Security BSides Munich Conference Sponsoring Kit

THE WESTIN GRAND

MUNICH, GERMANY

Nov 10-11, 2024

sponsors@bsidesmunich.org

bsidesmunich.org

● Goals

Exchange
The goal of every BSides event is to create a forum for communication and cooperation. Unlike large conferences, the topics at **BSides focus on new emerging innovations and security-related areas.** Sponsoring is a way for you to participate actively in this exchange.

Engagement
There are no visitors to BSides, only participants. **Everyone can contribute to the conference**. All participants should get involved by discussing and exchanging ideas with each other. Topics are based on the interests of the participants, rather than industry buzzwords. It's about more than just information: it's about getting involved and supporting each other in a community.

Target Group
The event is aimed at **all those with a passion for and interest in IT security – from C-Level to IT managers, IT consultants, IT specialists, hackers and students alike.**

● Previous Events

✔ 2023
The focus of BSidesMunich2023 revolved around the intriguing theme of the "7 Syns of security," exploring the myriad risks and challenges associated with these sins. The conference showcased a remarkable agenda with 32 speakers presenting 20 talks and facilitating 8 workshops. Attracting a diverse audience, BSidesMunich successfully hosted over 350 attendees. Overall, the participants as well as the speakers/trainers mentioned that they would want to join again for upcoming years -Report. Details can be found at 2023.bsidesmunich.org
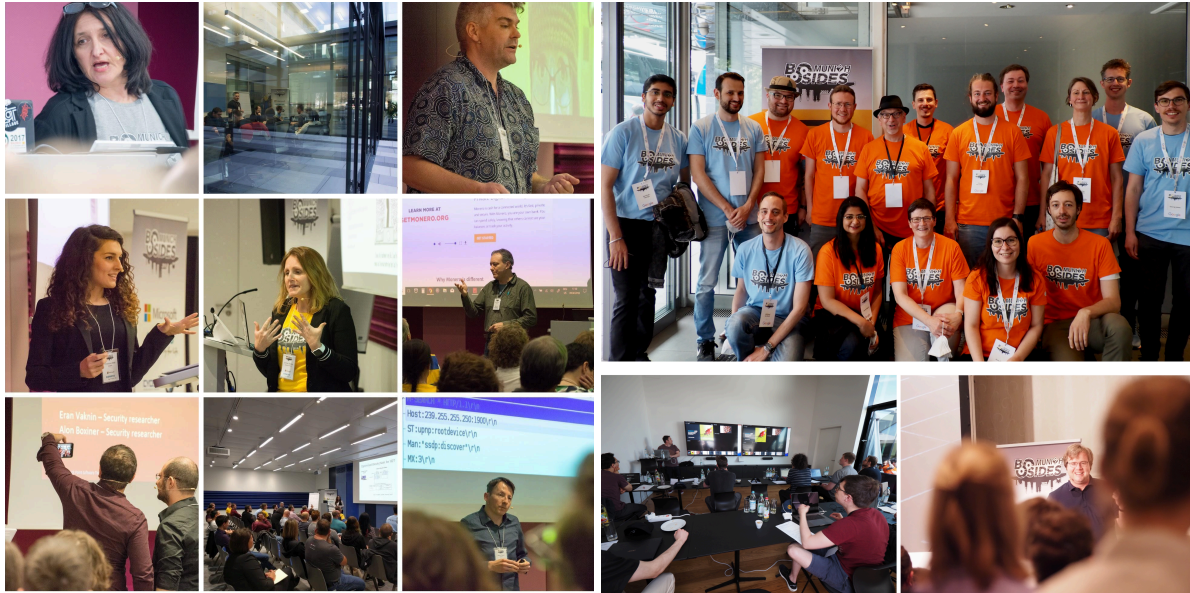
✔ 2022
Being mindful of the COVID-19 pandemic situation, we had a limited number of attendees at the in-person conference and the virtual streaming was organized. **The event included a two day program of workshops and talks and the viewership peaked at around 422 viewers, with over 235 on-site attendees.** Overall, the participants as well as the speakers/trainers mentioned that they would want to join again for upcoming years - Report. Details can be found at 2022.bsidesmunich.org.

✔ 2021
BSides Munich joined forces with Elbsides and organized the virtual conference BSidesMEsh. **The conference included a three day program of workshops and talks and the viewership peaked at**

around 400 viewers. Overall, the participants as well as the speakers/trainers mentioned that they would want to join again for upcoming years - Report. Details can be found at 2021.bsidesmunich.org.

Sponsoring

- **Advantages**

  ✔ **Brand Awareness**

Depending on your level of support, you will be mentioned on the website, in announcements, in the live stream during the conference and on its social media channels. You would also get a chance to advertise your company at our exhibition area. Creative and individual support is also welcome.

  ✔ **Recruiting**

You can put yourself in the conference limelight as you search for experts in information security. As a sponsor you have the opportunity to talk directly to experts about current challenges and developments, and to inspire them.

  ✔ **Media Reporting**

Security BSides conferences enjoy global recognition, featuring prominently in podcasts, blogs, and print media. By sponsoring BSidesMunich 2024, you not only gain visibility but also become an integral part of this vibrant community. Explore more details at securitybsides.org/Media.

● Sponsoring Packages

BSides Munich enables sponsors **to establish their own brand within the local security community and to build close contacts with potential customers, information security experts and enthusiasts.**

The following standard **sponsorship packages** are available: **Platinum, Gold, Silver and Bronze.** A **logo of your choice** will be included in the **conference material depending on the sponsoring package**. **More details** on the sponsorship packages are provided **below and on the next page.**

The sponsorship amount must **be paid six weeks before the conference.**

	Platinum 2 Slot	Gold 5 Slots	Silver 8 Slots	Bronze 12 Slots
Costs	EUR 10.000	EUR 5.000	EUR 2.500	EUR 1.000
Conference Tickets	6	4	2	1
Workshop Registration Notification	Yes	Yes	Yes	Yes
Logo on Event Banner	Yes	Yes	Yes	Yes
Logo between Talks	Yes	Yes	Yes	Yes
Logo on the Website	Yes	Yes	Yes	Yes
Swag for the participants	Yes	Yes	Yes	
Mentioned in conference opening	Yes	Yes		
Exhibition Space	Yes	Yes		
Logo on the Badges	Yes			
Attend speaker reception	Yes			

*****Note:**

- All sponsorship rates mentioned are exclusive of taxes
- We do not share attendee contact details to any sponsors
- https://2023.bsidesmunich.org/dataprivacy/

Platinum-Sponsor

Before the Event
- Mention on the conference website, including logo and a link to your website.
- Mention on our official social media channels.
- Representatives from your organisation are invited to attend the speakers reception.

During the Event
- Your logo is on the conference badges.
- Your name is mentioned during the opening of the conference.
- Your logo is shown between the presentations on the beamer.
- Your logo is shown at the top of the event banner.
- Your marketing material will be made available for the participants.
- A table at the exhibition space

Gold Sponsor

Before the Event
- Mention on the conference website, including logo and a link to your website.
- Mention on our official social media channels.

During the Event
- Your name is mentioned during the opening of the conference.
- Your logo is shown between the presentations on the beamer.
- Your Logo is shown on the event banner.
- Your marketing material will be made available for the participants.
- A table at the exhibition space

Silver-Sponsor

Before the Event

- Mention on the conference website, including logo and a link to your website.
- Mention on our official social media channels.

During the Event

- Your logo is shown between the presentations on the beamer.
- Your Logo is shown on the event banner.
- Your marketing material will be made available for the participants.

Bronze-Sponsor

Before the Event

- Mention on the conference website, including logo and a link to your website.
- Mention on our official social media channels.

During the event

- Your logo is shown between the presentations on the beamer.
- Your logo is shown on the event banner.

Your company is interested in supporting the event as a sponsor? Do you have questions or want clarification? Sounds great! Please reach out to us via

sponsors@bsidesmunich.org

2024.bsidesmunich.org

We look forward to hearing back from you!

Sincerely,

BSides Munich Organisation Team