Sponsorship Kit

When:
August 5th & 6th, 2014
Where:
Tuscany Suites, Las Vegas

In Search Of . . .

Are you in search of the real, but elusive IT security professional? They don't answer your phone calls; don't read your emails and think Facebook is an invasion of privacy and too insecure. They don't follow you on Twitter and they certainly don't go to mainstream, media driven security conferences!

If you want to reach real, live security pros, the best place to find them is at Security BSides (BSides) events. The original, and still the best, is the annual BSidesLV event located in Las Vegas during high summer.

Security has reached top of consciousness with the entire IT sphere and the bigger world beyond. More new members are joining the ranks of information security professionals. More people and organizations are interested in the next new thing in security. Cutting edge research, collaboration, and some of the best minds of the industry are some of the highlights of BSides.

Now you can reach this highly sought after audience and participate in the BSides experience. By participating in BSides as a sponsor you are making a solid investment in your own brand, helping to further the goals of BSides and enabling the betterment of the security community as a whole.

We seek to partner with sponsors who understand that traditional commercial "pitching" will not fly at BSides. We have designed sponsor programs that are in harmony with the BSides ideal and will enhance your standing among this very important audience. We have programs geared for larger security vendors while also acknowledging the value and contributions of the smaller sponsors that are such an important part of BSides.

We are also flexible and willing to listen to any great ideas that you may have about how to make your sponsorship of BSidesLV more valuable to your organization and enhance our attendees' experience. So please be creative, share your ideas with us and most of all know that we humbly thank you for your sponsorship without which, BSidesLV would not exist.

Sincerely,

-= Team BSidesLV =-

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 Las Vegas, NV, U.S.A.
2010: BSides breaks into the global space with the first European event.
2013: More than 110 events total (43 in 2013), in 39 cities, in 10 countries, on 5 continents.
2014: BSides Las Vegas celebrates the movement's 5th Anniversary and marks the 134th Global event.

Thousands of people have attended and many have written about their experience at BSides events. Read more at: http://www.securitybsides.com/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 activity, archived photos and videos as well as streaming video is accessible through the Security BSides Global portal:
http://www.securitybsides.com/

Goals

Promote Communication

BSides events act as a complement 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 hacking to gender issues, Twitter hacking to proximity-based identity theft. We provide a platform for 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, security hobbyists, and even students who wish to expand their depth and body of knowledge and network. Participants 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 participants to directly engage the speaker before, during, and after their talk or presentation. BSides participants are looking for more than just information; they are looking to make connections they will call upon throughout the rest of their career.

Format

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 a constrained system that must operate within the bounds to which it has defined 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.

Participation

BSides is not made up of attendees 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 participants. As our thanks, we are committed to connecting you with those participants of interest to you and your business. By making your participation successful, organizers hope to enable future BSides events.

Media

Media Attention

Security B-Sides has attracted media attention and been written up in 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.

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 BSides

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.

In fact we have a program in place for smaller sponsors who donate less than One Thousand Dollars to BSides. With many of these donor/sponsors, they want to show their support for the BSides community and be involved. We are honored that they chose to help us with their hard earned funds and will honor them as sponsors in several unique ways.

An event such as BSidesLV requires substantial sponsor support, however, so we also understand that larger corporate sponsors are an important part of the equation. We also understand that while all of our sponsors do wish to support the BSides concept and community, there also has to be a clear path to ROI.

We have crafted sponsorship opportunities which maximize value for all levels of sponsorship

BSidesLV is one of the hottest names in InfoSec! We have an amazing array of speakers each year, covering topics such as Penetration Testing, Forensics, Incident Response, Risk, and everything in between. We have a Lockpick Village, the Squirrels in a Barrel World Championship Social Engineering Capture The Flag, uncensored talks, and proximity to the other big InfoSec conferences in the world. BSidesLV is the place where the conversations about the "Next Big Thing" tend to happen first.

With some of the most passionate and influential infosec practitioners from around the country, and the world, coming to Vegas, BSidesLV is the place to be. The mix ranges from "down in the trenches" engineers, to business leaders, thought leaders, and executive decision makers of all stripes.

Our speaker lineup is from the top of the industry playlist, as well as brand new speakers with exciting ideas, participating in our innovative Proving Grounds track. Our dance card fills up fast.

Levels of Sponsorship

Stellar - $10,000

- Maximum visibility placements
- 8' table space at the event, for recruiting purposes
- Wall Banner Placement in Registration area
- Logo on event t-shirts
- Mentioned in the Opening Ceremonies
- 2 Floor banner placements at the event
- You can include branded items to be given to all participants as part of the handouts
- Logo on the Top Tier of the websites (bsideslv.org and securitybsides.com)
- Listed at the top of the Wall of Support
- Receive recognition during podcast and other media coverage
- Verbal Recognition during announcements at the event, at the beginning of selected tracks
- You can include items to be thrown out to the audience at the end of selected tracks
- 15% discount on "Ala Carte" Sponsorships, outlined on last page
- 10 Badges (Sponsor/Participant combo - your choice)

Out of this World - $7,500

- Wall banner placement in the common area
- Logo on the event tshirts
- Mentioned in the Opening Ceremonies
- Floor banner placement at the event
- You can include items to be given to all participants as part of the handouts
- Logo on the 2nd tier of our event websites (bsideslv.org and securitybsides.com)
- Listed on the Wall of Support
- Receive recognition during podcast and other media coverage
- Verbal Recognition during announcements at the event, at the beginning of selected tracks
- You can include items to be thrown out to the audience at the end of selected tracks
- 10% discount on "Ala Carte" Sponsorships, outlined on last page
- 7 Badges (Sponsor/Participant combo - your choice)

Above and Beyond - $5,000

- Floor banner placement at the event
- You can include items to be given to all participants as part of the handouts
- Logo on our event websites (bsideslv.org and securitybsides.com)
- Listed on the Wall of Support
- Receive recognition during podcast and other media coverage
- Verbal Recognition during announcements at the event, at the beginning of selected tracks
- You can include items to be thrown out to the audience at the end of selected tracks
- 5% discount on "Ala Carte" Sponsorships, outlined on last page
- 5 Badges (Sponsor/Participant combo - your choice)

Core - $3,000

- Logo on the event website (bsideslv.org and securitybsides.com)
- Listed on the Wall of Support
- Receive recognition during podcast and other media coverage
- Verbal Recognition during announcements at the event, at the beginning of selected tracks
- You can include items to be thrown out to the audience at the end of selected tracks
- 3 Badges (Sponsor/Participant combo - your choice)

Shuttle - $10,000 - Sponsor the shuttle bus from BSidesLV to Defcon, and through the entirety of Defcon and wrap your logo around a shuttle! An opportunity to get your message out not only during BSidesLV, but Defcon as well. Comes with 2 sponsor badges and 8 Participant badges.

~~Party - $5,000 (x3) - If you haven't been to our party, it's one of the best networking opportunities available. Speakers, participants and industry luminaries mingling in a relaxed but exciting atmosphere with sponsored food and drinks, and conversation about the state of the PenTest and everything InfoSec. We'll project your logo on the outside casino wall by the pool during the party, and announce you as a party sponsor on the website and during the conference. Comes with 2 sponsor badges and 3 Participant Badges (x3)~~ CLAIMED! Thank you IonicSecurity.com for being our EXCLUSIVE party Sponsor for 2014!

Towels - $10,000 - Want your logo and name wrapped around some of the hottest minds in Infosec? Sponsor the towels for the Wednesday night pool party! (Dual branded w/BSides Logo). Comes with 4 sponsor badges and 6 Participant badges.

Bags - $10,000 How about watching everyone carry your logo around? Sponsor the bags, and we'll put your name and logo on every one! (Dual branded w/BSidesLV Logo). Comes with 4 sponsor badges and 6 Participant Badges

Badges - $8,000 - BSidesLV Logo winner art on badge, your company logo on back and dual branded w/BSidesLV logo, on lanyard. Comes with 2 Sponsor badges and 6 Participant Badges

Lockpick Village (LPV) - $2,000 - Cover shipping of the heavy equipment and help us provide our participants with a fun diversion from the presentations. Comes with 2 Sponsor Badges

Sponsor a Proving Grounds Mentee (12) - $1,000 each, upon request - Provide travel and hotel for one of our first-time speakers. Help us get them to Vegas, to share their research in a collaborative environment. Comes with 1 Sponsor Badge per Mentee sponsored

Sponsor-a-meal - $27ea/meal or $100 for a 4 meal ticket package. Purchase a venue-provided buffet meal (breakfast or lunch) for an attendee. We can't afford to feed everyone, but we'd love for you to join us. Sponsor your team, or a random attendee or three, for a meal or four.

BSidesLV is interested in your thoughts and feedback on sponsorship. If you think there is something else you would like to do to help us pull this little learning party off, reach out and ask us! email sponsors@bsideslv.org