



BSides Perth 2019

Sponsorship Pack



Security BSides Sponsorship Information Pack

Firstly, thanks for your interest in sponsoring this year's Security BSides Perth. Last year's conference was spectacular, so this year we're planning an even more ambitious example of how a grass roots security conference should be run for Perth's cyber security community.

What is BSides?

BSides is a community-driven framework for building events for and by information security community members. The goal is to expand the spectrum of conversation beyond the traditional confines of space and time. It creates opportunities for individuals to both present and participate in an intimate atmosphere that encourages collaboration. It is an intense event with discussions, demos, and interaction from participants. It is where conversations for the next-big-thing are happening.

What can you expect at Perth's BSides Conference?

Following the success of last year's Security BSides Perth (2018), the team couldn't be happier to be planning it all again for 2019.

Keeping with our upwards trends, this year will be bigger and better still. We are planning a proactive advertising campaign that will run throughout the year to attract a bigger audience from all over Australia, and internationally.

We know the Perth community is hungry for more, but something that surprised all of us was the number of out-of-state delegates that flew in especially for the event. Amazing!

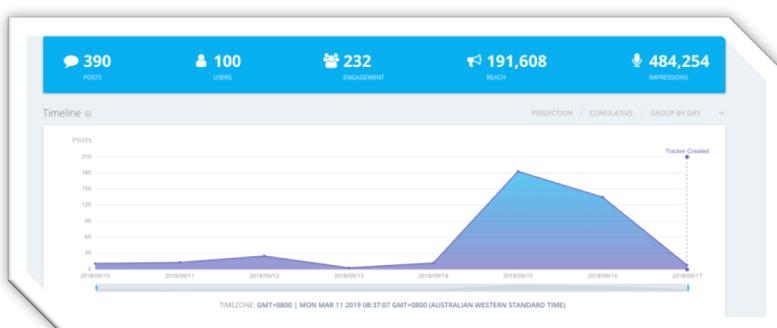
We already will have a selection of local, national and international speakers lined up to speak in 2019, along with demonstrations, workshops, physical security lessons on lock picking, and more. This is your opportunity, as a sponsor, to get in and sponsor some aspect of the security event that everyone is talking about.

Touching every aspect of the Security Community

Ticket Sales

In 2018, we sold over 260 tickets for our weekend event. We maintained our \$50 price tag and provided a huge amount of sponsor giveaways, lunch each day and a free coffee wagon for both mornings.

For 2019, we have booked an extra theatre to accommodate two talk streams and up to 500 people. We are currently developing advertising strategies and media campaigns to reach more participants than any other technology and security conference in Perth.



Social Media

Over the weekend and following days, our unique hashtag **#BsidesPer** was used over 400 times by individual twitter and LinkedIn users, influencing a community of almost 500,000 users.

Tweets congratulated speakers for high-quality talks, discussed the hackable badges and commentated on the progress of the conference.

Silvio Cesare @silviocesare 15 Sept 2018

For \$50 **@BSidesPer** offered 2 days of great talks. A Wi-Fi connected electronic badge. A cool con t-shirt. A tote bag. 2 parties. Free pizza lunch, free good coffee, free redbull. A program guide, a CTF and god knows what else I missed :)

Andy Battle @andybattle 15 Sept 2018

Hats off guys! **@NHardy** **@Dolesification** **@pete12601** A great weekend you put together. Really set the bar for **#Perth** cons **@BSidesPer** **#bsidesperth** ~ a massive thanks to all the speakers and sponsors **@uwanews** **@Fortinet** **@rapid7** **@Kinetic_IT_Aus** **@Quest** **@diamondcybersec** **@hack_5** **@redbull**

Attracting International Talent

In 2018, our speakers travelled from all over Australia and the world, in fact, only 3 of our speakers were Perth locals. This shows that our conference is making a substantial impact internationally for companies and individuals alike.

John McClurg

Former FBI agent and current VP of Cylance travelled from California to speak at BSides Perth 2018.



Silvio Cesare



BSides Canberra organiser travelled to present a lesson on reverse engineering.

Deral Heiland

Rapid 7's lead IoT researcher presented on pulling apart embedded devices.



"Absolutely loved @BSidesPer - certainly doing this one again! Hats off for pulling together such an incredible con... Can't believe this was only year two! #BSidesPerth"

Michael Skelton

Careers Workshop

How to get a job in infosec

During BSides Perth, Ricki Burke, Director and founder of Australia's foremost Information Security recruiter, **CyberSec People**, hosted a workshop for those that are or will be looking to work in the security industry.

Ricki showed how a proactive person can increase their chances of job offers and not be just another number in the job application black hole.



The Swag

On Registration, every participant received a tote-bag with:

- A hackable “smart” badge
- BSides tee
- Beanie
- Toolkit
- Stickers



The Badge



Our electronic badges were designed by our team and displayed Sponsor messages and a dynamically updated schedule for the event.

The badge also contained various challenges for attendees to play in the CTF.

Capture the Flag

In 2018, we ran our own Capture The Flag event with the help of our volunteers. It included challenges engaging reverse engineering, web application hacking, puzzle solving and more!

The winning team from Deakin University took home \$2,000 worth of Fortinet equipment.



"It's important to us that everyone at BSides Perth is considered a participant, not just an 'attendee'. We want everyone to have a voice and participate in the discussion" - Alex Dolan, BSides Perth



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Sponsorship Packages

| LEVEL | BRONZE | SILVER | GOLD |
|--------------|---------|-----------|----------------|
| COST | \$2,500 | \$5,000 | \$10,000 |
| AVAILABILITY | ∞ | 4 | 2 |
| SHOUT-OUTS | YES | YES | FIRST CALL |
| WEBSITE LOGO | YES | YES | PRIME POSITION |
| BOOKLET | ¼ PAGE | FULL PAGE | 2-PAGE CENTRE |
| BANNER | SHARED | SHARED | PODIUM |

Booking Form

I have read and accept the Support Terms and Conditions Agreement (following page)

X _____ X _____

(Name of Authorised Sponsor representative)

(Signature)

X _____ X _____

| | | |
|--------|----------|--------------------------|
| | | |
| GOLD | \$10,000 | <input type="checkbox"/> |
| SILVER | \$5,000 | <input type="checkbox"/> |
| BRONZE | \$2,500 | <input type="checkbox"/> |
| CUSTOM | \$_____ | <input type="checkbox"/> |

Customised sponsorship packages are also available. Please get in touch to discuss any specific opportunities or requirements.

"We make sure we represent the best cross section of the industry we can, from C-Levels to engineers, and products to testers. There is truly something here for every security passion" – Nigel Hardy, BSides Perth



Sponsorship Terms and Conditions

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.

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, 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. Payment can also be sent via PayPal. Failure to pay full balance will subject sponsorship to cancellation.

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.

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



Thank You!

It is our Sponsors, volunteers, speakers, participants and other supporters that make this conference the amazing success that it has become, and we extend our grateful thanks for your continued support.

BSides Perth Team

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