

YELLOWHAT

2027

HARD HATS FOR CYBER THREATS.
SHARPER TOOLS FOR DEFENDERS.

DATE

19 JANUARY 2027

VENUE

MARCFAIT · ALMERE NL HYBRID · 2 TRACKS

FORMAT

FOCUS

MICROSOFT SECURITY



NOT ANOTHER VENDOR SHOW.

COMMUNITY-POWERED. TECHNICALLY UNFILTERED.

YellowHat started in 2019 as a hackathon day inside Microsoft — a small group of security practitioners demolishing things before attackers could. In 2025 it became a real conference. In 2026 it became the one security people flew in for.

One day, two tracks, a packed Capture the Flag, and a livestream that reaches defenders from Amsterdam to Seattle. No keynote fluff, no 100-level product demos, no sales pitches disguised as sessions.

The brand is the punchline: yellow hard hats are worn by people who do the protecting. YellowHat is the room where those people compare notes.

▶ YH27 AT A GLANCE

WHAT'S LOCKED IN

- ▶ **19 Jan 2027** — a Tuesday. Blocked on calendars across EMEA.
- ▶ **Marcfait, Almere** — purpose-built venue, 30 min from Amsterdam.
- ▶ **300 on-site cap** — invite-led, defender-skewed audience.
- ▶ **Global livestream** — EU · UK · East Coast · West Coast.
- ▶ **Level 400+ content** — same editorial bar as '25 and '26.
- ▶ **CTF by Mehmet Ergene** — the hunt everyone remembers.
- ▶ **MS Security product track** — Sentinel · Defender · Entra · Purview.

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THE PREMIER EVENT

BY THE MICROSOFT SECURITY COMMUNITY,

FOR THE MICROSOFT SECURITY COMMUNITY.

— MICROSOFT MVP PROGRAM BLOG · FEB 2026

Featured on the official Microsoft MVP Program Blog in both 2025 and 2026 — back-to-back write-ups positioning YellowHat as the defender's gathering for the Microsoft security stack. Sponsors ride that same wave of organic credibility.

THE NUMBERS ARE ON THE WALL.

250

IN-PERSON · YH26

Up from 150 in YH25. Targeting 300 for YH27.

1.5K+

LIVESTREAM · YH25

"Thousands more" tuned in for YH26 worldwide.

8h+

DEEP-DIVE CONTENT

Level 400+ sessions. No basics, no fluff.

2.0K

DUTCH MS SEC MEETUP

The community engine that sells out YellowHat.

02×

FEATURED BY MICROSOFT

Official MVP Program Blog — 2025 and 2026.

14

SPEAKERS TO DATE

MVPs, Microsoft PMs, and security researchers.

4

MICROSOFT PRODUCTS

Sentinel · Defender · Entra · Purview — deep.

01

DAY YOU CAN'T MISS

Tuesday, 19 January 2027. Block it now.

WHO WEARS THE HAT.



Not an "IT crowd" in the generic sense. These are the people who already own a SIEM, run an XDR, and tune KQL on Monday mornings. Sponsor YellowHat and you're buying a seat in front of the decision-makers **and** the engineers who actually deploy your product.

▶ PRACTITIONERS

**SOC Analysts
& Threat Hunters**

▶ BUILDERS

**Security
Engineers**

▶ LEADERS

**CISOs
& Security Architects**

▶ PARTNERS

**MSSPs &
Consulting Firms**

▶ COMMUNITY

**Microsoft
Security MVPs**

▶ INTERNAL

**Microsoft
Employees & PMs**

MAIN STAGE

FIVE REASONS. ONE DECISION.

01

CREDIBILITY, NOT IMPRESSIONS

Featured twice on Microsoft's MVP Program Blog. Your logo sits alongside a brand Microsoft endorses — on stage, on stream, and in recap blogs on microsoft.com.

02

A BUYING AUDIENCE

Attendees already run the Microsoft Security stack. You're not educating strangers — you're meeting existing customers evaluating what to add next.

03

A DEFENDER MOMENT

CTF. Live demos. Q&A panels. Your slot lands inside a day people are actively paying attention, not scrolling past a banner ad.

04

COMMUNITY, AMPLIFIED

Promotion runs through the Dutch MS Security Meetup (2,000+ members), international MVPs, and Microsoft PMs. Organic reach you can't buy.

05

A BRAND WITH TEETH

YellowHat has a mascot, a tagline, and a look people recognise. Aligning with a brand that has its own visual identity does more for recall than a dozen generic sponsor slides.



GRAB YOUR HAT. SHOW UP.

Only a handful of sponsor slots per tier. First-in shapes the edition — including custom activations and exclusive Partner-tier category lock-in.

PICK YOUR TIER. LOCK IT IN.

TIER · 01

BRONZE

▶ Get on the wall

€ 995

EX. VAT · PER EDITION

- Logo on YH website sponsor wall
- Mention in attendee emails
- Listed in on-site printed program
- LinkedIn & X social shout
- 2 × attendee tickets (on-site)

▶ UNLIMITED SLOTS

TIER · 02

GOLD

▶ On stage & on stream

€ 1.995

EX. VAT · PER EDITION

- Physical banner at venue (high-traffic zone)
- On-stage mention during welcome keynote
- 30-second brand video in livestream breaks
- Logo on website & program · attendee emails
- Social & community amplification
- 2 × VIP tickets (speaker dinner included)

▶ 10 SLOTS AVAILABLE

TIER · 03

PARTNER

▶ Own a category

ON REQUEST

EXCLUSIVE · 1 PER CATEGORY

- Category exclusivity (SIEM, XDR, IAM, ...)
- Co-branded content moment on main stage
- Branded lounge or CTF challenge on-site
- Microsoft.com recap mention pitched
- Bespoke 30-sec video in stream breaks
- 6 × VIP + exec speaker-dinner seating

▶ LIMITED TO FEW PARTNERS

WHAT EACH TIER ACTUALLY INCLUDES.

BENEFIT	BRONZE	GOLD	PARTNER
Logo on website & program	✓	✓	✓
Mention in attendee emails	✓	✓	✓
Physical banner at venue	—	✓	Premium placement
On-stage mention in keynote	—	✓	Co-branded moment
Brand video in livestream	—	30 sec	Custom 30 sec + intro
Category exclusivity	—	—	✓
Branded lounge / CTF challenge	—	—	✓
Mention in Microsoft.com recap	—	—	Pitched
Attendee tickets included	2	2 VIP	6 VIP
Speaker-dinner seats	—	2	Exec seating
Investment (ex. VAT)	€ 995	€ 1.995	On request

BUILT FOR A STAGE, NOT A HOTEL.



MARCFAIT ALMERE, NL

A purpose-built event venue — ~30 minutes from Amsterdam by car or train. LED wall, proper stage lighting, dedicated livestream control room, and foyer space for a hands-on sponsor lounge. A real production environment, not a last-minute partition in a hotel function room.

ADDRESS	Marcfait • Almere, NL
CAPACITY	300 on-site • unlimited online
FROM AMS	~30 min by car or train
STAGE	Main + 2nd track • main track recorded
LIVESTREAM	Broadcast-grade AV

SESSIONS PEOPLE QUOTE FOR MONTHS.

A sample of what YH25 and YH26 put on stage — the kind of level 400+ session you don't get at a 500-person vendor summit:

YH26 · KEYNOTE

THE FUTURE OF AI FOR SECURITY

Microsoft Security CTO Office · GenAI in the modern SOC

YH26 · SESSION

INSIDE MDE TELEMETRY

Olaf Hartong (MVP) × Saar Cohen (Microsoft)

YH26 · SESSION

THE RISE OF AGENTIC DEFENSE

Corina Feuerstein · Microsoft — automated defense & AI

YH26 · SESSION

AITM IN THE WILD

Two years of real-world Adversary-in-the-Middle data

YH26 · CTF

CAPTURE THE FLAG

Mehmet Ergene (MVP) · Defender & KQL hunting

YH25 · LINEUP

TAMIR · RODRIGUEZ · MOLLEMA · BORG · NAUNHEIM

Eight speakers, eight deep dives. Full line-up on microsoft.com.



▶ COOLDOWN ROOM · LIVE INTERVIEWS

Between sessions, our dedicated broadcast studio keeps the livestream warm — where Gold/Partner sponsor video lands in front of an attentive online audience.

LOCK IT IN.

▶ NOW — 30 JUN 2026

EARLY SPONSOR WINDOW

Partner tier & Gold prime-placement are first-come. Logo goes in the first wave of announcement creative.

▶ 30 SEP 2026

GOLD DEADLINE

Last call for Gold with full banner & livestream video inclusion. Bronze bookable up to end of December.

▶ 15 DEC 2026

ASSETS DUE

Logos, video spots, banner artwork delivered to the production team. We handle the rest.

▶ 19 JAN 2027

SHOWTIME

Doors open 13:00 CET. Keynote 14:00 CET. Livestream goes global. Hard hats on.

WEAR THE HAT.

Sponsor YH27 and put your name on the edition the Microsoft Security community talks about for the rest of 2027.

▶ LOOKING FORWARD TO HEARING FROM YOU

▶ SPONSOR LEAD

MAARTEN GOET

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LINKED IN [/in/maartengoet](https://in/maartengoet)

COVERAGE microsoft.com · YH26 ↗

LOCK IT IN. SIGNED.

The written sponsorship agreement — tier selection, add-ons, company & billing details, and authorised signature — lives in the **PDF sponsor brief** that accompanies this deck.

01

PICK A TIER

Bronze · Gold · Partner
Tick the box on the PDF sign-off page.

02

ADD COMPANY DETAILS

VAT, billing address, PO ref,
primary contact.

03

SIGN & RETURN

Signatory name, title, signature & date.
Email back to maarten.goet@outlook.com.

▶ RETURN SIGNED PDF TO MAARTEN.GOET@OUTLOOK.COM · CONFIRMATION +
INVOICE WITHIN 24H

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