



2019

AUGUST 6-7

THE TUSCANY SUITES & CASINO
LAS VEGAS, NEVADA
USA



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BSides Las Vegas is a nonprofit organization formed to stimulate the Information Security industry and community by providing an annual, two-day conference for security practitioners and those interested in or looking to enter the field. Our event is a source of education, communication, and collaboration.

The technical and academic presentations at BSidesLV are given in the spirit of peer review and for the dissemination of knowledge among all specialties. This allows the field of Information Security to grow and continue its pursuit of a world where privacy and security are attainable.




2019 SPONSOR PROSPECTUS



BIRD'S-EYE VIEW


CELEBRATING
10 years
of
BSLV
2009-2019



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



3000
participants




"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."



10
tracks



130
speakers



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

More information:
www.bsideslv.org
@bsideslv

3137 East Warm Springs Road
Las Vegas, Nevada 89120
☎ **530-500-BSLV**
sponsors@bsideslv.org

BSIDESLV SPONSORSHIP QUICK COMPARISON

BENEFITS	INNER C \$16,500	STELLAR \$13,500	OotW \$11,000	A&B \$8,500	CORE \$5,000	MORTAR \$3,000
Sponsorships Available	2	7	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
Banner in Table Space	✓	✓	✓	X	X	X
Logo on Event T-Shirts	✓	✓	✓	X	X	X

WHY SUPPORT BSIDES LAS VEGAS?

EDUCATION

Are you in search of real, but sometimes elusive, security enthusiasts? These professionals may not answer your phone calls or read your emails, and they might view Facebook as 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 security professionals and enthusiasts, the best place to find them is at Security BSides events. The original and largest of these events is BSides Las Vegas (BSidesLV), which takes place during the summer. BSidesLV attracts **3,000** participants, speakers, volunteers, and press.

Security has evolved, gaining importance and reach within the IT space, as well as the larger world beyond. Each day, people from all walks of life and backgrounds are joining the ranks of information security professionals. Cutting-edge research, collaboration, and new conversations with some of the best minds of the industry are some of the highlights of BSides events.

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."

COLLABORATION

Now you can reach this highly sought-after audience and participate in the BSides experience. By becoming a BSidesLV sponsor, you can make a solid investment in your own brand that will not only further your company's goals, 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. We have designed sponsor programs that harmonize with the BSides ideals, and enhance your standing among this influential audience. We have programs geared towards larger security organizations, while also acknowledging the valuable contributions of smaller sponsors who are such an important part of BSides.

We're also flexible and willing to listen to any ideas you may have about how to make your sponsorship of BSidesLV more valuable to your organization, while enhancing our participants' experience. So please, be creative, and share your ideas with us. Most of all, know that we humbly thank you for your sponsorship. Without you, BSidesLV would not exist.

—Team BSides Las Vegas

You can reach out to our sponsorship team
at **sponsors@bsideslv.org**.



SPONSORSHIP TIERS

INNER CIRCLE★

\$16,500
AVAILABLE: 2

- 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)
- 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★

\$13,500
AVAILABLE: 7

- 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)
- 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)

★ = Eligible for Add-on Sponsorships on Page 8



OUT OF THIS WORLD★

\$11,000
AVAILABLE: 7

- 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)
- 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★

\$8,500
AVAILABLE: 7

- 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

\$5,000
NO LIMIT

- 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)

MORTAR

\$3,000
NO LIMIT

- 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)

★ = Eligible for Add-on Sponsorships on Page 8



À LA CARTE SPONSORSHIPS

Standalone sponsorships are a great way to get your name, logo, and message out to participants in a variety of ways. The more they see your name, the more they will remember it.

BADGES & LANYARD

\$8,000
AVAILABLE: 1

BSidesLV 2019 Logo Contest winner art on badge front, your company logo on back and dual branded w/BSidesLV logo on lanyard.

Includes 5 Sponsor badges.

HAPPY HOUR

\$5,000
AVAILABLE: 2

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.

CONFERENCE SHUTTLES

\$5,000
AVAILABLE: 12

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 shuttle has 3 sponsor logos. Option: sponsor your own shuttle for \$15,000.

Each includes 5 Sponsor badges.

HIRE GROUND

\$5,500
AVAILABLE: 8

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, Bank of America, 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.

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.



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 stimulating atmosphere with sponsored food and drinks, low-key background music, and conversation about the state of the PenTest and everything InfoSec.

POOL PARTY: TOWELS

\$10,000
AVAILABLE: 1

Wrap your logo and name 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.

POOL PARTY: BAR/CUPS

\$10,000
AVAILABLE: 1

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.

POOL PARTY: DJ/GOBO

\$10,000
AVAILABLE: 1

We'll put your logo on the DJ booth, project your logo by the pool, and mention your brand during announcements.

Includes 5 Sponsor badges and 15 party passes.

★ ADD-ONS

These add-on sponsorship opportunities are available to Inner Circle, Stellar, Out of this World, and Above & Beyond sponsors only.

FLOOR BANNER

\$1,500
AVAILABLE: 10

Increase visibility with a banner placed in a high-traffic area of the conference.

Banners are to be provided by the sponsoring organization, and due to venue restrictions, must be free standing.

PARTY SWAG

\$1,500
AVAILABLE: 5

One of the most talked about aspects of BSides, the Pool Party is a coveted place for organizations to show their love of BSides through co-branded swag. From floating coolers, to beach balls the sponsor team can help you select something sure to grab attention.

Swag is provided by the sponsoring organization.

Includes 5 party passes.



**NOTE: Your
ad messaging
must focus on
recruiting.**

BSIDESLV 2019 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 28, 2019**.

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



“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

2019

BSidesLV turns 10!

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:

- ▼ Security BSides Global portal: www.securitybsides.org
- ▼ Follow Security BSides on Twitter: [@SecurityBSides](https://twitter.com/SecurityBSides)

Answers to frequently asked questions can be found on our Sponsor FAQ, which is updated frequently:
bsideslv.org/sponsor-faq