



Security BSides Munich Virtual Conference Sponsoring Kit

Proposed Dates: 1-2 days in the timeframe June 19-30, 2021

sponsors@bsidesmunich.org

2021.bsidesmunich.org

twitter.com/bsidesmunich

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 - IT managers, professionals and students alike.

Previous Events

2020

As 2020 brought on an expected twist to face-to-face conferences and workshops due to the COVID pandemic, BSides Munich went virtual. BSMaaS was a 1 day conference which included about 500 participants watching the livestream and 8 speakers. For an event that was put together in a short time frame, we were happy to see many people actively engaging in the chat rooms - [Report](#). Details can be found at 2020.bsidesmunich.org.

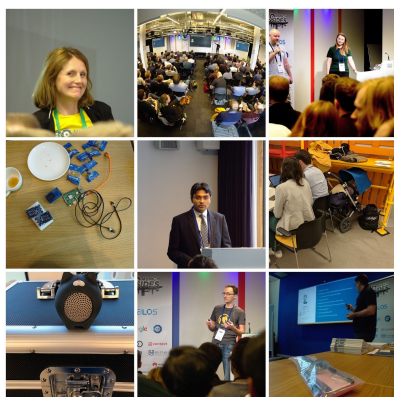
2019

In its third year, BSides Munich continued the tradition of 2 conference days; one dedicated to workshops and one to talks on 2 tracks. We added a CTF which gave the more than 300 participants the chance to develop their skills and network - [Report](#). The details are listed at 2019.bsidesmunich.org.

2018

We tripled participation from the previous year: 50 people took part in the workshops and 180 in the conference day. The participants were not only from Germany, but also from countries near and far (including Egypt and the UK) - [Report](#). Details can be found at 2018.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. 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 are known worldwide and have been mentioned in podcasts, blogs and print media. As a sponsor of BSides you will not only be noticed, but you are part of this community. For more information, see 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.

The following standard sponsorship packages are available. A logo of your choice will be included in the conference material depending on the sponsoring package.

The sponsoring costs have to be paid six weeks before the conference and do not include VAT.

	Argon 1 Slot	Neon 4 Slots	Helium 8 Slots
Costs	EUR 2500	EUR 1000	EUR 500
Logo on the website	Yes	Yes	Yes
Social media posts	Yes	Yes	Yes
Logo on the virtual conference platform	Yes	Yes	Yes
Logo between presentations	Yes	Yes	Yes
Mentioned in the conference opening	Yes	Yes	Yes
Digital swag	Yes	Yes	
Breakout chat channel	Yes	Yes	
Sponsor session during conference	Yes		



Argon Sponsor

Before the Event

- Mention on the BSides website, including logo and a link to your website.
- Mention on our official Twitter channel.

During the Event

- A speaker slot will allow you to present a topic related to the conference.
- Your digital marketing material is provided to the attendees.
- Your company will have a dedicated breakout channel to engage with attendees, advertise, and provide access to virtual swag.
- Your company name is mentioned during the opening of the conference.
- Your logo is shown at the top on the virtual conference platform.
- Your logo is shown between the presentations.

Neon Sponsor

Before the Event

- Mention on the BSides website, including logo and a link to your website.
- Mention on our official Twitter channel.

During the Event

- Your digital marketing material is provided to the attendees.
- Your company will have a dedicated breakout channel to engage with attendees, advertise, and provide access to virtual swag.
- Your company name is mentioned during the opening of the conference.
- Your logo is shown on the virtual conference platform.
- Your logo is shown between the presentations.



Helium Sponsor

Before the Event

- Mention on BSides website, including logo and a link to your website.
- Mention on our official Twitter channel.

During the Event

- Your company name is mentioned during the opening of the conference.
- Your logo is shown on the virtual conference platform.
- Your logo is shown between the presentations.

