

BSides Winnipeg Sponsorship Package

Introduction

[Security B-Sides](#) is coming to Winnipeg on November 16th and 17th, 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. Together with BSides Winnipeg, your organization can play a role in raising information security awareness and sharing exciting ideas in the information security and technology world.

BSides Winnipeg 2013 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 will help establish a much-needed link between information security professionals and the Winnipeg technology community.

With lapses in information security practices becoming increasingly featured in the news, it's important to ensure that both your employees and the community with which you do business are prepared for today's security challenges. BSides provides a valuable way for you and your organization to build connections with the information security community; connections that can lead to a better educated workforce, stronger security practices, and a safer world in which to do business.

Event info

- Date: Saturday, November 16th & Sunday, November 17th, 2013
- Time: Noon to 7 pm
- Venue: [The King's Head Pub, 120 King Street, Winnipeg, MB](#)
- Attendees: Up to 150 individuals interested in information security
- Admission: \$20, which includes 3 beverage tickets
- Twitter: [@BSidesWpg](#)
- Website: <http://www.bsideswpg.ca/>

Due to the venue, this event is restricted to people 18 years of age and older.

What is BSides?

Security B-Sides is a framework for events that enables individuals to expand the spectrum of conversation beyond the confines of traditional media. Frameworks such as BSides enable individuals to drive the event, shape the media, and encourage participation. BSides conferences are community-organized events put on by local individuals with the goal of enabling a platform for open information sharing. BSides is an 'unconference' that follows the 'open spaces' format. This includes structured presentations and smaller break-out groups, both of which provide a direct connection between speakers and the audience.

Target audience

While each BSides event is distinct, they target the industry professional looking to offset or augment their current security skill set with that of the next-big-thing conversations. These are industry leaders, thought leaders, information security professionals, and even students who wish to expand their body of knowledge. Their common goal is to learn about emerging issues and connect with those who are having them.

Media coverage

Globally, BSides has gathered mass media attention and been written up in CSO Online, The Register, ZDNet, and Dark Reading magazines. In addition to the plethora of blog posts and podcasts, BSides has also received coverage from Hacker News Network (HNN), EFFector, and Cisco Systems Cyber Risk Report. The list is archived here: <http://www.securitybsides.org/Media>

Sponsorship tiers

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

Tier 1: \$500+

- Verbal recognition between talks.
- 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: \$2500+

- Everything in Tier 2.
- Logo on front of t-shirt.
- Table space for the purpose of recruitment only (no sales pitches, please!)
- Two or three minutes at the opening or closing ceremonies to address the attendees.
- Half-page advertisement in the program guide.

Other

Have other sponsorship ideas? We're open to custom sponsorship tiers — financial or otherwise — that are creatively tailored to your brand. Contact us and we'll talk!

Budget

How will sponsorship money be spent? Our costs are as follows, based on an upper limit of 150 attendees:

- \$3,000 - Dinner day 1
- \$3,000 - Dinner day 2
- \$1,800 - Lunch day 1
- \$1,800 - Lunch day 2
- \$2,250 - Electronic badges
- \$1,000 - T-Shirts
- \$200 - Event insurance
- \$200 - Programs and signage

It's important to note that BSides Winnipeg Inc. is a non-profit organization and that all donations received will be spent on making this event the best conference Winnipeg has ever seen. Additionally, all organization, planning, and execution is done by a dedicated group of volunteers who are donating their time out of a desire to make this an amazing event. You can help make this happen by becoming an official BSides Winnipeg 2013 sponsor!

Contact

Help make this awesome conference happen by becoming an official BSides Winnipeg 2013 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 +1-204-960-4345. We can't wait to hear from you!