



SeckKC Monthly Sponsorship Opportunities 2016

As the premiere monthly hacker meeting, there is simply nothing else like Kansas City's SeckKC. With a reach to over 600 of Kansas City's most influential Information and Network security professionals, SeckKC is the place where you can finally reach an audience that simply just 'gets it'. Each month, SeckKC holds a 'Mini Conference' similar to B-Sides/Derbycon/Defcon consisting of conference quality presentations on hacking topics ranging from PCI to Penetration Testing, from getting free wifi on a plane to printing your own physical security badges. SeckKC is the where the people you are trying to reach are.

As a Information Security vendor, this is the audience you are looking for. In 2016, SeckKC is continuing to grow our attendance and influence, providing more world-class presentations by the industry's top security experts and cutting-edge researchers, and also live hands-on demonstrations. This opens new opportunities for attendees and community engagement, including the ability for information security sponsors to support or speak at monthly events.

Formed in 2011, SeckKC is one of the longest running security 'meetups', focused on providing conference quality presentations in a relaxed and social environment. **SeckKC is a registered 501c3**, and all donations/sponsorships are tax deductible.

The following sponsorship opportunity is available each month (Except December). If you are interested in sponsoring, please visit <http://store.seckc.org> or contact info@seckc.org.

Sponsored Event: \$1500 (1 Sponsorship Opportunity Available per month)

- Sponsor provided banner hung in a prominent position on entry to venue
- General space for brochures, material, or swag available at event
- SeckKC M.C. or company representative to announce that event is sponsored by COMPANY_NAME. The purpose of sponsorship is to help Kansas City's infosec community, and to create a positive image of your company. Sales pitches to the group are not allowed.
- Sponsor logo displayed on surrounding televisions before and after meeting (during meeting will be used for SeckKC media)
- Sponsor logo on EventBrite Event Invitation (sent to over 500 SeckKC members)
- Sponsor has an opportunity to contribute to grab bag with branded items. (But is not required to)
 - The 'Grab Bag' is offered as a thank-you to the Presenter. We suggest that if you are interested in contributing, to put your business card (and stickers would be awesome too) on a great gift for the speaker! This is a great way for your brand name to get a second call out at a SeckKC event.
 - Previous gifts have been:
 - Jawbone Speaker
 - Bluetooth Headphones
 - Mini-Ipad
 - Wifi Pineapple

Sponsor Responsibilities for All Sponsors

- Provide any and all banners or signage appropriate to the sponsorship outlined above.
- Provide any and all brochures, material, or swag appropriate to the sponsorship outlined above.
- Provide logo for inclusion in announcements.
- If a sponsor so chooses, they may provide one or more items for a 'Grab Bag'. The sponsor who is providing the item(s) will be announced when that item is selected out of the Grab Bag (Blind pull).

Attendee Profile

- **PURCHASE AUTHORITY:** Approximately two out of three SeckKC attendees have a role in their company's purchase decisions; approximately 70% define solution requirements and nearly 90% influence solution selection.

- **JOB TITLE:** Although the audience is primarily 'Technical' or Engineering focused, nearly 35% are Manager-level or above, including a growing Executive or Owner segment.
- **INDUSTRY:** Information and Networking Security, IT/Telecommunications, Education, Manufacturing and Health Services are the major industries represented.

Corporate Attendee Snapshot

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|--------------------|-----------------------|
| • Aitrus | • Garmin |
| • At&t | • H&R Block |
| • American Century | • Jack Henry |
| • CenturyLink | • KC Southern |
| • Cerner | • Optiv |
| • EMC | • Sprint |
| • Ericsson | • USDA |
| • FBI | • U.S. Dept. of State |
| • FreightQuote | • YRC |