



SPONSOR PROSPECTUS



AUGUST 7-8, 2018

TUSCANY SUITES & CASINO
LAS VEGAS, NEVADA, USA





August 7-8, 2018

Tuscany Suites & Casino
Las Vegas, Nevada

**“BSides means
community,
conversation, content
and career.”**

To get involved email us at
sponsors@bsideslv.org
or call (530) 500-BSLV

BSides is a community built on interesting conversation, unique content, and ample career opportunities and guidance.

Join the community, engage in conversation, and don't miss an opportunity to discover the Next Big Thing.

**You'll meet 2,700 members
of the InfoSec community
and perhaps connect
with your newest client
or next employee.**

We have an amazing array of speakers each year, covering vital topics such as Penetration Testing, Forensics, Incident Response, Risk, Data Analysis and everything in between. Activities include a Lockpick Village, Pros vs. Joes learning CTF, our Hire Ground career track, uncensored talks, and one of the mellowest, most conversational pool parties in Vegas that everyone raves about.

**BSidesLV is the place where
the conversations about the
“Next Big Thing” happen first.**



Security BSides Las Vegas, Inc.
is a federally recognized
501(c)(3) since 2012.
TIN: 45-539026

**“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.”**

More information
at **bsideslv.org**



EDUCATION

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 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 **2,700** 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 new 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 becoming a BSidesLV

COMMUNICATION

"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."

sponsor, you can make a solid investment in your own brand that will not only further the goals of BSidesLV, but enable the betterment of the security community as a whole.

We seek to partner with sponsors who want to reach our participants on their level, in a manner that has proven effective. 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 organizations, while also acknowledging the valuable contributions of 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 will humbly thank you for your sponsorship—without which, BSidesLV would not exist.

—Team BSides Las Vegas

COLLABORATION

You can reach out to our Sponsor Coordinators
at **sponsors@bsideslv.org**.

WHAT IS SECURITY BSIDES?

“It’s the most interactive community building event in information security.”

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

BSides launched in Las Vegas, NV with around 200 participants in a rented house

2010

BSides breaks into the global space with the first European event

2012

Security BSides Las Vegas, Inc. registered as a 501(c)(3) Nonprofit Educational Corporation

2014

More than 160 BSides events, in 74 cities, in 16 countries, on 6 continents

2015

BSidesLV celebrates its 6th anniversary, with more than 200 global events

2016

BSidesLV hosts 2,700 participants and adds Hire Ground as an official track for recruiting, career planning, and advice

2018

BSidesLV celebrates its 10th year!

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

- Community-organized, volunteer-driven, and sponsor-funded
- Provides a forum for expanding the spectrum of conversation
- Focused on giving a voice to the “Next Big Thing”

BSides is a Global Community. Here are resources for more information:

- Sponsor FAQ updated frequently www.bsideslv.org/sponsor-faq
- Join the BSidesLV Mailing List www.bsideslv.org/contact-us
- Security BSides Global portal www.securitybsides.org

Thousands of people have attended and many have written about their experience at BSides events. Read more at: <https://goo.gl/sGKj6b>



CAREER DEVELOPMENT: HIRE GROUND

Hire Ground is a two-day, career-focused track within BSidesLV to provide the community with the tools they need for career search and overall career planning. Hire Ground is adjacent to the high traffic Chill-Out Room. In 2017, Hire Ground had 350 Participants, and they shared that they were looking to make a career change within the next six months to one year.

Hire Ground sponsors have many opportunities to interact with the Participants through networking, presentations, resume review and career coaching. This is not a typical job fair, but an opportunity to interact with members of the community who are looking for a career change. How much you get back from Hire Ground depends on how much you put into Hire Ground.

Hire Ground is an innovative community event that focuses on providing both companies and job seekers with value through networking activities and focused content sessions. Past sponsor companies have shared that they made immediate hires from the event and had developed a talent pipeline for their future hires, making this one of the most successful recruiting events they have attended. Job seekers shared that this was an event that met their career needs and one that they would definitely recommend to their colleagues.

Hire Ground consists of four parts:

TALKS & PANELS

Content is aimed at helping job seekers better understand recruiting and hiring practices; how to improve their chances at being recruited, interviewed and hired; and how better to manage their careers. Sponsor companies are invited to create a presentation that provides career search and development content or to participate in a Hire Ground panel moderated by the organizers.

RÉSUMÉ REVIEW

This is one of the most popular activities in Hire Ground. We ask that all sponsors provide at least an hour of résumé review to give feedback on how participants' résumés can make it through the recruiting pipeline and into an interview. Many professionals in information security have the skills that companies are looking for; they just don't know how to present this information to stand out, or how to explain their experience to a non-technical audience.

CAREER COACHING

These are one-on-one sessions to assist our participants with their short and long range career plans. We invite managers from Sponsor companies to set aside an hour to have two 30-minute sessions to provide feedback on career planning, interview mistakes, and explaining the why and how of the recruitment process.

NETWORKING

More than 50% of the time in Hire Ground is set aside for job seekers to chat with representatives from your company at your booth in Hire Ground in order to build your talent pipeline and employer brand.

"Thanks to BSidesLV, I was offered a position somewhere I've always wanted to work."



BENEFITS	INNER C \$16,500	STELLAR \$13,750	OOTW \$11,000	A&B \$8,250	CORE \$5,500	MORTAR \$2,750
Sponsorships Available	2	4	7	8	No Limit	No Limit
Badges Included	8	6	5	4	3	2
Logo listed on bsideslv.org	✓	✓	✓	✓	✓	✓
Logo on Wall of Support	✓	✓	✓	✓	✓	✓
Invited to Thank You Reception	✓	✓	✓	✓	✓	✓
Verbal Recognition, Opening & Closing	All Tracks	All Tracks	Selected	✓	✓	X
Shout-out on Social Media	✓	✓	✓	✓	✓	X
Raffle/Silent Auction Participation	✓	✓	✓	✓	✓	X
Table Space	Two 6'	8'	6'	Cocktail	X	X
Items in Registration Bags	✓	✓	✓	✓	X	X
Ad in the Printed Program	2 Pages	Full Page	1/2 Page	1/4 Page	X	X
Hire Ground Buy-in Option	Included	Included	\$2,000	\$2,500	X	X
Discount on À la Carte Sponsorships	25%	20%	15%	10%	X	X
Wall Banner	Entry	Entry	Chill-out	X	X	X
Logo on Event T-Shirts	✓	✓	✓	X	X	X
Floor Banners Included (separate from add-ons)	Custom	2	1	X	X	X



INNER CIRCLE

2

SPONSORSHIPS
AVAILABLE

\$16,500

- Logo on the event website (bsideslv.org) at appropriate tier
- Your sponsor representatives are invited to join us Tuesday night for our Thank You Reception
- Largest logo at the top of the Wall of Support
- Shout-out on social media
- Raffle/Silent Auction participation (donation provided by sponsor)
- Logo on event t-shirts
- Verbal recognition during announcements at the event and at the beginning and end of all tracks

- Two 6' tables in a high-traffic zone of the Chill-Out Room
- 8 meal tickets provided for your table staff for lunch (4 per day, additional available for purchase)
- Hire Ground option available for no additional cost. Opt-in required. Details to be coordinated with HG director. 5 additional sponsor badges and 10 meal tickets included
- Wall banner placement in Registration area (sponsor provides, we hang)
- Two-page ad in printed program (recruiting focused)

- Custom strategic floor banner placements at the event—one on-camera (sponsor provides, we place)
- You can provide items to be included in the registration bags
- You can include items to be distributed to the audience during the breaks of selected tracks
- 25% discount on "À la Carte" sponsorships
- Custom event involvement and exposure (to be coordinated with sponsorship team)
- 8 sponsor badges total (additional badges available for purchase at \$1,000 each)

STELLAR

4

SPONSORSHIPS
AVAILABLE

\$13,750

- Logo on the event website (bsideslv.org) at appropriate tier
- Your sponsor representatives are invited to join us Tuesday night for our Thank You Reception
- Maximum visibility placements
- Extra large logo on the Wall of Support
- Shout-out on social media
- Raffle/Silent Auction participation (donation provided by sponsor)
- Logo on event t-shirts

- Verbal recognition during announcements at the event and at the beginning and end of all tracks
- 8' table in the Chill-Out Room
- 8 meal tickets provided for your table staff for lunch (4 per day, additional available for purchase)
- Hire Ground option available for no additional cost. Opt-in required. Details to be coordinated with HG director. 5 additional badges and 10 meal tickets included
- Wall banner placement in Registration area (sponsor provides, we hang)

- Full-page ad in the printed program (recruiting focused)
- 2 strategic floor banner placements at the event—one on-camera (sponsor provides, we place)
- You can provide items to be included in the registration bags
- You can include items to be distributed to the audience during the breaks of selected tracks
- 20% discount on "À la Carte" sponsorships
- 6 sponsor badges total (additional badges available for purchase at \$1,000 each)

SPONSORSHIP TIERS, CONT.

OUT of this WORLD

7

SPONSORSHIPS
AVAILABLE

\$11,000

- Logo on the event website (bsideslv.org) at appropriate tier
- Listed on the Wall of Support
- Your sponsor representatives are invited to join us Tuesday night for our Thank You Reception
- Shout-out on social media
- Raffle/Silent Auction participation (donation provided by sponsor)
- Logo on event t-shirts
- Verbal recognition at the beginning of selected tracks

- 6' table in the Chill-Out Room
- 4 meal tickets provided for your table staff for lunch (2 per day— additional available for purchase)
- Wall banner placement in the common area (sponsor provides, we hang)
- ½-page ad in the printed program (recruiting focused)
- Strategic floor banner placement on-camera in a selected track (sponsor provides, we place)

- You can provide items to be included in the registration bags
- You can include items to be distributed to the audience during the breaks of selected tracks
- 15% discount on “À la Carte” sponsorships
- Hire Ground buy-in option. Approval required through HG Director
- 5 sponsor badges total (additional badges available for purchase at \$1,000 each)

ABOVE & BEYOND

8

SPONSORSHIPS
AVAILABLE

\$8,250

- Logo on the event website (bsideslv.org) at appropriate tier
- Listed on the Wall of Support
- Your sponsor representatives are invited to join us Tuesday night for our Thank You Reception
- Verbal recognition during opening and closing ceremonies

- Shout-out on social media
- Raffle/Silent Auction participation (donation provided by sponsor)
- Standard cocktail round in the Chill-Out Room for networking. Table-tent signage to be provided by BSidesLV
- ¼-page ad in the printed program (recruiting focused)

- You can include items to be distributed to the audience at the end of selected tracks
- 10% discount on “À la Carte” sponsorships
- Hire Ground buy-in option. Approval required through HG Director
- 4 Sponsor Badges total (additional badges available for purchase at \$1,000 each)

CORE

\$5,500

MORTAR

\$2,750

- Logo on the event website (bsideslv.org) at appropriate tier
- Listed on the Wall of Support
- Your sponsor representatives are invited to join us Tuesday night for our Thank You Reception
- Verbal recognition during opening and closing ceremonies
- Shout-out on social media
- Raffle/Silent Auction participation (donation provided by sponsor)
- 3 sponsor badges total (additional badges available for purchase at \$1,000 each)

- Logo on the event website (bsideslv.org) at appropriate tier
- Listed on the Wall of Support
- Your sponsor representatives are invited to join us Tuesday night for our Thank You Reception
- 2 sponsor badges total (additional badges available for purchase at \$1,000 each)

À LA CARTE SPONSORSHIPS

ADD-ON DISCOUNTS

Inner Circle	25%
Stellar	20%
Out of this World	15%
Above & Beyond	10%

Here are some additional sponsorship opportunities to get your name, logo, and message out to participants in different ways. The more they see your name, the more they will remember it.

BADGES

\$5,000

BSidesLV 2017 Logo Contest winner art on badge front, your company logo on back and dual branded w/BSidesLV logo on lanyard.

Includes 5 sponsor badges.

1

SPONSORSHIP
AVAILABLE

BAR

\$5,000

We'll serve the first 500 drinks in souvenir cups (dual-branded w/BSidesLV Logo—we'll design and order)

Includes 5 Sponsor badges and 15 party passes.

1

SPONSORSHIP
AVAILABLE

TOWEL

\$5,000

Want your logo and name wrapped around some of the smartest minds in InfoSec? (200 dual-branded w/BSidesLV Logo—we'll design and order)

Includes 5 Sponsor badges and 15 party passes.

1

SPONSORSHIP
AVAILABLE

DJ

\$5,000

Your logo on the booth and mention of your brand during announcements.

Includes 5 Sponsor badges and 15 party passes.

1

SPONSORSHIP
AVAILABLE

HAPPY HOUR

\$3,000 EA.

Sponsor our Happy Hour on either Tuesday or Wednesday, from 4-5 PM, and the bar will serve the drinks out of souvenir cups with your logo on them. (Dual branded w/BSidesLV Logo—we'll design and order).

Each includes 5 sponsor badges and 100 cups to take back to the office.

2

SPONSORSHIPS
AVAILABLE

FLOOR SIGNS

\$1,000

We will run out of space. Contact us fast; this is a popular add-on! Bring your floor banner and we'll place it in a high-traffic area where it can be seen by everyone.

2

MAXIMUM PER
SPONSOR

À la Carte Sponsorships are also available as standalone items. Please reach out to sponsors@bsideslv.org for more information and pricing.

À LA CARTE SPONSORSHIPS, CONT.

ADD-ON DISCOUNTS

Inner Circle	25%
Stellar	20%
Out of this World	15%
Above & Beyond	10%

POOL PARTY

\$5,000 EA.

If you haven't been to our Wednesday night pool party, it's one of the best networking opportunities available. Speakers, participants, and industry luminaries mingle in a relaxed but exciting atmosphere with sponsored food and drinks, low-key background music, and conversation about the state of the PenTest and everything InfoSec. For each sponsorship, we'll project your logo by the pool and announce you as a party sponsor on the website and during the conference.

Each includes 5 Sponsor badges and 15 party passes.

3

SPONSORSHIPS
AVAILABLE

SHUTTLES

\$15,000 EA.

Sponsor the **#BSidesBus**! Riders and conference attendees will see your support as buses come and go from BSides, BlackHat, DEF CON, and the airport. Each bus will be wrapped in a branded design that showcases the sponsors support of BSides Las Vegas.

Each includes 5 sponsor badges.

4

SPONSORSHIPS
AVAILABLE

HIRE GROUND

\$5,000

When people hunt for new career opportunities, they do it at BSidesLV's Hire Ground. Join us for career advice, open resume review, talks concerning best practices for nailing that interview, and so much more. Send your HR and Recruiting teams to meet some of the best and brightest up-and-coming InfoSec pros. Last year's participants included Panasonic, Tenable Security, Amazon, Protiviti and GuidePoint, just to name a few.

Includes an opportunity to submit a 20-minute talk on a career related topic, or participation in a panel discussion curated by our Hire Ground Director. Includes 5 sponsor badges and 10 meal tickets (5 per day) for associates that are managing your HG table.

8

SPONSORSHIPS
AVAILABLE

SPEAKERS

\$500

Sponsor a Proving Ground speaker. Provide a stipend for our first-time speakers and help us get them to Las Vegas to share their research in a collaborative environment.

Includes 1 Sponsor Badge per speaker sponsored.

13

SPONSORSHIPS
AVAILABLE

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

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.



BSIDESLV 2018 PROGRAM AD REQUIREMENTS

- For scale, the program booklet will be the size of a sheet of US Letter, folded in half, with a trim size of **5.5x8.5"**.
- Preferred file formats: **PDF, AI, or EPS**. Acceptable file formats: **TIF or PSD** (300dpi). Please, no Word or other native files.
- All artwork must be converted to **CMYK**, and any applicable image resolution must be **300dpi**.
- Fonts must be embedded (if PDF) or converted to vector paths (AI or EPS).
- Two-page spread and full-page ads must include **0.125" bleed** on all sides, and important content must be set at least 0.25" inside the trim.
- Please ZIP and email final ad artwork and any technical questions you might have to design@bsideslv.org (10 MB maximum file size).
- Ad artwork is due no later than **June 29, 2018**.

1/4 - PAGE AD
4.75"W x 1.75"H

1/2 - PAGE AD
4.75"W x 3.5"H

FULL-PAGE AD
5.5"W x 8.5"H
+ 0.125" BLEED

2 - PAGE SPREAD
11"W x 8.5"H
+ 0.125" BLEED



BSides Las Vegas is a nonprofit organization designed to advance the body of Information Security knowledge by providing an annual, two-day open forum for discussion and debate for security engineers and their affiliates. We produce a conference that is a source of education, collaboration, and continued conversation for information technologists and those associated with this field. The technical and academic presentations at BSidesLV are given in the spirit of peer review and advanced knowledge dissemination. This allows the field of Information Security to grow in breadth and depth, and continue in its pursuit of highly advanced scientifically based knowledge.



bsideslv.org

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