

BSIDES PERTH 2021  
18-19<sup>TH</sup> SEPTEMBER @ UWA  
SPONSOR PACK

## Security BSides Sponsorship Information Pack

Firstly, thanks for your interest in sponsoring this year's Security BSides Perth. Our 2019 conference was spectacular, and after the COVID induced lockdowns through 2020, we're planning another ambitious example of how a grass roots security conference should be run for the Australian cyber security community in 2021.

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### *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.*

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### What can you expect at Perth's BSides Conference?

Following the success of BSides Perth 2017, 2018 and 2019, the team have had a well-deserved (and totally enforced!) break, however we couldn't be happier to be making it happen again in 2021.

Keeping with our established trend, this year looks to be bigger and better still. We are planning a proactive advertising campaign that will run continuously to attract a wider audience and fantastic engagement from all over Australia, and internationally.

We know the Perth community is hungry for more, but something that always surprises us is the number of out-of-state and international speakers and participants that fly in especially for the event. Totally amazing and humbling, and a huge thank you from us!

We already have a selection of speakers lined up to speak in 2021, along with demonstrations, workshops, physical security, training, 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.

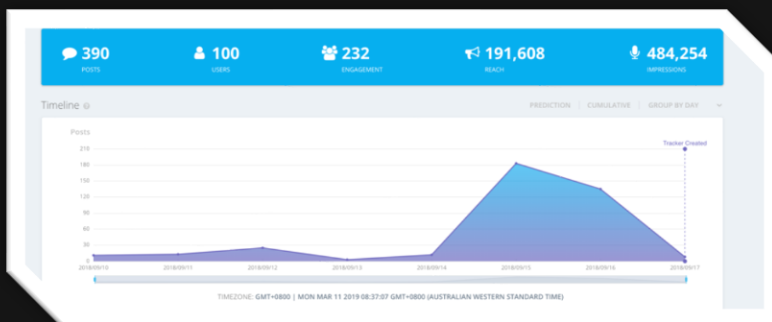
## Touching every aspect of the Security Community

### 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 both days.

2019 granted us an additional theatre to run two streams, and a target of 500 participants.

2021 gives us the whole business school with a capacity of over 500 people, and space for a huge number of breakout events.



### Social Media

Over the course of the conference our unique hashtag #BsidesPer was used thousands of times, influencing a community of over 500,000 users and trending #2 in ANZ.

Tweets congratulated speakers for high-quality talks, discuss the hackable badges, thank our sponsors for their support, and share the great content delivered.

**Evildaemond @evildaemond**

**Sep 24, 2019**

I wanted to say thank you everyone for making @BSidesPer an amazing conference, the organisers @NHardy @Dolesification, the rest of the volunteers who helped keep it running all day, the CTF writers and people who assisted on the day, speakers, and everyone who attended.

**Rami @drunkrhin0 · Sep 24, 2019**

Belated tweet - I had an absolute blast volunteering at @BSidesPer this year. Between recording talks and photographing speakers I got to see a few familiar faces, meet some new ones and had my mind blown. Thanks @Dolesification and @NHardy for organising such a great conference

## Attracting Global Talent

Our speakers and presenters have travelled from all over Australia and the world, demonstrating the global reach of the conference and the international impact it supports for companies and individuals alike.

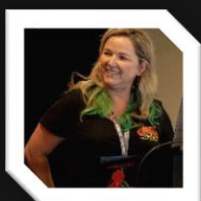


Chester Wisniewski

Chester is a Principal Research Scientist in the Office of the CTO at Sophos in Vancouver, Canada, and delivered the keynote at our inaugural BSides Perth 2017.

John McClurg

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



Kylie McDevitt

Kylie is the co-founder and organiser of BSides Canberra as well as lecturing part-time and running InfoSect in Canberra. She headed west to present a security analysis of future networks at our 2019 conference.

Deral Heiland

Heading to Perth from Dayton, Ohio, Rapid 7's lead IoT researcher presented on pulling apart embedded devices.



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*"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 - 2018*

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## Careers Workshops

### How to get a job in infosec

Ricki Burke, Director and founder of Australia's foremost Information Security recruiter, **CyberSec People**, regularly hosts workshops for those that are or will be looking to work in the security industry.

Ricki shows 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 receives a swag-bag containing:

- A hackable "smart" badge
- BSides tee
- Beanie
- Toolkit
- Stickers
- And much much more!



## The Badge

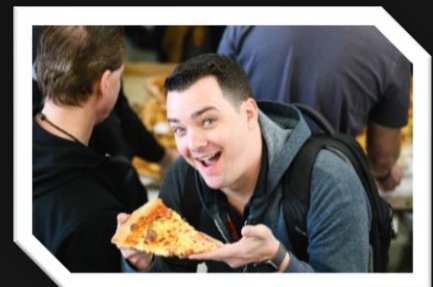


In past events, electronic badges have been designed by the team and display Sponsor messages and logos, and a dynamically updated schedule for the event.

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

## The pizza!

We have a reputation for bringing the best pizza Perth has to offer to our event, all free of charge thanks to our amazing sponsors...we look forward to enjoying a slice or two with you over the weekend!



## Capture the Flag (CTF)

Each year we run our own Capture The Flag (CTF) events with the help of our volunteers, including what was believed to be the first Governance Risk Compliance (GRC) challenge at our 2018 conference! These competitions include challenges with reverse engineering, web application hacking, puzzle solving and much more!

Winning teams have taken home thousands of dollars' worth of prizes, and the prestigious BSides Perth Challenge Coin!



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*"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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## Venue Sponsor

We wish to thank the University of Western Australia, who have graciously been our venue sponsor since our very first conference, and continue to support us through the use of their fantastically equipped Business School and world class facilities.



THE UNIVERSITY OF  
**WESTERN  
AUSTRALIA**



Previous Year's Sponsors



## Sponsorship Packages

LEVEL	BRONZE	SILVER	GOLD	PLATINUM
<b>COST</b>	\$2,500	\$5,000	\$10,000	\$OFFERS
<b>AVAILABILITY</b>	∞	8	2	1
<b>SHOUT-OUTS</b>	YES	YES	YES	EVERYWHERE!
<b>WEBSITE LOGO</b>	YES	YES	YES	PRIME POSITION
<b>BOOKLET/SLIDES</b>	¼ PAGE	½ PAGE	FULL PAGE	CENTRE SPREAD
<b>BANNER</b>	SHARED	SHARED	PODIUM	PODIUM PRIME

## 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 \_\_\_\_\_

SPONSORSHIP LEVEL	COST	PLEASE CHECK
PLATINUM	\$OFFERS	<input type="checkbox"/>
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.

**Virtual Conference:** In the event that COVID or other pandemic restrictions impact our ability to run an 'in-person' conference, the conference will switch to a live streamed or pre-recorded virtual format – sponsorship monies will be directed towards ensuring the success of this event, with no refunds payable.

**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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