BSIDESROC

2025

SPONSOR BROCHURE

MARCH 22, 2025

🌐 **HTTPS://BSIDESROC.COM**

✉️ **INFO@BSIDESROC.COM**

𝕏 **@BSIDESROC**

BSidesROC is a non-profit organization dedicated to growing the cybersecurity industry in Rochester, NY. We host an annual conference and training day for those entering or advancing their place in the field. Hundreds of attendees, including practitioners, students, speakers, vendors, and sponsors, attend every year to learn and network with one another.

BSIDESROC 2025

TRAINING DAY

- Friday, March 21, 2025

- RIT's Global Cybersecurity Institute (1 Kimball Drive, Rochester, NY 14623)

- 2 tracks of training sessions

CONFERENCE DAY

- Saturday, March 22, 2025

- RIT Inn and Conference Center (5257 W. Henrietta Road, Henrietta, NY 14467)

- 2 tracks of conference sessions

- Activities and events

Celebrating

15

years of

BSidesROC!

WHY SPONSOR BSIDESROC?

1

RETURN ON INVESTMENT

Many of our attendees are decision makers and program directors. By sponsoring you spread your name recognition to these valuable stakeholders. Gold sponsors also get to staff a booth in the main hall.
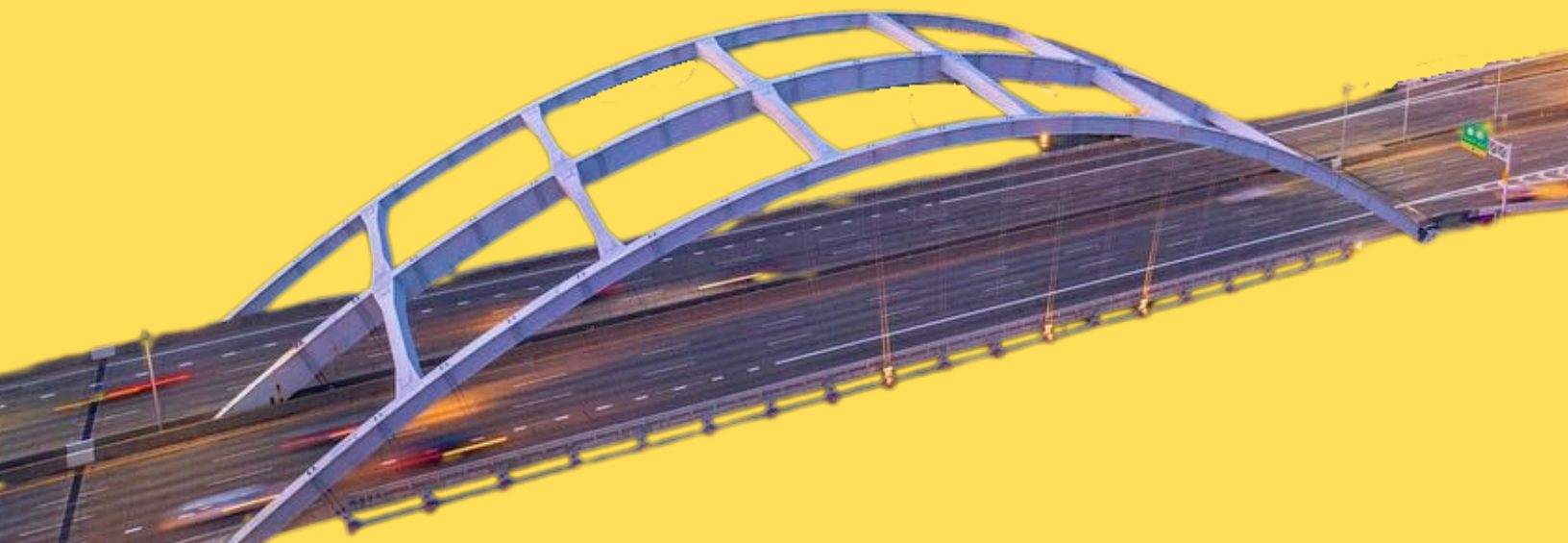
2

NETWORK WITH CANDIDATES

Our attendees are at all stages of their careers, from entry level to senior management. Cybersecurity conferences are a fantastic place to search for the next addition to your team. Gold sponsors also receive all the resumes submitted by attendees.

3

GROW THE INDUSTRY

Your support is critical to making BSides possible. A staple in the industry, BSides are where some of the best ideas and life-long networks are formed.

SPONSORSHIP OPPORTUNITIES

Sponsorship Perks	Community ($375)	Bronze ($1050)	Silver ($1,750)	Gold ($2,500)
Advertisements in swag bags	✅	✅	✅	✅
Name added to "wall of support" on website	✅	✅	✅	✅
Logo on BSidesROC website and B-Sides Global wiki		✅	✅	✅
Announcements on social media		✅	✅	✅
Announcements throughout the event		✅	✅	✅
Logo on T-shirts			✅	✅
Vendor table in main hall				✅
Resume book from attendees				✅
Two VIP passes to private speaker dinner				✅
Included tickets	1	3	5	✅
Included T-shirts			2	5

MISC.

BECOMING A SPONSOR

To become a sponsor, contact us at **info@bsidesroc.com**. If your company is interested in custom perks not listed in the sponsorship table, let us know: we would be happy to consider providing unique benefits in exchange for your support!
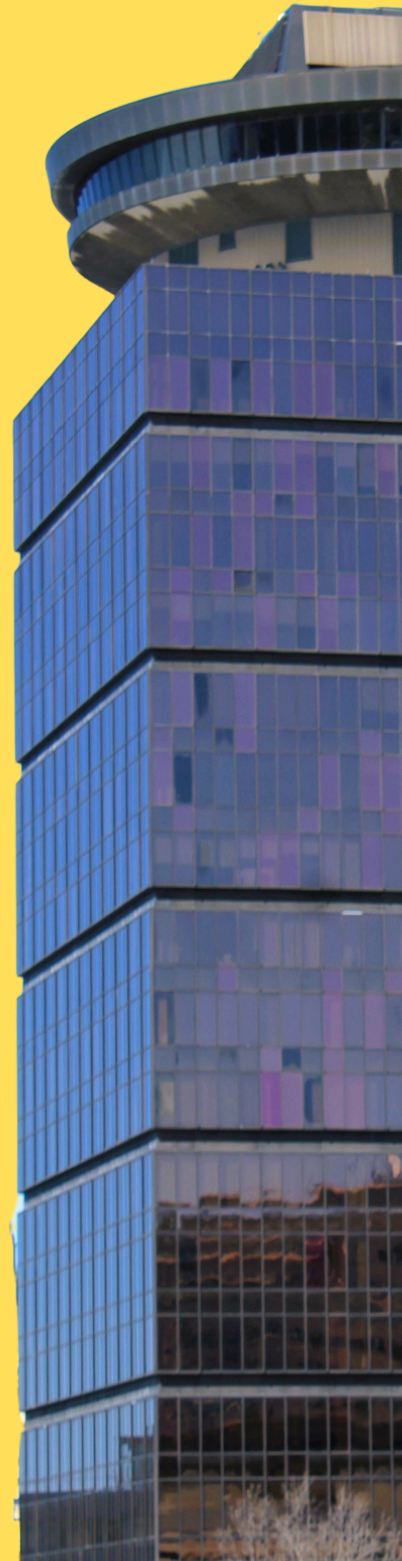
SWAG BAGS

Like all conferences, our attendees love free stuff! If you have promotional trinkets to give away, we would be happy to distribute them for you—free of charge! However, informational sheets and advertisements require sponsorship.
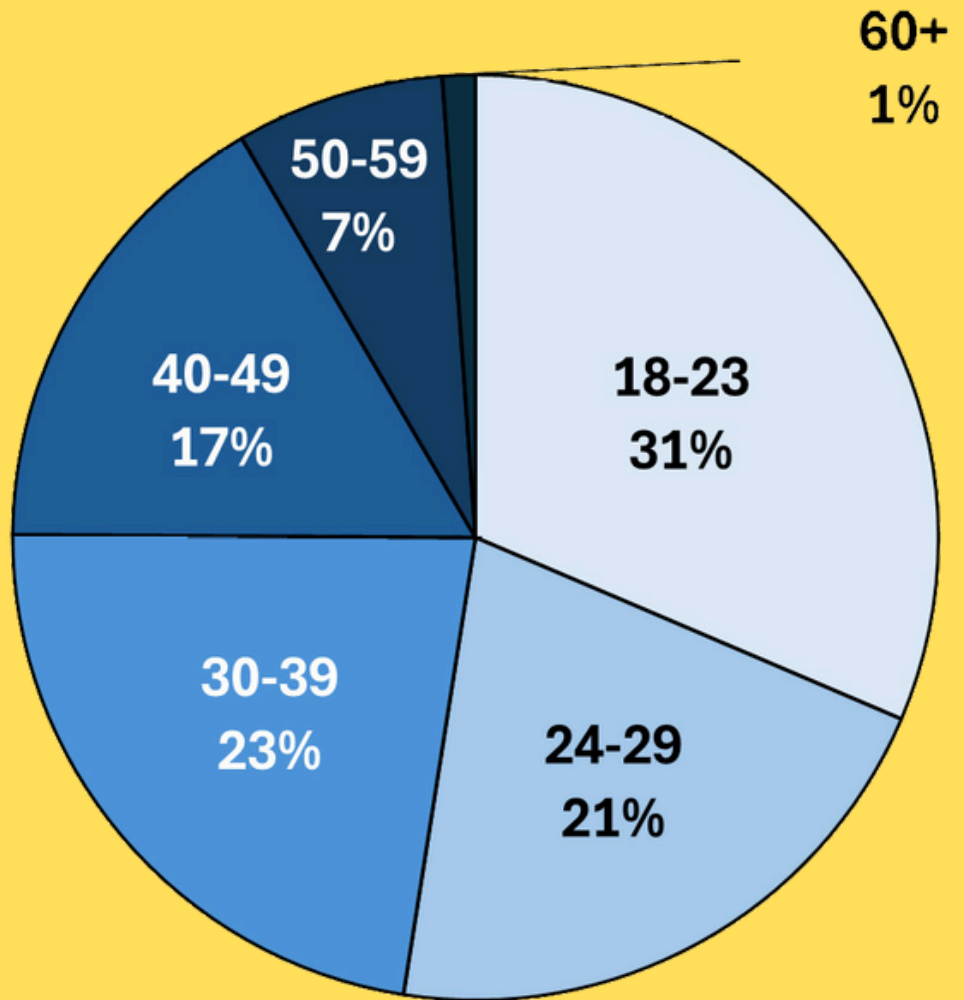
TRAINING CLASSES

We are actively seeking trainers to host educational sessions during our Training Day. Some previous years' training sessions include The Art of OSINT Analysis and Mobile App Analysis. Contact **info@bsidesroc.com** for more information.
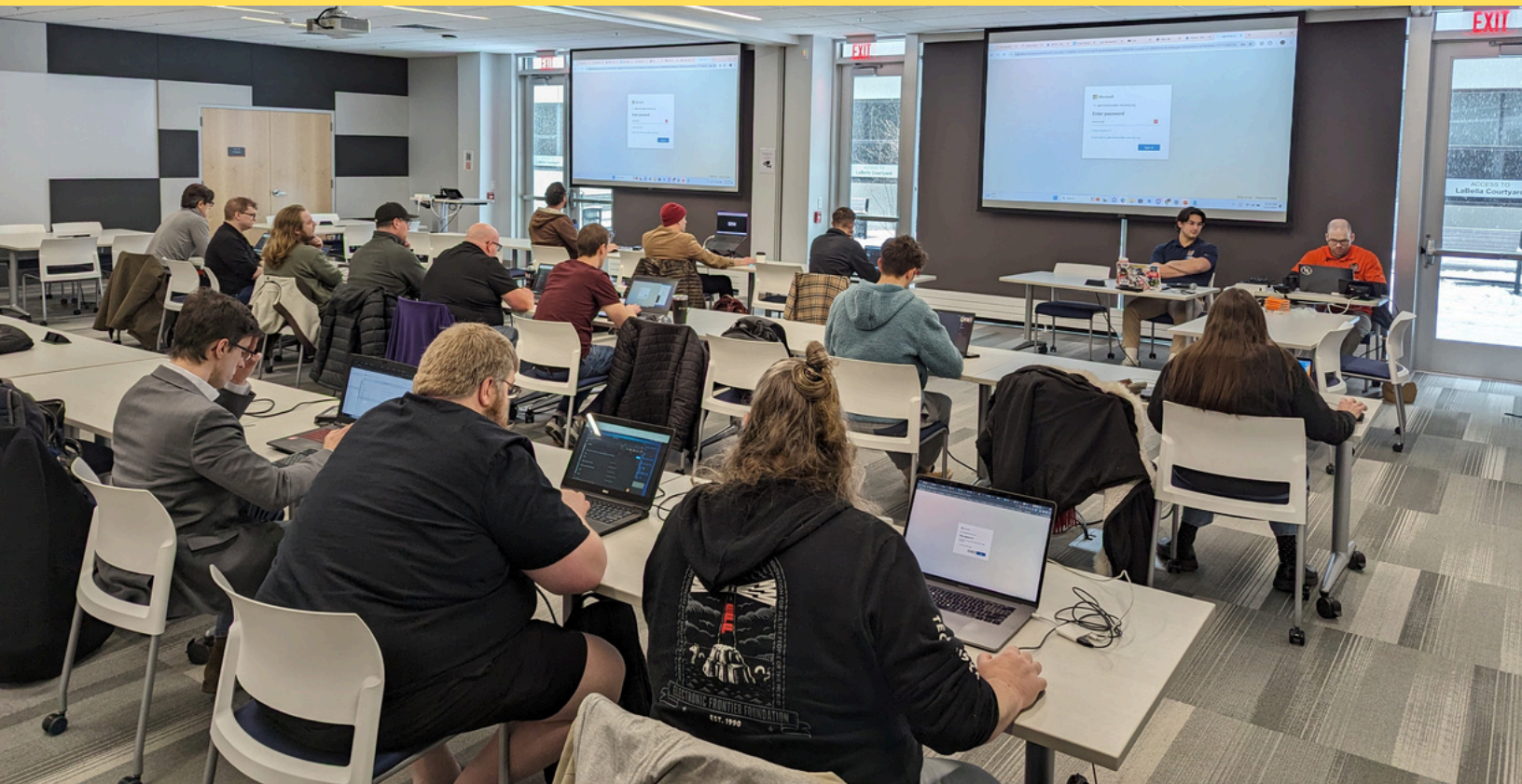
364 Registrations for BSidesROC 2024

Percent of 2024 Attendees by Age Group

60+ 1%

50-59 7%

40-49 17%

18-23 31%

30-39 23%

24-29 21%

"Thank you for making BSides what it is. This year was the first time we'd been to a BSidesROC since like 2015 or 2016, and it was the most happy and included we've ever felt. You and your team have really done a great job at cultivating a great culture and we felt so welcome today even though we didn't know one person there....it was really a breath of fresh air. So again, thank you."

-Megan (BSidesROC 2024 attendee)

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