Sponsorship Kit

The Security
Communities
Locally
Driven
Sponsor
Supported

Virtual conference

Feb 21, 2023

Event: #BSides *Halifax* 2023 (May 4th, 2023)

Thank you for your interest in sponsoring BSides Halifax (Security BSides).

Recent successes in the US and abroad have shown that the information security community continues to grow and along with it, the number of BSides events worldwide continues to increase, each event drawing a bigger crowd.

BSides events combine security expertise from a variety of platforms 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 the community.

Although the event itself is free/low cost to participants, the cost of hosting such an event is born by the organizers. This package contains sponsorship information for our 2023 virtual conference.

Please do not hesitate to contact us if you have any questions or requests. Simply reach us via email at info@halifaxbsides.ca. **We value your participation in Security BSides events and thank you for your consideration.**

Sincerely,
The BSides Halifax Team

What is Security BSides?

Each 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.

History of Security BSides

BSides was born in 2009 when a number of quality speakers were rejected from a mainstream conference, not due to lack of quality but rather lack of space and time. Our mission is to provide people with options by removing common conference barriers and by providing more options for speakers, topics, and events.

2009: Launched in the United States.
2010: BSides breaks into the global space with the first European event.
2011: More than 30 events worldwide in US, Europe, India, Hong Kong, & Australia
2011: First BSides Halifax event run in collaboration with AtlSecCon
2020: Over 100 events held annually worldwide

Last year we had a very successful event, over 4 hours of talks, a 24 hours CTF, and 160 tickets sold, this year we hope to grow even more with your help.

Thousands of people have attended and written about their experience at BSides events. Ready more at: http://www.securitybsides.org/Media

While every BSides event is unique, here are some things that don't change:
- Community organized, volunteer driven, and corporate funded
- Provide a forum to expanding the spectrum of conversation
- Focused on giving a voice to the "next big thing"

Goals

Promote Communication

BSides events act as a compliment to other area events by enabling long-tail spectrum that compliment the current or surrounding event. The goal of each BSides event is to provide a forum where communication and collaboration can continue while the level of conversation is able to increase.

While large mainstream conferences tend to focus on the current hot topics in information security industry, BSides events explore the fringe of conversation and focus on what could be the next big thing. Conversations have ranged from hardware hacking to gender issues, twitter hacking, and proximity-based identity theft. We aim to give a platform to the conversation that is happening just below the surface. Sponsoring enables you to engage that conversation!

Reach the Target Audience

BSides reaches out to the industry professional looking to augment their industry knowledge with cutting edge conversations. Typically, this includes industry leaders, thought leaders, security professionals, and even students who wish to expand their depth and body of knowledge and network. Attendees have a wide variety of backgrounds in multiple sectors and verticals with a shared goal: To learn about and discuss emerging security issues and connect with others already having the conversation.

Engage

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. BSides attendees are looking for more than just information; they are looking to make connections they will call upon throughout the rest of the year.

Culture

Traditional media exist as a constrained system that must operate within the bounds to which it has defines itself. Physical events constrain themselves with space and time but frameworks permit the continuous creation of individual events. Our goal is to provide people with options by removing those barriers and providing more options of speakers, topics, and events. The initial BSides event spawned a wave of new events throughout the United States and around the world.

Participation

BSides is not made up of members but participants. Everyone who participates in the events brings something to contribute. Some bring hardware, organizational skills, and others bring their friends to fuel the conversation. Sponsoring enables you to be a part of the conversation and interact with attendees. As our thanks, we are committed to connecting you with those attendees of interest to you and your business. By making your participation successful, organizers hope to enable future BSides events.

Media Attention

Security B-Sides has attracted media attention and been written up in CSO Online, Network World, ComputerWorld, Information Week, The Register, ZDNet, and Dark Reading magazines. In addition to numerous blog posts and podcast placements, BSides has also received coverage from Hacker News Network (HNN), EFFector, and Cisco System Cyber Risk Report.

Be part of the conversation and get swept up in the media. Many participants have been quoted and picked up by mainstream news sources including National Public Radio (NPR). Check out the entire list here: http://www.securitybsides.org/Media

Many BSides events are simulcast online. Your participation will reach an audience larger than simply those present. For example, at BSidesSF 2010, the online audience was up to 5x those present at the event. Although events are often simulcast, only some are archived for viewing, so being present is a key part of participation.

Reasons to Support

The goal of Security BSides is to offer events where all participants can engage each other to help develop connections, friendships, and network with different industry professionals. We recognize the value in engaging a smaller audience and providing the opportunity for sponsors to be a big fish in a small pond. We specifically design different options so that any sized organization can participate and support this event. The following is a list of direct benefits you may see as an event sponsor.

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

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

Be a part of the next big thing: Nobody knows what that "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 it does. We believe that listening to the underground can help prepare and equip you for whatever the next big thing may be.

Big fish, small pond: For some, sponsoring large events is not within their price range, leaving them with no ability to communicate their message. At BSides we leave no one out. Sponsorship comes in all sizes and this community atmosphere brings together active and engaged participants who want to listen. As a sponsor you can be heard and share your message to an active and attentive audience.

Your Goals

Every organization will have different objectives and priorities which is why we offer different levels of participation for every individual, group, or organization. The following are various support packages that enable you to promote your brand while showing your support.

Levels of Sponsorship

With this year being a virtual event, we are only offering one sponsorship level.

Supporting $500

• Logo on event website and "Thank-You" slides

• Announcements during the event & on materials.

• Your own voice chat room in our Discord server to network
  and speak to attendees.

Custom Sponsorship Security BSides encourages participation from a wide range of organizations. If you have an idea on a custom sponsorship please, let us know. We'll do our best to provide a way for you to get involved. Ideas may include but are not limited to: the contribution of physical space, transportation, food and beverage, contests and give-aways, media publicity or PR, and/or legal assistance.

Support Terms and Conditions Agreement

1. Sponsorship Agreement: between the event-specific Security BSides organizer or person ("Organizer") and event-specific sponsor ("Sponsor") is valid from the date it is fully executed through the end of the sponsored event.

2. 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".

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

   3.1. 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.

   3.2. All items will be submitted one month prior to the event or production deadline.

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

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

   5.1. The Web banner add to be posted on the event and Security BSides Web pages

   5.2. Sponsor benefit items Organizer detailed on the Support Package section

   5.3. Any promotional banner and signage/lanyard, etc.

6. 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 Organizer.

7. Payment: Full payment must accompany this application and Sponsorship Agreement and be received by Organizer. Payment can also be sent via email money transfer. Failure to pay full balance will subject sponsorship to cancellation.

8. 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 Organizer 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 Organizer.

9. Non-exclusivity: Neither Security BSides or Organizer 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 Organizer.

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

11. Force Majeure: Neither Security BSides, Organizer, 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.

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

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

By signing below, you agree to all of the terms and conditions listed above.

_____
Sponsor   (Printed)

_____
Sponsor   (Company Name)

_____
BSides Event Organizer (Printed)

_____
Sponsor   (Signature)

_____
Sponsor   (Mailing Address)

_____
BSides Event Organizer (Signature)

Please indicate below which level of sponsorship you are selecting:

Participation Level	Contribution	Mark Your Selection
Supporting (Level I)	$500.00 CAD	
Contributing (Level II)	N/A	
Leading (Level III)	N/A	
Custom Sponsorship Defined As: _____	$_____ CAD	