



BSides Perth 2017
December 2nd and 3rd 2017

<http://bsidesperth.com.au>
info@bsidesperth.com.au
twitter.com/bsidesper

BSides Perth 2017 – Western Debut

Thank you for your interest in sponsoring the first Security BSides Event in Perth (BSides Perth 2017). Following the success of BSides Canberra, and the many internationally based BSides events, we are happy to be bringing BSides to the west coast of Australia!

BSides events combine security expertise from a variety of domains in search of the “next big thing” in information security. BSides is an open platform that gives security experts and industry professionals the opportunity to share ideas, insights, and develop longstanding relationships with others in the community. It is a rare opportunity to directly connect and create trusted relationships with key members of this community.

For 2017, we expect that BSides will attract over 200 security professionals and enthusiasts, many of which are considered amongst the top of their field. People who participate in BSides have backgrounds in different sectors and industries, but share a common goal in learning about and understanding emerging security issues, and then connecting effectively with those organisations in need of that expertise.

The BSides Perth format will consist of one speaking track, an ethical hacking workshop, and numerous technical and physical security challenges, and for the location, we have been lucky enough to secure the University of Western Australia (UWA).

This document contains Perth BSides 2017 sponsorship information. We provide various levels of sponsorship, and overall we are a community-driven event, which exists purely because of generous support from our sponsors. We thank you.

Please do not hesitate to contact us if you have any questions or requests. You can reach us via email at info@bsidesperth.com.au. Thank you for considering sponsorship of the 2017 BSides Perth information security event.



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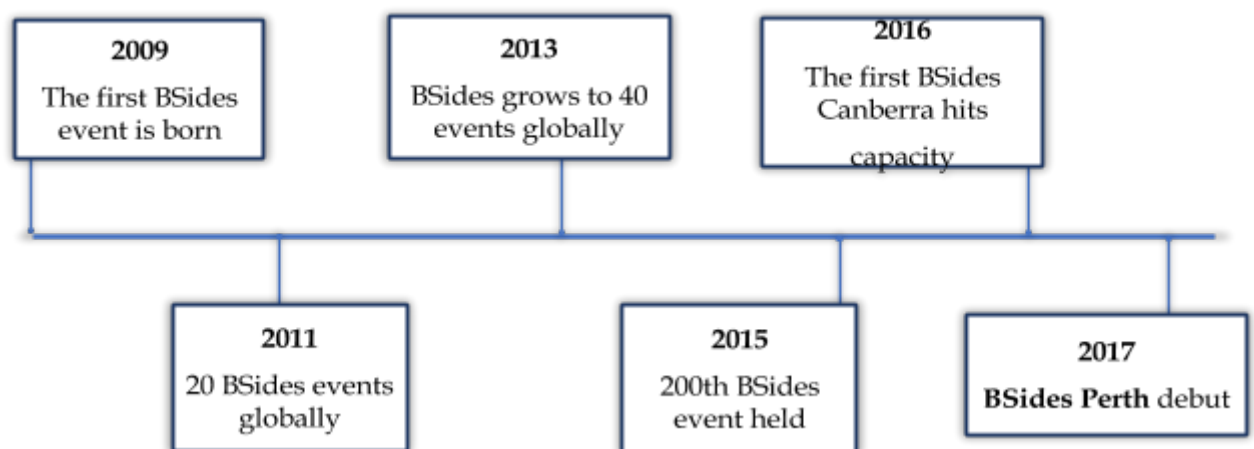
Alex, Nigel and Peter

BSides Perth Organising Crew

BSides Information

Event Info

Security BSides is a framework for security 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 are community organized, run by local security community members, and have the express goal of enabling a platform for information understanding and dissemination.



BSides Facts

- Thousands of people have attended and written about their experience at BSides events:
<http://www.securitybsides.org/Media>
- Community organised, volunteer driven, and corporate funded



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- Focuses on expanding the spectrum of conversation and giving voice to the next big thing

Unique Conference Experience

Major conferences focus on the current hot topics in information security. BSides events have covered a range of topics from hardware hacking to industry issues, from twitter hacking to proximity-based identity theft. BSides gives voice to the conversation that is happening just below the surface, and sponsoring enables you to engage that conversation.

Unlike other events where the speaker is rushed in and out, BSides provides a small and intimate environment for the attendees to directly engage the speaker before, during, and after their talk or presentation. Attendees are looking for more than just information; they are looking to make connections they will call upon throughout the rest of the year.

Participation

BSides is not made up of members but participants. Each person who participates in BSides brings to it something to contribute. Some people bring hardware, organisational skills, or their friends. You are offering to bring other resources that help fuel the conversation. Sponsoring enables you to engage the conversation, interact with attendees, and our commitment to connect you with those attendees of interest to you and your business. The organisers hope your participation will enable another great BSides event

Media Coverage

BSides has gathered mass media attention and been written up in CSO Online, Network World, Computerworld, Information Week, The Register, ZDNet, and Dark Reading magazines. In addition to the blog posts and podcasts, BSides has also received coverage



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from Hacker News Network (HNN), EFFector, and Cisco System Cyber Risk Report. Check out the entire list here: <http://www.securitybsides.org/Media>



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Support and Sponsorship

The Value of Sponsorship

The goal of BSides is to offer small intimate events where all participants can engage each other to help develop connections, friendships, and network with different industry professionals.

We recognise the value in engaging a smaller audience and being the big fish in a small pond. Every organisation will have different goals and priorities which is why we offer different levels of participation for every individual, group, or organisation. We specifically offer several different options for any sized organisation to participate and support this event.

Reasons to Show Your Support

We recognise your desire to not only support a great event but also to see return on your investment. The following are a list of direct benefits you may see as an event sponsor.

Brand recognition and awareness: Depending on the level of sponsorship, you may recognise your brand placement at some or all of the following: t-shirts, signage/lanyards, lunch sessions, or attendee badges. Based on your level of participation, creative and custom branding may be arranged including transportation, banners, and podcast interviews.

Big fish, small pond: For some, sponsoring large events is not within their price range leaving them with no option for communicating their message. BSides is just the place for you! This small, community atmosphere brings together active and engaged participants





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who want to absorb information. Sponsoring a BSides event enables to be that big fish in a small pond and better communicate your message to an active audience.

Stay in touch with the industry: BSides enables its supporters and participants to identify and connect with industry leaders and voices. These participants represent the social networking of security. They are the people who you want to engage to solicit feedback and bring voice to your conversation.

Stay abreast on the next big thing: Nobody knows what the “next big thing” will be, but these events are community driven with presentations voted upon by the industry. There is no magic to how it works, but we believe that listening to the underground can help prepare you and help identify what the next big thing might be.

Media: The media coverage for BSides is often massive compared with its size. Cyber-Security is a hot topic in the media. Speakers and sponsors are likely to be asked for comments at some point during the event



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LEVEL	Bronze	Silver	Gold
	\$ 2,500 AUD	\$ 5,000 AUD	\$ 10,000 AUD
NUMBER AVAILABLE	∞	4	2
Shout-outs at intermissions	YES	YES	FIRST
Web-Site Logo	YES	YES	Prime Position
Ad space in event booklet	¼ page	1 page	2 page centre spread
Banner	Shared	Shared	Foyer and Speaker Podium

Other Sponsorship Opportunities

After Party 1	\$3,000 AUD
Closing Party 2	\$3,000 AUD
Lunch Sponsor 1	\$2,000 AUD
Lunch Sponsor 2	\$2,000 AUD



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Support Terms and Conditions Agreement

Sponsorship Agreement: between the event-specific Security BSides organiser ("Organiser") and ("Sponsor") is valid from the date it is fully executed through the end of the sponsored event (or a 12 month period for Global Sponsors).

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 Security BSides".

Production Timeline: In order for Organiser to fulfill all promotional benefits for Sponsor, Sponsor agrees to meet all Organiser related submission deadlines:

- Trademark/Logo, Sponsor URL, Ad (if applicable), Banner display (if applicable), will be sent within 10 business days from the date this Sponsorship Agreement is fully executed.
- All items will be submitted one month prior to the event or production deadline.

Sponsor Trademark Usage Agreement: Sponsor agrees to allow Organiser to use Sponsor's trademark/logo/tagline solely to perform and fulfill its obligations under the Sponsorship Kit and this Sponsorship Agreement.

Sponsor Trademark Usage: Notwithstanding Section 4 above, Sponsor agrees to allow Organiser the right to use Sponsor's trademark/logo/tagline and graphics on all of the promotional benefits, including but not limited to:

- The Web banner add to be posted on the event and Security BSides Web pages
- Sponsor benefit items Organiser detailed on the Support Package section
- Any Exhibit Hall promotional banner and signage/lanyard, etc.

Web Reference: Sponsor may publish an Internet hyperlink from Sponsor's website to the event-specific and Security BSides websites, and maintain the hyperlink as an active,



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functional, and correct link to the websites through the duration of the event and thereafter unless removal is requested by Sponsor.

Payment: Full payment must accompany this application and Sponsorship Agreement and be received by Organiser.

Non-endorsement: The use of Sponsor's name within Security BSides or event-specific websites or mailing lists does not constitute endorsement by Security BSides or Organiser 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 Security BSides or Organiser.

Non-exclusivity: Neither Security BSides or Organiser awards exclusive sponsorship or establishes exclusive relationships with Sponsors. Sponsor shall not imply that such a preferential relationship exists between Sponsor and Security BSides or Organiser.

Limited Liability: In the event that circumstances beyond the commercially reasonable control of Organiser interferes with, or prevents, Organiser from fulfilling, in part, or all of, Sponsor's promotional benefits under this Sponsorship Agreement, Sponsor, by signing this Sponsorship Agreement, holds Organiser, Security BSides, 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.

Force Majeure: Neither Security BSides, Organiser, 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, fire, natural disaster, accident, act of government, or any other causes beyond its commercially reasonable control.

Rejection: Security BSides and Organiser reserve the right to reject a potential sponsor for any reason.



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Entire Agreement: This and all attachments here to, constitute the entire Sponsorship Agreement.

X _____ X _____
(Name of Authorised Sponsor representative) (Signature)

X _____ X _____
(Name of Organiser) (Signature)

SPONSORSHIP LEVEL	COST	PLEASE CHECK
GOLD	\$10,000 AUD	
SILVER	\$5,000 AUD	
BRONZE	\$2,500 AUD	
_____	\$ _____	

Bankwest Account Details

Acc name: BSides Perth

BSB: 302-162

Acc no: 113625-6



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