



B-Sides RDU 2025 Sponsorship Kit

Event Date: Friday, September 12, 2025

Event Location: The McKimmon Center at North Carolina State University, Raleigh, NC

B-Sides RDU, Inc.

PO Box 1302

Morrisville, NC 27560

Email: sponsors@bsidesrdu.org



Overview

Originally founded in 2013 as B-Sides Raleigh, B-Sides RDU (<https://bsidesrdu.org/>) is a non-profit grassroots conference that epitomizes the collective spirit of the security community. Covering an expansive range of topics from cybersecurity management to offensive tactics, the event is a magnet for both local and regional enthusiasts who are eager to deepen their knowledge, share their experiences, and connect with peers. Upholding the ethos of vendor-neutral presentations, B-Sides RDU is dedicated to fostering educational growth over commercial interests, yet it warmly welcomes the active involvement of vendors in a substantive and collaborative manner.

The lifeblood of this conference is the support it receives from sponsors. As a non-profit, B-Sides RDU relies on this sponsorship to cultivate a space for the free exchange of ideas and the advancement of the industry. Sponsors are valued for bringing their wisdom to the table, with technical experts and industry thought leaders engaging in the kind of conversations that Cliff Stoll encapsulated in his B-Sides RDU keynote presentation when he said, "It's our requirement to be dedicated to our field."

In aligning with B-Sides RDU, sponsors are not just supporting an event; they are investing in a movement that nurtures the field of cybersecurity. It's a chance to stand at the forefront of security innovation, demonstrating commitment to the community and contributing to a legacy of knowledge and advancement within the industry. By sponsoring B-Sides RDU, you play a pivotal role in championing a future where education and security prowess are paramount.

Conference Details

| | |
|----------------------------|--|
| Conference name: | B-Sides RDU 2025 (12th annual conference) |
| Conference date: | Friday, September 12, 2024 |
| Time: | 8:30 AM – 6 PM |
| Conference location: | McKimmon Center North Carolina State University Raleigh, NC |
| Audience: | Cyber Security, Information Security, IT |
| Attendee Cost: | \$35/person (early bird); \$45/person (normal); \$55/person (late) |
| 2024 attendees: | 400 |
| Projected 2025 attendance: | 400-450 |



Target Audience

For B-Sides RDU, we're reaching out to the industry professional who is not just keen on polishing their current security skills but is also looking to stay ahead of the curve by diving into conversations about the next big breakthroughs in the field. Attendees hail from a diversity of backgrounds and industries, yet they all converge with a shared ambition: to learn about the latest challenges and innovations, and to form bonds within the community that will stand the test of time.

What sets B-Sides RDU apart is the unique atmosphere it creates for its participants. Here, it's not a hit-and-run for speakers. We offer an environment that encourages interaction; where attendees can have real conversations with our speakers before, during, and even after their presentations. Our participants are in search of more than just raw data; they are eager to establish meaningful connections that will serve as a resource for them long after the event has concluded.

Sponsorship Benefits

Brand Recognition and Awareness

Depending on the level of sponsorship, you may recognize your brand placement at some or all the following: t-shirts, signage/lanyards, brochures, and announcements on social media sites (Facebook, LinkedIn, Bluesky, etc.). Based on your level of participation, creative and custom branding may be arranged.

Connecting with Customers and Talent in the RTP Region

The Research Triangle Park (RTP) area of North Carolina, also known as the Silicon Valley of the East, is made up of the metropolitan areas of Raleigh, Cary, Durham, and Chapel Hill and home to over two million residents. RTP is a nexus of innovation that is propelled by a convergence of academia, technology, and military expertise. The talent pool in the area is fed by three major "R1" research universities, North Carolina State University, the University of North Carolina at Chapel Hill, and Duke University, and major military bases such as Fort Bragg, Camp Lejeune, and Seymour Johnson Air Force Base within a 2 hour drive. This high concentration of talent has led to RTP becoming a major tech hub for established and emerging companies, and is nurturing a fast growing talent pool of cybersecurity professionals. This environment not only supports the state's technological and economic growth but also contributes to the broader national security infrastructure. To learn more about the demographics and companies located in the RTP area, check out https://en.wikipedia.org/wiki/Research_Triangle.



Reaching Your Target Audience

BSidesRDU reaches out to industry professionals looking to augment their knowledge with cutting edge presentations and ideas. Typically, this includes industry/thought leaders, information security professionals from the public, private and academic sectors, and even students who wish to expand their depth and body of knowledge.

Recruiting

Even in 2025, the information security industry still has more job openings than qualified personnel to fill them. B-SidesRDU sponsors will have the opportunity to interact directly with highly skilled information security professionals, engaging them in discussion on leading-edge security ideas and some of the industry's greatest challenges. Sponsors will also be eligible to receive resumes from participating conference attendees.

Community Atmosphere

For some, sponsoring large events is not within their price range, leaving them with no option for communicating their message. B-SidesRDU is just the place for you! This smaller, community atmosphere brings together active and engaged participants who want to absorb information. Sponsoring a B-SidesRDU event enables your organization to be that big fish in a small pond and better communicate your message to an active audience. B-Sides RDU sells a limited number of sponsorships, with typically 10-12 sponsors at the event, allowing for closer engagement with conference attendees.

Staying in Touch with the Industry

B-SidesRDU enables its supporters and participants to identify and connect with industry leaders and voices. Participants and speakers represent the social networking of security. They are the people with whom you want to engage to solicit feedback and bring voice to your conversation.

Nobody knows what the "next big thing" will be, but these events are community-driven with presentations chosen by industry peers. Keeping in touch with the topics that are making waves at the ground level, will mean your company is prepared when the "next big thing" hits.

B-Sides RDU attracts top speakers from the region and from across the world. Our YouTube channel contains recordings of past talks from past events and links to media coverage, and can be found here: <https://www.youtube.com/@BSidesRDU>



Event Schedule and Important Dates

All dates other than the conference date itself are subject to change!

Call for Proposals

| | |
|------------------------|---------------|
| CFP opens: | May 12, 2025 |
| CFP closes: | June 30, 2025 |
| Speaker notifications: | July 20, 2025 |

Participant Registration

| | |
|--------------------------|--|
| Early Bird registration: | June 1, 2025 (\$35 fee) |
| Normal registration: | August 1, 2025 (registration increases to \$45) |
| Late registration: | September 1, 2025 (registration increases to \$55) |

Key Deadline Dates for Sponsors

| | |
|---------------------------------|-------------------|
| Sponsor Logos and Copy for Ads: | August 15, 2025 |
| Table Requirements for Booths: | September 5, 2025 |

B-Sides RDU - Friday, September 12, 2025

Day of Event Schedule (times subject to change)

| | |
|----------------------|----------|
| Sponsor Table Setup: | 6:30 AM |
| Doors Open: | 7:45 AM |
| Opening Remarks: | 8:45 AM |
| Morning Keynote: | 9:00 AM |
| Breakouts Begin | 10:15 AM |
| Lunch: | 12:00 PM |
| Afternoon Break: | 3:00 PM |
| Conference Ends: | 5:30 PM |

Sponsor Table Tear Down: Can begin any time, but should be completed by 5:30PM

For the most up to date schedule, please see: <https://bsidesrdu.org>



Sponsorship Packages

| Sponsorship Levels & Benefits | Diamond | Platinum | Gold | Silver | Bronze | Supporter |
|---|---------------------|---------------------|---------------------|-------------------|-------------------|-------------------|
| Cost | \$4500 | \$3500 | \$2500 | \$1500 | \$1000 | \$500 |
| # available | 1 | 2 | 6 | 8 | 10 | Unlimited |
| Social media callouts (LinkedIn, Bluesky, and Facebook) | Yes | Yes | Yes | Yes | Yes | Yes |
| Logo displayed on website and digital signage during conference | Yes | Yes | Yes | Yes | Yes | No |
| Verbal recognition during conference | Yes | Yes | Yes | Yes | No | No |
| Logo on conference t-shirt (see note below) | Yes | Yes | Yes | No | No | No |
| Logo on printed signage in prime locations during conference | Yes | Yes | No | No | No | No |
| Logo on conference lanyard | Yes | No | No | No | No | No |
| # of attendee badges provided (see note below) | 20 (\$700 value) | 15 (\$525 value) | 10 (\$350 value) | 2 (\$70 value) | 2 (\$70 value) | 1 (\$35 value) |
| # of tables in exhibit hall (see note below) | 2 | 1 | 1 | 1 | 0 | 0 |
| Prime table location | Yes | Yes | No | No | N/A | N/A |

Conference T-shirt

B-Sides RDU plans to provide a limited number of special edition conference t-shirts to attendees, with the following allocation:

- Speakers (1 each)
- Volunteers (1 each)
- Sponsors (2 each)
- First 100 attendees to register for the conference

Sponsor logos will be included on the back of the t-shirts in the following arrangement:

- Diamond: top
- Platinum: middle
- Gold: bottom



Attendee Badges for Sponsors

All sponsorship packages include a set number of attendee badges. In addition to providing access to the conference for those who will be working at your booth, they can be provided to other employees of your company, your partners, or your customers. A unique free registration code will be provided that you can share as you see fit.

Exhibit Hall Sponsor Tables and Setup Logistics

The tables provided for sponsor booths are approximately 8 feet long and 30 inches deep, and will include the following:

- Electricity supplied via one power strip
- Two chairs
- Black table cloth

All sponsor booth areas are expected to be cleared by no later than 5:30 PM.

Shipping Equipment

If you wish to ship equipment to the venue, please let us know by emailing sponsors@bsidesrdu.org and using the following shipping information:

Shipping address for all UPS or FedEx delivery:

McKimmon Conference and Training Center
1101 Gorman Street
Raleigh, NC 27606

Shipping address for US Postal Service delivery:

McKimmon Conference and Training Center
Campus Box #7401
Raleigh, NC 27695

Note: Please include the name, date of event, and event on the mailing/shipping label. For location of items shipped to McKimmon Center, please contact:

Print & Mail Services at 919-515-3692



B-Sides RDU Sponsorship Agreement

Terms and Conditions

1. **Sponsorship Agreement:** This Agreement between B-Sides RDU, Inc. ("B-Sides RDU") and "Sponsor" is valid from the date it is fully executed through the end of the B-Sides RDU event.
2. **Sponsor Marketing Use Agreement:** Sponsor may use the following tag line on its marketing materials during the term of this Sponsorship Agreement: "Official Sponsor of B-Sides RDU".
3. **Production Timeline:** In order for B-Sides RDU to fulfill all promotional benefits for Sponsor, Sponsor agrees to meet all B-Sides RDU related submissions deadlines as communicated to the Sponsor electronically during the term of this Agreement.
4. **Sponsor Trademark Usage Agreement:** Sponsor agrees to allow B-Sides RDU to use Sponsor's trademark/logo/tagline solely to perform and fulfill its obligations under the Sponsorship Kit and this Sponsorship Agreement.
5. **Sponsor Trademark Usage:** Notwithstanding Section 4 above, Sponsor agrees to allow B-Sides RDU the right to use Sponsor's trademark/logo/tagline and graphics on all of the B-Sides RDU Sponsor promotional benefits, including but not limited to:
 - a. The logo to be posted on the B-Sides RDU website.
 - b. Sponsor benefit items B-Sides RDU detailed herein.
 - c. Any B-Sides RDU Exhibit Hall promotional signage/lanyards, etc.
6. **Web Reference:** Sponsor may publish an Internet hyperlink from Sponsor's website to the B-Sides RDU website, and maintain the hyperlink as an active, functional, and correct link to the B-Sides RDU website through the duration of the B-Sides RDU event and thereafter unless removal is requested by Sponsor.
7. **Use of Sponsor Booths:** Any sponsor permitted to staff a table or have a sponsor booth agrees to the following terms:
 - a. The use of inappropriate or salacious means to draw attention to a sponsor booth is strictly forbidden.
 - b. All individuals promoting goods, services, or otherwise operating on behalf of a sponsor's booth must be of a suitable level of technical expertise to sufficiently explain, in detail, the good or service being promoted and/or provided. Additionally, such individuals must be officially affiliated with the sponsoring organization via employment, contract, subcontract or some other binding agreement or affiliation.
 - c. Every person staffing a sponsor booth must have a valid ticket. All free tickets not claimed by the established claim deadline, approximately 1 week before the conference date, will be considered forfeited.
8. **One Sponsor, One Company, One Logo:** No organization may split payment of a sponsorship with another unless approved in advance by a corporate officer of B-Sides RDU.



9. **Attendee Lists:** B-Sides RDU respects the privacy of its attendees and does NOT provide a list of names and contact information of attendees. However, Sponsor may collect this information directly from attendees who visit their booth in the Exhibit Hall. B-Sides RDU does not
10. **Payment:** Full payment must be made within 10 business days of the B-Sides RDU event; otherwise, all benefits will be forfeited. Payment information is included below.
11. **Refunds:** There are no refunds.
12. **Non-endorsement:** The use of Sponsor's name within B-Sides RDU mailing list does not constitute endorsement by B-Sides RDU of the Sponsor, the Sponsor's services, products or programs. Additionally, the Sponsor is not permitted to represent in any manner that such products, services, or programs have been endorsed by B-Sides RDU.
13. **Non-exclusivity:** B-Sides RDU does not award exclusive sponsorships or establish exclusive relationships with Sponsors, except as it refers to limits placed on specific sponsorship tiers. Sponsors shall not imply that a preferential relationship exists between Sponsor and B-Sides RDU.
14. **Limited Liability:** In the event that circumstances beyond the commercially reasonable control of B-Sides RDU interferes with, or prevents, B-Sides RDU from fulfilling, in part, or all of, Sponsor's promotional benefits under this Sponsorship Agreement, Sponsor, by signing this Sponsorship Agreement, holds B-Sides RDU, as well as their respective Board of Directors and employees harmless from all legal and financial liability to Sponsor, caused by such circumstances, beyond the fee paid by Sponsor for this sponsorship.
15. **Force Majeure:** Neither B-Sides RDU or Sponsor shall be deemed in default of this Sponsorship Agreement to the extent that performance of its obligations or attempts to cure any breach are delayed or prevented by reason of any act of God, including viral pandemics, fire, natural disaster, accident, act of government, or any other causes beyond its commercially reasonable control.
16. **Rejection:** B-Sides RDU reserves the right to reject a potential sponsor for any reason.
17. **Entire Agreement:** This and all attachments hereto, constitute the entire Sponsorship Agreement.

Payments

Please make checks payable to "B-Sides RDU, Inc." and mail to:

B-Sides RDU
ATTN: Sponsorship
PO Box 1302
Morrisville, NC 27560

To request an invoice or details on making payments electronically, please contact sponsors@bsidesrdu.org.



Sponsorship Level

Please select one of the following:

- ☐ Diamond (\$4500)
- ☐ Platinum (\$3500)
- ☐ Gold (\$2500)
- ☐ Silver (\$1500)
- ☐ Bronze (\$1000)

Authorizations

On behalf of Sponsor:

Organization: _____

Name (Printed): _____

Name (Signature): _____

Title: _____

Date: _____

On behalf of B-Sides, RDU, Inc.:

Name (Printed): _____

Name (Signature): _____

Title: _____

Date: _____