BSIDES LAS VEGAS

August 4th & 5th 2015
Tuscany Suites & Casino
Las Vegas, NV

Sponsorship Kit

10,000 Foot View

"BSides means community, conversation, content, and career…"

Be a part of the community, join the conversation and discover the Next Big Thing …

When: August 4th & 5th 2015

Where: Tuscany Hotel & Casino, Las Vegas

Who: 1600 Participants Your next client, employee, or prospect!

To sponsor: sponsors@bsideslv.org Phone: 470.333.2447 www.bsideslv.org

Sponsorship Comparison

	STELLAR	OUT OF THIS WORLD	ABOVE AND BEYOND	CORE	MORTAR
	$10,000	$7,500	$5,000	$3,000	$1,000
Badges Included (Includes Pool Party Badge)	10	7	5	4	2
Verbal Recognition during event announcements	YES	YES	YES	YES	YES
Listed on Wall of Support	YES	YES	YES	YES	YES
Media coverage shout outs	YES	YES	YES	YES	YES
Raffle/Silent Auction Participation	YES	YES	YES	YES	YES
SWAG giveaways at end of Selected Tracks	YES	YES	YES	YES	YES
Logo on BSidesLV.org & SecurityBSides.com	YES	YES	YES	YES	YES
Branded items in BSides Swag Bags	YES	YES	YES	YES	
Career Fair Participation	YES	YES	YES		
Floor Banners	TWO	ONE	ONE		
Discounts on "A La Carte" Items	30%	20%	15%		
Table Space in Main Ballroom	10' x 10'	8' x 8'	SHARED		
Logo on Event t-shirts	YES	YES			
Mention in Opening Ceremonies	YES	YES			
Wall Banner	YES	YES			

Security BSides Las Vegas, Inc. is a federally recognized 501(c)(3) since 2012 TIN:45539026

Why Support BSidesLV?

Are you in search of real-but-elusive professional security enthusiasts? They may not answer your phone calls or read your emails, and they might think that 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 and enthusiasts, the best place to find them is at Security BSides events. The original and largest is the annual BSides event in Las Vegas during high summer. BSidesLV attracts over 1500 participants, speakers, volunteers and press.

Security has reached top of consciousness with the entire IT sphere and the bigger world beyond. More and more new men and women 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 conversations with some of the best minds of the industry are some of the highlights of BSides events.

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 which will enhance your standing among this very important and influential audience. We have programs geared for larger security vendors while also acknowledging the value and contributions of the smaller sponsors who 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 participants' 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.

You can reach out to us at info@bsideslv.org

or to our Sponsor Coordination team at sponsors@bsideslv.org.

= Team BSidesLV =

"...I liked the ability to see viewpoints that would be underrepresented in more commercial venues..."

What is Security 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 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.

2012: BSides Las Vegas Registered as a 501(c)(3) NonProfit Educational Corporation

2014: More than 160 events total (58 in 2014), in 74 cities, in 16 countries, on 6 continents.

2015: BSides Las Vegas celebrates the movement's 6th Anniversary with over 200 global events!

Thousands of people have attended and many have written about their experience at BSides events. Read more at http://www.securitybsides.com/w/page/19532810/Media

While every BSides event is unique, here are some things that don't change:

● Community organized, volunteer driven, and sponsor funded

● Provides a forum to expanding the spectrum of conversation

● Focused on giving a voice to the "Next Big Thing"

Stay up to date! Security BSides mailing list, online forums, slide share, social media activity, archived photos and videos, and streaming video are accessible through the Security BSides Global portal: http://securitybsides.com

"It's the most interactive community building event in information security..."

Security BSides Goals

Promote Communication: BSides conferences act as a complement to other area events by creating longtail 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 elevating the conversation level. While large mainstream conferences tend to focus on the current hot topics in the 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 and promote 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 to further 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.

Security BSides Format

Past speakers: Gene Kim, HD Moore, Dino Dai Zovi, Alex Hutton, "JCran", David Mortman, Val Smith, "Egyp7", Mike Murray, Mike Bailey, Andy Ellis, Erin Jacobs, and many more.

Culture: Traditional media exist as a constrained system that must operate within the bounds of the definitions it has set for itself. Physical events constrain themselves with space and time but frameworks pemit the continuous creation of individual events. Our goal is to provide people with options by removing those barriers and providing more options for speakers, topics, and events. The initial event in Las Vegas spawned a wave of new events throughout the United States and around the world.

BSides events are not made up of *attendees* but *participants*. Everyone who participates in the events brings something to contribute. Some bring hardware or organizational skills and others bring their friends to fuel the conversation. Sponsoring enables you to be a part of the conversation; to 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.

"...I don't go to BSidesLV for yet another sales pitch; I want to meet the engineers and know they actually work in the community."

Security BSides Coverage

Media Attention: 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. In addition to 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.com/w/page/19532810/Media

BSidesLV presentations are recorded and shared online. Your participation will reach an audience much larger than simply those present. Some of our talks have been viewed over 10,000 times, meaning you could experience a 6x increase in eyes on your brand! Although most of our talks are archived for viewing, the hallway track will always remain off the record, so being present is a key part of participation.

Reasons to Support BSides: 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 size organization can participate and support this event.

In fact, we have a program in place for smaller companies who donate one thousand dollars to BSidesLV. 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 donors in several unique ways.

An event such as BSidesLV requires substantial sponsor support, however, so we also appreciate 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.

With some of the most passionate and influential infosec practitioners from around the country, and the world, coming to Las 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, Speaker Mentorship, track. Our dance card fills up fast.

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 two of the biggest InfoSec conferences in the world.

BSidesLV is the place where the conversations about the "Next Big Thing" happen first.

Sponsorship Comparison

	STELLAR $10,000	OUT OF THIS WORLD $7,500	ABOVE AND BEYOND $5,000	CORE $3,000	MORTAR $1,000
Badges Included (Includes Pool Party Badge)	10	7	5	4	2
Verbal Recognition during event announcements	YES	YES	YES	YES	YES
Listed on Wall of Support	YES	YES	YES	YES	YES
Media coverage shout outs	YES	YES	YES	YES	YES
Raffle/Silent Auction Participation	YES	YES	YES	YES	YES
SWAG giveaways at end of Selected Tracks	YES	YES	YES	YES	YES
Logo on BSidesLV.org & SecurityBSides.com	YES	YES	YES	YES	YES
Branded items in BSides Swag Bags	YES	YES	YES	YES	
Career Fair Participation	YES	YES	YES		
Floor Banners	TWO	ONE	ONE		
Discounts on "A La Carte" Items	30%	20%	15%		
Table Space in Main Ballroom	10' x 10'	8' x 8'	SHARED		
Logo on Event t-shirts	YES	YES			
Mention in Opening Ceremonies	YES	YES			
Wall Banner	YES	YES			

BSidesLV Sponsorship Details

Stellar $10,000

- Maximum visibility placements

- 10'x10' space, with two 6' tables, in the Chill-out Room, for recruiting purposes

- Table at Career Fair

- Wall Banner Placement in Registration area (max size 2.5' x 6' - Sponsor provides, we hang)

- Logo on Participant tshirts

- Mentioned in the Opening Ceremonies

- 2 Floor banner placements at the event (Sponsor provides, we place)

- 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 distributed to the audience during the breaks of selected tracks

- 20% discount on "A la Carte" Sponsorships, outlined on last page

- Raffle/Silent Auction Participation*

- 10 Badges (Sponsor/Participant combo, your choice)

Out of this World $7,500

- Wall banner placement in the common area (max size 2.5' x 6' - Sponsor provides, we hang)
- 8x8 space with one 6' table, in the Chill-out Room, for recruiting purposes
- Table at Career Fair
- Logo on Participant tshirts
- Mentioned in the Opening Ceremonies
- Floor banner placement at the event (Sponsor provides, we place)
- 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 distributed to the audience at the end of selected tracks
- 15% discount on "A la Carte" Sponsorships, outlined on last page
- Raffle/Silent Auction Participation*
- 7 Badges (Sponsor/Participant combo, your choice)

Above and Beyond $5,000

- Shared 8x8 space, with a shared 6' table, in the Chill-out Room, for recruiting purposes
- Table at Career Fair
- Floor banner placement at the event (Sponsor provides, we place)
- 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 distributed to the audience at the end of selected tracks
- 10% discount on "A la Carte" Sponsorships, outlined on last page
- Raffle/Silent Auction Participation*
- 5 Badges (Sponsor/Participant combo, your choice)

"The networking opportunities at BSides are outstanding. There is no replacement for human interaction." *Sam Van Ryder*

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 distributed to the audience at the end of selected tracks

● Raffle/Silent Auction Participation*

● 3 Badges (Sponsor/Participant combo, your choice)

Mortar $1000

● 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 distributed to the audience at the end of selected tracks

● Raffle/Silent Auction Participation*

● 2 Badges (Sponsor/Participant combo, your choice)

This year, the 501(c)(3) beneficiaries of our Silent Auction will be:

•   *Electronic Frontier Foundation (https://www.eff.org/)*
•   *Open Web Application Security Project (https://www.owasp.org/)*
•   *Hackers for Charity (http://www.hackersforcharity.org/)*
•   *Hak4Kids (www.hak4kidz.com/)*

You can find out more about them, at their tables in the center of the Chill-out space, or visit them on-line.

"BSides is the embodiment of the hacker ethos in cons. DIY, free, open to (and welcoming of) everyone, forgiving of mistakes, chaotic, and rapidly evolving. It's about passion. We don't do this because it's our job, we do it because we live and breathe it, and we want to be around others who do too." *Dan Klinedinst*

À la Carte Sponsorships

We have some additional sponsorship opportunities to get your name, logo, and message out to participants in different ways.

Remember: The more times they see your name, the more they will remember it!

A la Carte Discounts: Stellar: 20%   Out of this World: 15%   Above and Beyond: 10%

Of course, A la Carte Sponsorships are available as stand alone items, as well.
Just reach out to sponsors@bsideslv.org

Shuttles $10,000: (x2) Sponsor the shuttle from LAS to BSidesLV and wrap your logo around it! An opportunity to get your logo out, not just at BSidesLV, but throughout Vegas! Comes with 3 Sponsor badges and 3 Participant badges. (x2)

Party $7,500: (x2) 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 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, 2 Participant Badges and 10 party passes (x2) WEDNESDAY NIGHT CLAIMED BY IONIC SECURITY -

Towels $5,000: (x2) 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 2 Sponsor badges, 2 Participant badges and 10 party passes (x2)

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 4 Participant Badges

~~**Badges** $8,000: BSidesLV Logo winner art on badge, your company logo dual branded w/BSidesLV logo, on lanyard. Comes with 3 Sponsor badges and 3 Participant Badges~~ CLAIMED BY URBANE SECURITY

~~**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~~ CLAIMED BY SPARROW, PETERSON and TOOOL

~~**Sponsor a Proving Grounds Speaker** $500: (x14) Provide a stipend for our firsttime speakers. Help us get them to Las Vegas, to share their research in a collaborative environment. Comes with 1 Sponsor Badge (per speaker sponsored).~~ CLAIMED BY IONIC SECURITY

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 or call Mike Perez at 470.333.2447.