



Hosted By



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Hosted by and for the Information Security Community

<http://www.bsidesphilly.org>

Sponsor Kit

## BSides Philly Sponsorship Kit

### **Thank you for your interest in sponsoring BSides Philly!**

BSides Philly is an annual BSides security conference supporting the Philadelphia region. Through a partnership with Neutrality Data Centers, the conference hosts over 300 information security practitioners and leaders from Pennsylvania, New Jersey, Delaware, New York and Maryland.

Bsides Philly has a simple goal; to provide an inexpensive high value regional information security conference that is open to everyone! BSides Philly is an open venue that gives security experts and IT professionals the opportunity to share ideas, exchange concepts, and establish relationships with others in the community. Additionally, offer opportunities for new comers to the industry to interact with companies and leaders from the region's information security community.

While the security conference is low cost for the attendees, there are significant expenses involved in holding an event of this magnitude. It is through the generous support of our sponsors and Neutrality Data Centers that makes the conference possible and helps cover the expenses of the venue, A/V, meals, t-shirts, signs, and other materials.

The annual Bsides Philly security conference is managed and organized by Bsides Philly LLC which is a 501c3 non-profit organization. *EIN 32-0567191*. Directors and staff of Bsides Philly LLC take no salary or payment. All remaining proceeds from the conference go to supporting future local Bsides events and/or to a technology related charity, such as, but not limited to: *Hackers for Charity* <http://www.hackersforcharity.org/>.

Please do not hesitate to contact us if you have any questions about BSides Philly. You can reach us at [info@bsidesphilly.org](mailto:info@bsidesphilly.org)

Thank you for your consideration.

Sincerely,

The BSides Philly Team



# **BSides Information**

## **What is BSides?**

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.

## **BSides History**

BSides was born from the overflow during the call for papers from a mainstream conference in 2009. A number of quality speakers were turned away, not due to lack of quality but lack of space and time. Any constrained system must operate within the bounds to which it has defined itself. Conferences constrain themselves to the eight hours a day for however many days they run. Our goal is to provide people with options by removing those barriers and 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 in US, Europe, India, Hong Kong, & Australia
- 2012: More than 25 events worldwide with new events in both Africa and Brazil.
- 2013: 40 events worldwide and over 100 events total since
- 2015: 20 countries, 300 cities, 6 continents
- 2017: Over 500 global events!

## **BSides Now**

BSides has grown significantly since inception, but has not changed much. Even though each BSides conference is unique with its own flavor and style, it will always be community organized, volunteer driven, corporate funded. It remains an inclusive forum for expanding ideas and conversation, focused on finding a voice to the “next big thing”.

## **BSides in the Media**

Security BSides has attracted media attention and been written up in CSO Online, Network World, ComputerWorld, Information Week, The Register, ZDNet, and Dark Reading magazines, amongst many others. In addition to blog posts and podcasts, BSides has also received coverage from Hacker News Network (HNN), EFFector, and Cisco System Cyber Risk Report. Please see the full list here: <http://www.securitybsides.com/w/page/19532810/Media>



## Reasons To Support

The goal of Security BSides 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.

### **Brand placement & awareness:**

Depending on the type of sponsorship, you may receive brand placement at some or all of the following: website, t-shirts, booklets, communications, signs, lanyards/badges or even booths.

### **Stay in touch with the industry:**

BSides enables its supporters and participants to identify and connect with industry leaders. Participants represent the social networking of security. They are the people you want to engage.

### **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 provide an opportunity for everyone. Sponsorship comes in all sizes and this community will be able to see your message and hear your voice.

### **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.

# Sponsorship Packages

## **Platinum - \$3000**

- Logo on website, signage, banners, and materials
- Inclusion on all social media and electronic communications
- Logo on t-shirts
- Verbal recognition
- Premium location for vendor booth
- Optional 5 minutes to address attendees
- Optional 1/2 page 'advertising space' in booklet/handout
- Sponsor provided banner placement at venue

## **Gold package - \$1000**

- Logo on website, signage, banners, and materials
- Inclusion on all social media and electronic communications
- Logo on t-shirts
- Verbal recognition
- Vendor booth
- Optional 1/2 page 'advertising space' in booklet/handout

## **Silver Package - \$500**

- Logo on event website
- Inclusion on all social media and electronic communications
- Logo on t-shirts
- Vendor booth
- Verbal recognition

## **What's In Your Pocket**

- Logo on Event Website
- Inclusion on all social media and electronic communications
- Verbal recognition

All of the sponsorship options can be modified and negotiated. We're open to new ideas and suggestions as well. Please don't hesitate to ask if you have questions. It is our goal to cater to your needs and make this sponsorship as successful for you as it is for us.

Without your help, we cannot create this opportunity for individuals to both present and participate in an intimate atmosphere that encourages collaboration. Your donation will directly support this live event with discussions, demos, and interaction from a wide variety of participants.

Thank you for your time and consideration. We hope to hear from you.

Thank you,

The Philly BSides Team

