BSides Winnipeg Sponsorship Package

Introduction

In 2013, B-Sides Winnipeg packed the second floor of the Kings Head Pub with over two hundred information technology professionals. In 2015, Winnipeg's biennial security conference sold out weeks in advance. Now, Security B-Sides is returning to Winnipeg for its third year, and your organization is invited to help make it happen. By sponsoring BSides Winnipeg, your brand will be exposed to the best and brightest of the information security community both in Winnipeg and beyond.

BSides Winnipeg 2017 is an exciting two-day information security conference hosted at the King's Head Pub in Winnipeg's historic Exchange District. With an ideal venue for informative presentations, sharing ideas, and interacting with others, BSides Winnipeg helps establish a much-needed link between information security professionals and the Winnipeg technology community.

This event builds on the successes of BSides Winnipeg 2013 and 2015, which sold out quickly, with close to 200 attendees each year (including volunteers and speakers). Based on the positive feedback we collected, we expect this year's event to be just as well attended and successful!

Event Details

- Date: Saturday November 4th and Sunday November 5th
- Time: Approximately noon to 7pm both days
- Venue: The King's Head Pub, 120 King Street, Winnipeg, MB
- Attendees: Up to 200 individuals interested in information security
- Admission: $20, which includes a meal each day
- Twitter: @BSidesWpg
- Website: http://www.BSidesWpg.ca/

Target Audience

BSides Winnipeg targets industry professionals looking to offset or augment their current security skill set with that of the next-big-thing conversations. These are industry leaders, information security professionals, and even students who wish to expand their body of knowledge or break into the industry. The common goal of the attendees is to learn about emerging issues and connect with those who are having them. The presentations given at the conference share a common thread of being technical and "from the trenches": the talks from previous years covered topics such as SSD security risks, detecting malware on very large networks, and advanced Windows vulnerability research. You can see all of the talks on our 2013 and 2015 YouTube pages!

Sponsorship Tiers

Sponsors are essential to making the event a success, and will be recognized at the event based on their level of contribution:

Tier 1: $500+

- Logo on event website
- Logo in program guide
- One ticket to the event

Tier 2: $1000+

- Everything in Tier 1
- Sponsor-provided cloth-type banner placement at venue
- Logo on back of t-shirt
- Logo on back of badge

Tier 3: $3000+

- Everything in Tier 2
- Table space for recruiting
- Two or three minutes at the closing ceremonies to address the attendees
- Half-page advertisement in the program guide.

Note that sponsorship *does not guarantee a full speaking slot*! Sponsors are welcome to submit their own talks, which will be evaluated on their own merits.

Budget

How will sponsorship money be spent? Based on previous years, our costs are as follows:

Line Item	Amount
Coffee, Dinner, and Venue (Both Days)	$10,000
T-Shirts	$1,700
Badges	$900
Equipment Rentals	$400
Event Insurance	$340
Programs and Signage	$150
Open Bar (funds permitting)	$4000

It's important to note that BSides Winnipeg Inc. is a non-profit organization and that all donations received will be spent on making the event a success. Additionally, all organization, planning, and execution is done by a dedicated group of experienced volunteers who are donating their time out of a desire to make this an amazing event.

Contact

Help make this awesome conference happen by becoming an official BSides Winnipeg 2017 Sponsor. You can reach us at sponsors@bsideswpg.ca. If you have any questions or would like more information about the event, please email organizers@bsideswpg.ca or call Ron Bowes at +1-502-409-0320. We can't wait to hear from you!