



# **SECURI-TΛY 2019**

## SPONSOR PACK



# ABOUT

## WHO WE ARE

Hello, and thank you for considering to sponsor Securi-Tay 2019!

For the uninitiated, Securi-Tay is an annual infosec conference organised by the committee of the Abertay Ethical Hacking Society and supported by the Abertay Students Association. Consisting of over 100 members, our society is student-run and has a diverse

range of year groups and degrees. Our members attend many different conferences and events worldwide - most likely, you've seen some of us walking about in our signature hoodies. Our passion for infosec is why we originally started the conference and why we strive to improve it year upon year.

# THE EVENT

Securi-Tay has been a great success over the many years it has been running and it keeps getting bigger and better each year, even being included on several must-attend infosec conference lists. This year will be the 8th year that Securi-Tay is being run, and it is currently the biggest student-run infosec conference in Europe. What started as a way to get society members involved and engaged with the infosec community has grown into a popular conference which attracts around 350 attendees from a mixture of industry and academic backgrounds.

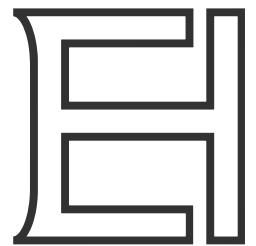
Securi-Tay offers many advantages for both attendees and sponsors. For attendees, included in the ticket is a day of high-quality talks from a range of industry professionals as well as the chance to network with other attendees and sponsors (plus, our world-famous hog roast). Thanks to our high level of student engagement, attending Securi-Tay offers excellent recruitment opportunities for any sponsors looking to network with potential interns and graduates.

# DUNDEE

Known as the sunniest city in Scotland, Dundee is a fast-growing city with a rich history of design, technology, and engineering. Designated the UK's first UNESCO City of Design in 2014, the city has continued to expand with development on the waterfront and the completion of the new V&A Museum of

Design. Due to this new regeneration across the city, there are a generous selection of hotels and restaurants within close walking distance to many of Dundee's attractions. For more specific recommendations, please feel free to get in touch via email or Twitter.

**SECURI-TAY  
2019**



# SPONSORSHIP PACKAGES

Can You  
Hack It?

MWR

E  
CREW

# PACKAGES

	<b>Bronze</b>	<b>Silver</b>	<b>Gold</b>	<b>After Party</b>
<b>Available number of Packages</b>	<b>Unlimited</b>	<b>8</b>	<b>2</b>	<b>1</b>
<b>Cost</b>	<b>£250-£750</b>	<b>£1250</b>	<b>£3000</b>	<b>£4000</b>
<b>Number of Tickets</b>	<b>1</b>	<b>3</b>	<b>5</b>	<b>5</b>
<b>Package Bonus</b>			Opening or Closing Keynote presentation for the event	Option to organise an event for the after party. This must be approved by the organising committee
<b>Stand Locations</b>	No stand	Company stand in sponsorship area	Company stand in reception area	Company stand in sponsorship area  Stand at the after party event with any required technology (TV's etc)
<b>Logo Placement</b>	<p>Screensaver during the event</p> <p>Programmes / Printed Media: - Logo included on shared Bronze section</p> <p>Securi-Tay website: - Space for logo - Company description - URL</p>	<p>All Event Banners</p> <p>Screensaver during the event</p> <p>Programmes / Printed Media: - Half page per sponsor</p> <p>Securi-Tay website: - Space for logo - Company description - URL</p>	<p>All Event Banners</p> <p>Attendee Badges</p> <p>Screensaver during the event</p> <p>Splash screen on Youtube Videos</p> <p>Programmes / Printed Media: - 1 Page per sponsor</p> <p>Securi-Tay website: - Space for logo - Company description - URL</p>	<p>All Event Banners</p> <p>Attendee Badges</p> <p>Screensaver during the event</p> <p>Splash screen on Youtube Videos</p> <p>Programmes / Printed Media: - 1 Page per sponsor</p> <p>Securi-Tay website: - Space for logo - Company description - URL</p>

# **GOLD**

**£3000**

**2 Available**

<b>Event Presence:</b>	<b>Your Logo Placement:</b>	<b>Securi-Tay Website:</b>
<b>5 Attendee Tickets</b>	<b>All Event Banners</b>	<b>Space for Logo</b>
<b>Opening or Closing Keynote Talk</b>	<b>Screensaver during the event</b>	<b>Company Description</b>
<b>Company Stand in Reception Area</b>	<b>Attendee Badges</b> <b>Full Page Advert in Programme</b> <b>Splash Screen on Youtube videos</b>	<b>URL</b>

# **SILVER**

**£1250**

**8 Available**

<b>Event Presence:</b>	<b>Your Logo Placement:</b>	<b>Securi-Tay Website:</b>
<b>3 Attendee Tickets</b>	<b>All Event Banners</b>	<b>Space for Logo</b>
<b>Company Stand in Sponsorship Area</b>	<b>Screensaver during the event</b> <b>1/2 Page Advert in Programme</b>	<b>Company Description</b> <b>URL</b>

# BRONZE

£250-£750

**Unlimited**

Event Presence:	Your Logo Placement:	Securi-Tay Website:
<b>1 Attendee Ticket</b>	<b>Screensaver during the event</b>  <b>Shared Bronze section on Programme</b>	<b>Space for Logo</b>  <b>Company Description</b>  <b>URL</b>

# AFTER PARTY

£4000

**1 Available**

Event Presence:	Your Logo Placement:	Securi-Tay Website:
<b>5 Attendee Tickets</b>	<b>All Event Banners</b>	<b>Space for Logo</b>
<b>Company Stand in the Reception</b>	<b>Screensaver during the event</b>	<b>Company Description</b>
<b>Company Stand at the After Party</b> <b>(with any required technology e.g. TVs)</b>	<b>Attendee Badges</b>	<b>URL</b>
<b>[optional] Plan event for the afterparty</b> <i>(must be approved by the organising committee)</i>	<b>Full Page Advert in Programme</b>  <b>Splash Screen on Youtube videos</b>	

# ALTERNATIVE SPONSORS

The main alternative sponsors that we would be looking for would be for bags and lanyards as these have been historically covered by a sponsor. Aside from the above options, custom sponsorships are available. Other

possible options may also include branded items to be handed out at entry within the bags. Any company interested in providing a custom sponsorship can get in touch with us to discuss ideas.

## BAG SPONSOR

**1 Available**

**The purpose of the lanyard sponsor is to provide:**

**The branded bags  
for the event**

**Bags will include  
the logo of the  
sponsor along with  
the Securi-Tay 2019  
Branding**

**Bags to be provided  
at cost to sponsor**

## LANYARD SPONSOR

**1 Available**

**The purpose of the lanyard sponsor is to provide:**

**Two different  
coloured lanyards  
  
(This is to help with  
photography on the  
day)**

**Lanyards will  
include the logo of  
the sponsor along  
with the Securi-Tay  
2019 Branding**

**Lanyards are  
included in the cost  
of the sponsorship**



## COMMUNITY SPONSOR

Securi-Tay is a conference planned by students to help students engage with the infosec community. Even though we are looking for sponsors to financially support us there are other ways to support the event without donating money.

If you are a non-profitable club, academic society, group...etc we would love to hear from you. The infosec

community is constantly growing each year and we would like to help continue that growth. Because of that if you reach out to us we will add you to our website and include you in our screensaver which will be displayed during the day. Also if you have any activities (like CTF's) that you would like to run on the day please get in contact and we will try to help with that.

# ADVERTS & DESIGN

As part of all the packages, your logo will be included in some media. Please ensure that your logo is sent to us in either a **PDF, AI, SVG or EPS** format no later than the **1st of January**. **Logos received after this time will not be included in the media.**

As part of the Silver, Gold and After Party Packages you are entitled to a section of the Programme to use for an advertisement. This advert must be provided to the specifications shown

below, by no later than the **1st of January**. **Any designs received after this time will not be included in the programme.**

If you do not wish to design your own spread, we have an in-house designer who can do so for you. The rates of our in-house designer is outlined below. Please let us know when sending your booking form if you wish to use our designer.

Silver:	Gold:	After Party:
<b>Size: 180x130mm (with 5mm bleed) Total: 190x140mm</b>	<b>Size: 180x260mm (with 5mm bleed) Total: 190x270mm</b>	<b>Size: 180x260mm (with 5mm bleed) Total: 190x270mm</b>
<b>CMYK colour format</b>	<b>CMYK colour format</b>	<b>CMYK colour format</b>
<b>PDF or AI file</b>	<b>PDF or AI file</b>	<b>PDF or AI file</b>
<b>Embed or outline all fonts used</b>	<b>Embed or outline all fonts used</b>	<b>Embed or outline all fonts used</b>
<b>Designer: £75</b>	<b>Designer: £100</b>	<b>Designer: £100</b>
<b>This includes one draft which you approve. Extensive revisions will be charged at £25 per hour, which you will be informed of before continuing so you do not incur these charges unknowingly.</b>		
<b>You will need to supply your logo and any text you want included on the advert.</b>		

# **TERMS AND CONDITIONS**

## **BOOKING AND PAYMENT**

All packages listed are excluding VAT

Once a booking form has been returned you are required to pay a 25% non-refundable deposit  
(excluding VAT).

Payment for your sponsorship is due 14 days from receiving your invoice or before the 20th of December, 2018, whichever is soonest.

By completing a booking form, you are legally liable for the terms and conditions outlined below.

Payment can be made by:

- BACS: BACS details will be provided on your invoice.
- Cheque: Cheques should be made payable to University of Abertay Dundee Students' Association<sup>1</sup>, clearly stating your invoice number on the reverse

The Abertay Ethical Hacking Society, under the umbrella of Abertay SA, reserve the right to refuse any booking which they deem unsuitable for inclusion in the event and holds the sole right to determine such matters.

Agencies booking sponsorships on behalf of a client are responsible for passing on all relevant information, including these Terms & Conditions, to the appropriate person and Abertay SA will not be held responsible for the failure of an agency to supply the correct details.

Late payment will lead to the sponsorship opportunity being withdrawn by Abertay SA and offered to other public and/or commercial organisations.

<sup>1</sup> The Abertay Students' Association is a charity registered in Scotland, charity number SC036647

By agreeing to sponsor Securi-Tay 2019, you agree that the sponsorship is non-refundable, unless the conference is indefinitely cancelled.

**Finally for a booking to be successful, proof of third party liability insurance for the business's costs associated with the conference must be supplied. If insurance details are not supplied within the payment timeframe then Abertay SA reserves the right to withdraw the booking .**

**Please supply the proof with the booking form.**

## **COMPANY AND SPONSOR STANDS**

Company stands should be staffed by delegates attending as part of the sponsors' ticket allowance, additional delegates will required to purchase their own tickets.

Any stands that are larger than the designated space agreed on the booking form will be refused. If you require additional space, you must obtain permission from the Securi-Tay 2019 Committee prior to the event.

Every stall will be provided with one table and a number of chairs, dependant on the selected sponsorship package; measurements are available upon request. If you do not require these facilities, please notify the Securi-Tay 2019 Committee on: [team@hacksoc.co.uk](mailto:team@hacksoc.co.uk) by the 11th of February, 2019.

If bringing your own stall structure, you are responsible for setting up and taking down the stall.

Details of the size of the structure must be provided in advance as to be kept in line with other sponsors. Setting up time is at 8am on 1st of March 2019, although sponsors are welcome to contact us if they wish to set up the day before. Taking down time is 7pm on the 1st of March 2019. Please let us know if you will be bringing your own equipment ahead of time. If you are having equipment delivered by a third-party courier, please let us know so that we can ensure they are delivered to us safely.

Any equipment left for collection by a third-party courier after the event has finished is done so at the owner's risk. Abertay SA will not take any responsibility for loss, damage or theft of any items.

## **Distribution and Storage of Materials**

Distribution of promotional material is only allowed at designated company stands or sponsor stands as per the package description. At no time may you distribute items, flyers or other material in any other part of the conference, Abertay Student Centre or Abertay University buildings.

Materials handed out at the event must relate specifically to your organisation. Sharing of stalls or distributing materials not directly related to your organisation is not permitted and could result in immediate expulsion.

All materials utilised at your stand (including boxes, papers and giveaways) must be cleared from the event no later than 5pm on the 2nd of March 2019. Any items left after this time are not the responsibility of Abertay SA and may be discarded during the clean-up.

Items may only be stored underneath your allocated stand or space. At no time may you utilise the area surrounding your stand for storage.

## **CANCELLATIONS AND POSTPONING**

In the event that Securi-Tay 2019 is postponed, the conference will be rescheduled for a later date and sponsors and attendees will be informed of the change. Sponsorships that have already been paid will not be eligible for a refund.

In the event that Securi-Tay 2019 is cancelled and cannot be rearranged for a later date, all sponsors and attendees will be informed of the change. Sponsorships that have already been paid will not<sup>2</sup> be eligible for a full refund, though in certain cases partial refunds may be offered as an alternative.

<sup>2</sup> For transparency under charity regulations: the deposit that Securi-Tay 2019 take from sponsorships is used to secure branding and catering for the conference in advance of final numbers. In the event of rescheduling this would not have a financial impact, however if the conference needed to be cancelled there would be a financial impact to the organisers, this is why sponsors will not be eligible for a full refund

# **RESTRICTIONS ON DISTRIBUTION**

The taking of any form of payment (including but not limited to: debit/credit card, cash or cheque) is forbidden at all stalls, unless specific arrangements have been made beforehand with Abertay SA.

Failure to comply will result in immediate expulsion.

Stalls must not display images that may be deemed offensive, or demeaning to liberation groups at the event. In addition, Abertay SA retains the right to veto the display or sale of any goods it reasonably deems offensive and holds the sole right to determine such matters.

## **GDPR**

By completing and submitting any document relating to the sponsorship of Securi-Tay 2019, you are agreeing to the collection and processing of your personal data by the Securi-Tay 2019 Committee and Abertay SA in accordance with EU GDPR regulations.

Further, by completing and submitting any document relating to the sponsorship of Securi-Tay 2019, you are agreeing to the Abertay Ethical Hacking Society and related social media accounts using your company name and logo in advertising and promotional material.

## **EXPULSION**

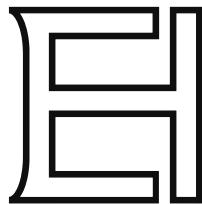
Failure to meet the terms and conditions may result in immediate expulsion from the event without a refund for your booking.

“The Securi-tay 2019 Committee” herein refers to the following people: James McGoldrick, Brittany Langley, Ross Donald & Sarah Cunningham.

# **SECURI-TΛY**

# **2019**

**PRESNTED BY**



Abertay Ethical Hacking Society

[team@hacksoc.co.uk](mailto:team@hacksoc.co.uk)

@AbertayHackers

**DESIGN BY**

Cari Watterton