

# Conference

# Security BSides Kraków



<https://linktr.ee/bsideskrakow>

BSides Kraków

# BSides Kraków - Proposal of sponsorship

## ABOUT “SECURITY BSIDES KRAKÓW”

The Security BSides Kraków Conference (BSides Kraków) is a free event organized by the information security community. Your main objective is to encourage innovation, discussion and exchange of knowledge of information security and positive aspects of the hacker culture, supporting market growth. We believe that we represent an excellent opportunity for the industry and manufacturers interact with security experts, sharing its expertise with an audience willing to seek knowledge and continuous innovation.

## Event schedule

BSides Kraków takes place over a Saturday, sometimes close to an important event for the information security market. The 2023 edition it took place in a single day, on September 02 Saturday, in a unique and very successful format, with activities taking place in parallel: technical lectures, lightning talks (“Lightning Talks”), practical workshops, thematic villages (Forensics, BioHacking, Lockpicking, etc), robotics activities, an activity trail for kids (BSides 4 Kidz), plus a free lunch for those in attendance.

## Target audience

BSides Kraków is a technical conference, with a mixed audience of professionals, enthusiasts and students of technology and information security. Managers, Security Officers, system developers, security researchers, students and academics. Since its inception, BSides Kraków has attracted more than 200 participants in one single edition (2023). 89% of those enrolled work in the security area. A average age is 27.9 years, ranging from 13 to 52 years.

## A global event

**BSides Kraków is a model inspired of conferences “Security BSides” existing in several countries. They came up in the US in 2009 as support to a relevant event of area, encouraging integration between participants and the local community promotion, in an informal environment. We believe that Kraków is the city number 200 in all BSides Around the world.**



**BSides Kraków**

# BSides Kraków – Numbers (First edition, 2022)

By August 2022 Security BSides conferences reached more than 750 editions in 205 cities across 60 countries, including the USA, Poland, Germany, England, Portugal, South Africa, Australia and Chile.

In Poland, BSides Warsaw appeared years ago but after pandemic period they “didn’t came back” and was the first in Poland. In September 2022, the first BSides Kraków happened, bringing back the community to face to face events.

14

speakers

100+

participants

9

sponsors

2

tracks

14

staff

5

volunteers

14

talks



# BSides Kraków – Numbers (Second edition, 2023)

By August 2022 Security BSides conferences reached more than 750 editions in 205 cities across 60 countries, including the USA, Poland, Germany, England, Portugal, South Africa, Australia and Chile.

In Poland, BSides Warsaw appeared years ago but after pandemic period they “didn’t came back” and was the first in Poland. In September 2023, the second BSides Kraków happened, bringing back the community to face to face events.

## The BSides Kraków 2024

The BSides Kraków plan to be on September 07, for na audience estimated in 500 people.

The place of the 3rd edition is to be defined.

20

speakers

200+

participants

9

sponsors

3

tracks

14

staff

5

volunteers

14

talks

3

villages



BSides Kraków

# BSides Kraków – Numbers (Second edition, 2024)

By August 2022 Security BSides conferences reached more than 750 editions in 205 cities across 60 countries, including the USA, Poland, Germany, England, Portugal, South Africa, Australia and Chile.

In Poland, BSides Warsaw appeared years ago but after pandemic period they “didn’t came back” and was the first in Poland. In September 2023, the second BSides Kraków happened, bringing back the community to face to face events.

## The BSides Kraków 2025

The BSides Kraków plan to be on September 27th, for na audience estimated in 500 people.

The place of the 4th edition is AGH University.

**30+**

speakers

**400+**

participants

**15+**

sponsors

**3**

tracks

**20**

staff

**10+**

volunteers

**30+**

talks

**2**

villages



**BSides Kraków**









# BSides Kraków – Opportunities

The Security BSides Kraków Conference provides exposure for your brand to a community highly innovative and opinion-forming, positioning your company as a leader in the information security. BSides Kraków also allows the global visibility of your company, as we are part of the international conference calendar Security BSides.

BSides Kraków offers five levels of sponsorship valid for each edition of the event, to better serve your company:

**Badge, Leash, Leading, Contributing, Supporting, Notable, Supporter and Collaborator.**

| Benefit  | Badge | Leading | Contributing | Supporting | Notable | Supporter |
|--|-------|---------|--------------|------------|---------|-----------|
| Prominent placement of your name and/or logo on the event badge  | X     |         |              |            |         |           |
| Prominent placement of your name and/or logo on volunteer t-shirts, event signage, the BSides Kraków website, and our printed program. (1) | X     | X       | X            | X          | X       | X         |
| Verbal announcements made at the event highlighting your organization and its support  | X     | X       |              |            |         |           |
| A social media announcement highlighting your sponsorship  | X     | X       | X            | X          | X       | X         |
| Dedicated booth space with one table   | X     | X       | X            | X          |         |           |
| Registration bag swag participation (you provide the swag, and we'll take care of the rest)  | X     | X       | X            | X          |         |           |
| Full-page ad space in our printed program (2)  | X     | X       | X            | X          |         |           |
| Tickets guarantee  | 15    | 10      | 10           | 5          | 3       | 1         |

(1) - Depending on the level of sponsor logo placement is limited. Badge for example only for Badge.

(2) - Depending on the level of sponsor you may get half page, or quarter page.

Payment of sponsorship fees can be made via bank transfer to a checking account of the organizer of the event in Poland.

<https://bsideskrakow.pl/sponsorship>

## Exclusive discounts

Discount for recurring sponsorship: Sponsors of any of the previous editions can request a 10% discount on the sponsorship fee (non-cumulative).



**BSides Kraków**



# BSides Kraków – Opportunities

We have several actions that can be adapted for your company:

## **Logo on selfie banner:**

Include your logo on the banner for attendees to take selfies (estimated total size 3x3m, logo in small size). limited to sponsors and supporters of Other activities. Amount PLN 2.500

## **Sponsorship of Capture the Flag (CTF):**

It aims to cover the infrastructure costs of the CTF competition. Value to be negotiated.

## **Sponsorship of the after party :**

Your company can sponsor the after party. Estimated value: PLN 20.000

## **Sponsorship of coffee:**

Sponsor the coffee break. Estimated value: PLN 5.000

## **Sponsorship of any activity:**

We also want to hear your ideas.

## **UNIQUE ADVANTAGES**

### **International visibility:**

Be part of the Security BSides global calendar.

### **Innovation:**

Support the unique Security BSides in Poland.

### **Market promotion:**

We support new lines of research and new professionals.

### **Highlight to sponsors:**

BSides limits the number of sponsors for prioritize its exposure.

### **Realistic values:**

Sponsorship is intended only to cover the costs of the event.

### **Quality Content:**

Through a public process of “call for papers”.

### **Ethical values:**

We promote the ideals positive aspects of the hacker culture, such as innovation and the dissemination of knowledge



# BSides Kraków – Opportunities

**Competition Awards:** Support competitions by sponsoring prizes for the best placed in the Capture The Flag (CTF), Robotics and Lockpicking competition.

**Villages:** Several opportunities to support thematic activities. Look for us for bigger information.

The supporting company can place a banner at the location of the activity, in addition to having its logo on the website of the event, in the Supporter category, on the home page and on the activity page.

Consult us for more details about the above opportunities.

## Previous sponsors



**BSides Kraków**

All you need you can find on  
the below link:

<https://linktr.ee/bsideskrakow>