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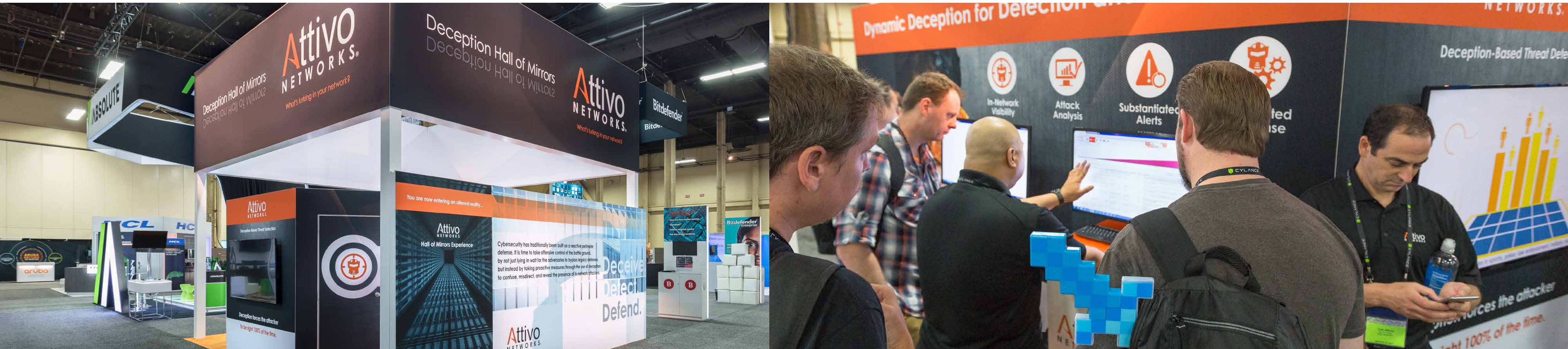
STORIES THAT MOVE

ATTIVO NETWORKS AT BLACK HAT USA

Attivo Networks at Black Hat USA

LEADER IN DECEPTION

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Challenge

To fully immerse Black Hat USA attendees in Attivo Networks' cybersecurity solution, with limited floor space and a complicated suite of products to promote.

Solution

A reflective, interactive design created with custom plexiglass mirrors to plunge attendees into the deception tactics of Attivo Networks' cybersecurity solution, while also allowing Attivo's sales team to educate potential customers.

Black Hat USA is the world's leading information security event. And it was our mission to help Attivo stand out from the other cybersecurity behemoths on the show floor.

The Black Hat USA venue is expansive, and Attivo opted to take on a bigger footprint than in the previous two years—doubling their booth size to 20'x20'. To justify this increase, they needed to generate additional ROI. They also wanted to make an impact.





“The most impressive aspect of working with Czarnowski was their willingness to experiment. They got as excited about the project as we did, contributing ideas and working very collaboratively to ensure that we covered the devil in the details. I trusted that they would produce high-quality work and make things right.”

– Carolyn Crandall, Chief Marketing Officer, Attivo Networks

Attivo’s product offer is threat deception—software used to detect in-network advanced threats through the use of traps, bait and lures. It is a disruptive technology and, as such, Attivo takes non-traditional measures to educate the market and drive demand.

This non-traditional approach led them to create a funhouse concept, placing visitors in the role of an attacker within a deceptive maze environment to let potential customers experience first-hand how Attivo’s product detects, disorients and deceives cyber threats.

The concept was impressive, but Attivo needed help executing it. After all, they had never created a hall of mirrors before. Because of our past professional relationship, Attivo trusted us to make it happen.

We worked with Attivo to produce an experience that was both educational and entertaining, translating the complicated subject matter into an impactful attendee experience.

“Czarnowski’s first response to our design concept was, ‘Well, we’ve never done that before, but we’ll figure it out.’ Together we were able to make this vision come to life. We worked closely on the maze design, mirror effects and lighting. The result was a complete success, and a further cementing of our partnership with Czarnowski.”

– Carolyn Crandall, Chief Marketing Officer, Attivo Networks

To create the booth we designed and constructed a maze of mirrors, complete with additional lighting and vinyl graphics to guide the way. A sound system, triggered by movement, narrated the customer’s experience. We also created two demo stations at the end of the maze with orange plexiglass countertops to match the brand logo and carpet.

Getting the mirrors to reflect correctly and figuring out the angles to create an infinity appearance was a big challenge. We also had to make sure Attivo had enough space for demos; this design couldn’t be all about the theme. The demos provided a focus beyond the hall of mirrors, making it feel less like a gimmick by grounding the interaction in Attivo’s solutions.

Initially, we started with a two-show rental for Attivo (Black Hat 2017 and RSA 2018). However, the experience has been so popular Attivo is using it again for Black Hat 2018.

Due to the exhibit’s success, Attivo increased sales leads by seven times at Black Hat 2017. They also increased media exposure, including media coverage on a local TV affiliate and the BBC as well as [an article in EXHIBITOR Magazine](#).

Attivo’s seed concept was a bold idea, and we were able to grow it into an experience that not only captured leads and entertained attendees but also wowed the digital security community.