BSIDES SPONSORSHIP KIT

PREPARED BY: BSIDES, CITIZEN PARTICIPANTS

BSIDES WELCOME

Thank you for your interest in sponsoring Security B-Sides (BSides). Following the success of numerous US and international-based BSides events, we are happy to see continued growth in the community as each year's events draw bigger crowds and new events are created.

BSides events combine security expertise from a variety of platforms in search of the "next big thing" in information security. BSides is an open platform that gives security experts and industry professionals the opportunity to share ideas, insights, and develop longstanding relationships with others in the community. It is a rare opportunity to directly connect and create trusted relationships with key members of the community.

Although the event itself is usually free or at a very nominal cost to participants, the cost of hosting such an event is shouldered by the organizers. This package contains sponsorship information for event specific BSides locations in 2016. We have put together different opportunities for sponsorship and their benefits.

Of course, the greatest benefit is that of giving back to the community and enabling others to grow and learn.

Please do not hesitate to contact us if you have any questions or requests. You can reach us via email at BSidesSATX@gmail.com - Thank you for your consideration.

We value your participation at this and other Security BSides events.

BSIDES INFORMATION

WHAT IS SECURITY B-SIDES?

Each BSides is a community-driven framework for building events for and by information security community members. The goal is to expand the spectrum of conversation beyond the traditional confines of space and time. It creates opportunities for individuals to both present and participate in an intimate atmosphere that encourages collaboration. It is an intense event with discussions, demos, and interaction from participants. It is where conversations for the next-big-thing are happening.

HISTORY OF SECURITY B-SIDES

BSides was born in 2009 when a number of quality speakers were rejected from a mainstream conference, not due to lack of quality but rather lack of space and time. Our mission is to provide people with options by removing common conference barriers and by providing more options for speakers, topics, and events.

2009: Launched in the United States.

2010: BSides breaks into the global space with the first European event.

2011: More than 20 events worldwide in US, Europe, India, Hong Kong, & Australia

2012: More than 25 events worldwide with new events both Africa and Brazil.

2013: 40 events worldwide and over 100 events total since 2009.

2014: 58 events worldwide, including new events in India, Singapore, Chile, Columbia, Poland, and Dubai.

2015: 58 events were again held worldwide, with more being added all the time.

- Thousands of people have attended and written about their experience at BSides events. Read more at: http://www.securitybsides.org/Media

WHILE EVERY BSIDES EVENT IS UNIQUE, HERE ARE SOME THINGS THAT DON'T CHANGE:

- Community organized, volunteer driven, and corporate funded
- Provide a forum to expanding the spectrum of conversation
- Focused on giving a voice to the "next big thing"

STAY UP TO DATE!

Security B-Sides mailing list, online forums, slide share, social media, archived photos & streaming video is accessible through the BSides portal: http://www.securitybsides.org/

PROMOTE COMMUNICATION

BSides events act as a compliment to other area events by creating long-tail spectrum events that complement the current or surrounding event. The goal of each BSides event is to provide a forum where communication and collaboration can continue while the level of conversation is able to increase.

While large mainstream conferences tend to focus on the current hot topics in information security industry, BSides events explore the fringe of conversation and focus on what could be the next big thing. Conversations have ranged from hardware and software hacking, gender issues, twitter hacking to proximity-based identity theft. We aim to give a platform to the conversation that is happening just below the surface. Sponsoring enables you to engage that conversation!

REACH THE TARGET AUDIENCE

BSides reaches out to the industry professional looking to augment their industry knowledge with cutting edge conversations. Typically this includes industry leaders, thought leaders, security professionals, and even students who wish to expand their depth, body of knowledge and network. This year, BSidesSATX is introducing a kid's track, to introduce them to the conversations that will impact their future. Attendees have a wide a variety of backgrounds in multiple sectors and verticals with a shared goal:

To learn about and discuss emerging security issues and connect with others already having the conversation.

ENGAGE

Unlike other events where the speaker is rushed in and out, BSides provides a small and intimate environment for the attendees to directly engage the speaker before, during, and after their talk or presentation. BSides attendees are looking for more than just information; they are looking to make connections they will call upon throughout the rest of the year.

Our list of prior speakers includes: Gene Kim, HD Moore, Dino Dai Zovi, Alex Hutton, Tim Keanini, Jonathan Cran, David Mortman, Val Smith, Egyp7, Bruce Potter, Ryan Linn, Mike Murray, Mike Bailey, Andy Ellis, Erin Jacobs, Jack Daniel, and many more.

CULTURE

Traditional media exist as constrained system that must operate within the bounds to which it has defines itself. Physical events constrain themselves with space and time but frameworks permit the continuous creation of individual events. Our goal is to provide people with options by removing those barriers and providing more options of speakers, topics, and events. The initial event in Las Vegas spawned a wave of new events throughout the United States and around the world. Plans are underway for international BSides events in Dubai, Malaysia, and Mumbai.

PARTICIPATION

BSides is not made up of members but participants. Everyone who participates in the events brings something to contribute. Some bring hardware, organizational skills, and others bring their friends to fuel the conversation. Sponsoring enables you to be a part of the conversation, interact with attendees. As our thanks, we are committed to connecting you with those attendees of interest to you and your business. By making your participation successful, organizers hope to enable future BSides events.

For such a young movement, Security B-Sides has attracted media attention and been written up in CSO Online, Network World, Computer World, Information Week, The Register, ZDNet, and Dark Reading magazines. In addition to the blog posts and podcasts, BSides has also received coverage from Hacker News Network (HNN), EFFector, and Cisco System Cyber Risk Report.

Be part of the conversation and get swept up in the media. Many participants have been quoted and picked up by mainstream news sources including National Public Radio (NPR). Check out the entire list here:

- http://www.securitybsides.org/Media

Many BSides events are simulcast online. Your participation will reach an audience larger than simply those present. For example, at BSidesSF 2010, the online audience was up to 10x those present at the event. Although events are often simulcast, only some are archived for viewing, so being present is a key part of participation.

Reasons to support

The goal of Security B-Sides is to offer events where all participants can engage each other to help develop connections, friendships, and network with different industry professionals. We recognize the value in engaging a smaller audience and providing the opportunity for sponsors to be a big fish in a small pond. We specifically design different options so that any sized organization can participate and support this event. The following is a list of direct benefits you may see as an event sponsor.

Brand placement & awareness: Depending on the level of sponsorship you select, you may receive brand placement at some or all of the following: t-shirts, signage/lanyards, lunch sessions, or attendee badges. Creative and custom branding may be arranged including transportation, banners, and podcast interviews.

Stay in touch with the industry: BSides enables its supporters and participants to identify and connect with industry leaders and voices. Participants represent the social networking of security. They are the people you want to engage and solicit feedback from and who will give a voice to your conversation.

Big fish, small pond: For some, sponsoring large events is not within their price range, leaving them with no ability to communicate their message. At BSides we leave no one out. Sponsorship comes in all sizes and this community atmosphere brings together active and engaged participants who want to listen. As a sponsor you can be heard and share your message to an active and attentive audience.

Be a part of the next big thing: Nobody knows what that "next big thing" will be, but these events are community driven with presentations voted upon by the industry. There is no magic to how it works, but it does. We believe that listening to the underground can help prepare and equip you for whatever the next big thing may be.

YOUR GOALS

Every organization will have different objectives and priorities, which is why we offer different levels of participation for every individual, group, or organization. The following are various support packages that enable you to promote your brand while showing your support.

EVENT SPONSORSHIPS - AT-A-GLANCE

	VERBAL RECOGNITION	WEB SITE LOGO	MAIN EVENT SIGNAGE LOGO	SPONSORED PRODUCT LOGO	T-SHIRT LOGO	BADGE LOGO	SPONSOR BANNER	ADDRESS THE ATTENDEES
BEVERAGES	✔	✔	✔	✔				
COFFEE	✔	✔	✔	✔				
BREAKFAST	✔	✔	✔	✔				
LANYARDS	✔	✔	✔	✔				
AFTERNOON BEVERAGES (INCLUDING BEER)	✔	✔	✔	✔				
STICKERS	✔	✔	✔	✔				
BADGES	✔	✔	✔		✔ (BACK)	✔		
LUNCH	✔	✔	✔		✔ (BACK)			
T-SHIRTS	✔	✔	✔		✔ (FRONT OR SLEEVE)			
CON SUPPORT	✔	✔	✔		✔ (BACK)			
AFTER PARTY	✔	✔	✔	✔	✔ (BACK)		✔	✔
VENUE(S)	✔			✔	✔ (BACK)		✔	✔
PRIZES / GIVE AWAYS	✔	✔	✔	✔				
EVENT BOOKLET	✔	✔	✔	✔	✔ (BACK)			

DAYTIME ACTIVITIES

BEVERAGES: $250
- Verbal recognition
- Logo on event website
- Imprinted logo on signage around the event
- Sign indicating beverages provided by sponsor

COFFEE: ~~$500~~
- Verbal recognition
- Logo on event website
- Imprinted logo on signage around the event
- Sign indicating coffee provided by sponsor

BREAKFAST: $750
- Verbal recognition
- Logo on event website
- Imprinted logo on signage around the event
- Sign indicating breakfast provided by sponsor

LUNCH: $3,000
- Verbal recognition
- Sign indicating lunch provided by sponsor
- Logo on event website
- Logo on back of t-shirt
- Imprinted logo on signage around the event
- Sponsor provided banner placement at venue for maximum visibility

AFTERNOON BEVERAGES (INCLUDING BEER, VENUE PERMITTING): ~~$750~~ (in progress)
- Verbal recognition
- Logo on event website
- Imprinted logo on signage around the event
- Sign indicating beer provided by sponsor

LANYARDS: ~~$500~~
- Verbal recognition
- Logo on event website
- Imprinted logo on signage around the event
- Sponsor's logo on the lanyard

BADGES: ~~$1000~~
- Verbal recognition
- Logo on event website
- Imprinted logo on signage around the event
- Sponsor's logo on the badge

STICKERS: $500
- Verbal recognition
- Logo on event website
- Imprinted logo on signage around the event
- Sponsor's logo on the stickers

CON SUPPORT (CHAIRS, PODIUMS, SIGNAGE): $1,000
- Verbal recognition
- Logo on event website
- Imprinted logo on signage around the event
- Logo on back of T-shirt

EVENT BOOKLET: $1,000
- Logo on the front of the pamphlet
- Logo on event website
- Logo on back of t-shirt
- Imprinted logo on signage around the event

T-SHIRTS: $3,000
- Verbal recognition
- Logo on event website
- Imprinted logo on signage around the event
- Logo on the front or sleeve of T-shirt
- Additional marketing for your company through people wearing the BSidesSATX shirt after the event

VENUE(S): $3,000
- Recognition and signage indicating venue provided by sponsor
- Verbal recognition
- Logo on back of T-shirt
- Logo on event website
- Sponsor provided cloth-type banner placement at venues for maximum visibility
- Optional time (2-3 min) at the events to address the attendees

EVENING ACTIVITIES

AFTER PARTY: $2,000
- Verbal recognition
- Sign indicating party provided by sponsor
- Logo on back of t-shirt
- Logo on event website
- Sponsor or BSides provided banner placement at venue & after-party venue for maximum visibility
- Imprinted logo on signage around the event
- Optional time (2-3 min) at the after party to address the attendees

PRIZES AND SWAG: Donation of the give-away prize
- Verbal recognition
- Logo on event website
- Imprinted logo on signage around the event
- Sponsor's associated with prize

CUSTOM SPONSORSHIP

BSidesSATX encourages participation from a wide range of organizations. If you have an idea on a custom sponsorship, please inform us so we can evaluate and determine if it is a viable option. These ideas may include, but are not limited to, the contribution of:

- Contests and give-aways
- Door prizes
- Media publicity or PR

Custom sponsorship would include at a minimum:

- Imprinted logo on signage around the event
- Logo on the event website
- Announcements during the event for the sponsored item(s)

Ideas: