



Security B-Sides DC

Sponsorship Kit

www.bsidesdc.org – twitter: @BSidesDC

B-Sides DC Sponsorship

The foundation of Security B-Sides was predicated on individuals within the information security community who wanted to participate within their industry, sharing thoughts and ideas with other passionate InfoSec professionals, while creating a sense of community and stewardship for their collective tradecraft. As a sponsor for B-Sides DC, it's an expectation that participation goes beyond handing out swag and setting up sponsor booths. Our sponsors send technical staff and thought leaders who discuss real world problems and offer practical solutions. Be prepared to be a part of the conference, sharing ideas, meeting people, and interacting with the local community.

Major conferences focus on the current hot topics in information security. B-Sides events explore the fringe of conversation and focus on the “next big thing”. B-Sides gives voice to the conversation that is happening just below the surface, and sponsoring enables you to engage that conversation.

Conference Details

Conference name..... Security B-Sides Washington DC “B-Sides DC”
Conference dates..... Saturday & Sunday, October 22-23rd, 2016
Audience..... IT, Information Security, Information Assurance, Cyber Security
Projected 2016 attendees 1100

Target Audience

We target the industry professional looking to offset or augment their current security skill set with that of the next-big-thing conversations. People who attend have various backgrounds in different sectors and verticals. Their common goal is to learn about emerging issues and connect with those who are having them.

Unlike other events where the speaker is rushed in and out, B-Sides DC provides an intimate environment for the attendees to directly engage the speaker before, during, and after their talk or presentation. 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 attendees are overwhelmingly technical, with over 80% self-identifying “IT security ninja” as their role. Many are interested in learning about new job opportunities. For these reasons we recommend that sponsors send strong technical staff as well as a recruiter to the event.

In our third year, we projected the sale of 900 tickets and 800 attendees. However, the demand for the event far exceeded our expectations and we released an additional batch of tickets, selling out the 1000 tickets offered in less than 48 hours. A total of approximately 870 individuals attended the event. Our conference is still growing by leaps and bounds and we expect those numbers to grow again this year. Last year we also added a kids-focused area of the con called Crypt Kids, which was a roaring success and will be returning for 2016!



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Sponsorship Benefits

Brand Recognition and Awareness

Depending on the level of sponsorship, you may recognize your brand placement at some or all of the following: t-shirts, signage/lanyards, brochures, an announcement prior to each presentation, and announcements on social media sites (Twitter, Facebook, etc.). Based on your level of participation, creative and custom branding may be arranged. Such ideas may include, but are not limited to:

- Network equipment
- Contests or giveaways
- Training sessions/seminars

Reach Your Target Audience

B-Sides DC reaches out to the industry professional looking to augment their knowledge with cutting edge presentations and ideas. Typically this includes industry leaders, thought leaders, information security professionals from the public, private and academic sectors, and even students who wish to expand their depth and body of knowledge.

Big Fish In A Small Pond

For some, sponsoring large events is not within their price range leaving them with no option for communicating their message. B-Sides DC is just the place for you! This small, community atmosphere brings together active and engaged participants who want to absorb information. Sponsoring a B-Sides DC event enables you to be that big fish in a small pond and better communicate your message to an active audience.

Stay in Touch With the Industry

B-Sides DC enables its supporters and participants to identify and connect with industry leaders and voices. These participants represent the social networking of security. They are the people who you want to engage to solicit feedback and bring voice to your conversation.

Stay Abreast of The Next Big Thing

Nobody knows what the “next big thing” will be, but these events are community driven with presentations chosen by industry peers. Keeping in touch with the topics that are making waves at the ground level will mean your company is prepared when the “next big thing” hits.

Recruitment

In an increasingly difficult job market, the information security industry stands among the few where more jobs exist than qualified personnel to fill them. B-Sides DC sponsors will have the opportunity to interact directly with highly skilled information security professionals, engaging them in discussion on leading edge security ideas and some of the industry's greatest challenges.

Media Coverage

B-Sides has gathered mass media attention and been written up in *Forbes*, CSO Online, *Network World*, *Computerworld*, *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. For more please visit: <http://www.securitybsides.org/Media>



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Support Packages

The goal of B-Sides is to offer intimate events where all participants can engage each other to help develop connections, friendships, and network with different industry professionals. We understand that every organization will have different goals and priorities, which is why we offer different levels of participation for every individual, group, or organization. We specifically designed several different options for any sized organization to participate and support this event. As previously mentioned, our expectation is that sponsors are active and engaged in the event. **Should any sponsor feel they can contribute to the event in ways other than those listed in this kit, B-sides DC encourages that organization to present the idea as a custom sponsorship.**

Package	Core Supporter \$1500	Above and Beyond \$3000	Engage the Audience \$6000
Website Shout-out	X	X	X
Website Logos	X	X	X
Booklet Shout-out	X	X	X
Booklet Logos	X	X	X
Booklet Advertisement			X
T-Shirt logo		X	X
Standard Sponsor Booth		X	
Large Sponsor Booth			X
Custom Sponsorships as Agreed Upon			
Each Sponsor Will Receive Two Tickets to B-Sides DC 2016			

For 2016 we have some exciting additional sponsorship opportunities. These opportunities are ways to get your name, logo, and message out to participants in different ways. Remember, the more times they see your name, the more they remember it!

A la Carte Sponsorships		
Add-On	Price	# Available
Logo on Lanyard*	\$500 + Lanyards	1
Named Training Session**	\$500	4
Logo on Speaker Podium	\$500	5
Sponsored Lunch***	\$500 + Lunch	2
Sponsored Coffee***	\$500 + Coffee	4
Named After-Party	\$5,000	1
Custom A la Carte Sponsorships as Agreed Upon		

For companies sponsoring at the base level, the following discounts apply to the a la carte options:

- Core Supporter – 15% discount
- Above and Beyond Supporter – 25% discount
- Engage the Audience – 40% discount

* Lanyards must have dual-logo (B-Sides DC and sponsor alternating)

** First right of refusal given to the company/organization the speaker is representing.

*** Sponsor arranges with Marriott, B-Sides DC will provide signage

Security B-Sides Ethos



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Traditional media exists as a constrained system and must operate within the boundaries it has defined for 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. In 2014 nearly sixty B-Sides events were held around the world.

Goals: B-Sides acts as a complement to current events by enabling long-tail spectrum events that complement the current or surrounding event. The goal is to foster communication and collaboration while increasing the level of conversation.

Major conferences focus on the current hot topics in information security. B-Sides events explore the fringe of conversation and focus on the “next big thing.” The conversation has ranged from hardware hacking to gender issues, from Twitter hacking to proximity-based identity theft. B-Sides gives voice to the conversation that is happening just below the surface, and sponsoring enables you to engage that conversation.

Participation. B-Sides is not made up of members but participants. Each person who participates in B-Sides brings to it something to contribute. Some people bring hardware, organizational skills, or some just bring their friends. You are offering to bring other resources that help fuel the conversation. Sponsoring enables you to engage the conversation, interact with attendees, and our commitment to connect you with those attendees of interest to you and your business. The organizers hope your participation will enable another great B-Sides event.

B-Sides DC Sponsorship Agreement



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Terms and Conditions

1. Sponsorship Agreement: between Security B-Sides Washington DC (“B-Sides DC”) and ("Sponsor") is valid from the date it is fully executed through the end of the B-Sides DC event.
2. Sponsor Marketing Use Agreement: Sponsor may use the following tagline on its marketing materials during the term of this Sponsorship Agreement: “Official Sponsor of Security B-Sides Washington DC”.
3. Production Timeline: In order for B-Sides DC to fulfill all promotional benefits for Sponsor, Sponsor agrees to meet all B-Sides DC related submission deadlines:
 - a. Trademark/Logo, Sponsor URL, Ad (if applicable), Banner display (if applicable), will be sent within 10 business days from the date this Sponsorship Agreement is fully executed.
 - b. All items will be submitted one month prior to the event or production deadline.
4. Sponsor Trademark Usage Agreement: Sponsor agrees to allow B-Sides DC to use Sponsor’s trademark/logo/tagline solely to perform and fulfill its obligations under the Sponsorship Kit and this Sponsorship Agreement.
5. Sponsor Trademark Usage: Notwithstanding Section 4 above, Sponsor agrees to allow B-Sides DC the right to use Sponsor’s trademark/logo/tagline and graphics on all of the B-Sides DC Sponsor promotional benefits, including but not limited to:
 - a. The Web banner ad to be posted on the B-Sides DC and Security B-Sides Web pages
 - b. Sponsor benefit items B-Sides DC detailed on the Support Package section
 - c. Any B-Sides DC Exhibit Hall promotional banner and signage/lanyard, etc.
6. Web Reference: Sponsor may publish an Internet hyperlink from Sponsor’s Website to the B-Sides DC and Security B-Sides Websites, and maintain the hyperlink as an active, functional, and correct link to the B-Sides DC Website through the duration of the B-Sides DC event and thereafter unless removal is requested by Sponsor.
7. Payment: Full payment must accompany this application and Sponsorship Agreement and be received by B-Sides DC organizers via one of the following methods:
 - a. ACH Payment
 - b. WePay
 - c. Check made out to “B-Sides DC LLC”
 - d. PayPal
8. Non-endorsement: The use of Sponsor's name within Security B-Sides or B-Sides DC mailing list does not constitute endorsement by Security B-Sides or B-Sides DC of the Sponsor, the Sponsor’s services, products or programs. Additionally, the Sponsor is not permitted to represent in any manner that such products, services, or programs have been endorsed by Security B-Sides or B-Sides DC.
9. Non-exclusivity: Neither Security B-Sides or B-Sides DC awards exclusive sponsorship or establishes exclusive relationships with Sponsors. Sponsor shall not imply that such a preferential relationship exists between Sponsor and Security B-Sides or B-Sides DC.



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- 10. Limited Liability: In the event that circumstances beyond the commercially reasonable control of Security B-Sides or B-Sides DC interferes with, or prevents, Security B-Sides or B-Sides DC from fulfilling, in part, or all of, Sponsor’s promotional benefits under this Sponsorship Agreement, Sponsor, by signing this Sponsorship Agreement, holds Security B-Sides or B-Sides DC, as well as their respective Board of Directors and employees harmless from all legal and financial liability to Sponsor, caused by such circumstances, beyond the fee paid by Sponsor for this sponsorship.
- 11. Force Majeure: Neither Security B-Sides or B-Sides DC, or Sponsor shall be deemed in default of this Sponsorship Agreement to the extent that performance of its obligations or attempts to cure any breach are delayed or prevented by reason of any act of God, fire, natural disaster, accident, act of government, or any other causes beyond its commercially reasonable control.
- 12. Rejection: Security B-Sides or B-Sides DC reserves the right to reject a potential sponsor for any reason.
- 13. Entire Agreement: This and all attachments hereto constitute the entire Sponsorship Agreement.

Authorization

Please check the sponsorship package requested, then have an authorized representative sign and date below.

Package	Commitment	Check [x]
Core Supporter	\$1,500	
Above and Beyond	\$3,000	
Engage the Audience	\$6,000	
Add-On(s):		
Custom	As negotiated	

Please send checks to:

BSidesDC LLC
107 S. West St., PMB 512
Alexandria, VA 22314-2824

For the Sponsor:

Organization: _____

By: _____

Title: _____

Date: _____

Signed: _____

For B-Sides DC:

By: _____

Title: _____

Date: _____

Signed: _____