsor (Includes branded coffee cups)

\$4,500

Breakfast Sponsor

TBD

Become a Sponsor



All sponsorships including a booth will be given the opportunity to...



Have a custom challenge in our conference CTF.

Host a Sponsor Lunch, where you can take out attendees and be reimbursed up to \$35 per person by Wild West Hackin' Fest.

Ready to get involved? Have any questions? Contact our team to secure your sponsorship today!

*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).

*** Limited to 3 minutes on stage.

****Stampede location will be assigned before the event. The sponsor is responsible for coordinating food and beverage with their Stampede location and the associated charges.

***** WWHF will give pre-selected locations and timeframes to choose from. Limited space available. First come/first served.

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Conference Location

Denver, Colorado has it all: close access to an international airport, all the amenities a metropolis has to offer, as well as its proximity to the majestic Rocky Mountains.

This year, Mile High Hackin' Fest will be held at Sheraton Denver Downtown Hotel! We'll be centrally located in Denver, steps from 16th Street.

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