



# Elbsides 2021

## Security BSides Virtual Conference

### Sponsor Kit

Virtual event [#BSidesMEsh21](#) together with *BSidesMunich*

*June 20-22, 2021*

[elbsides@gmail.com](mailto:elbsides@gmail.com)

<http://2021.elbsides.de/>

<https://twitter.com/elbsides>

## Goals

### Exchange

The goal of every BSides event is to create a forum for communication and cooperation. Unlike large conferences, the topics at BSides focus on new emerging innovations and security-related areas. Sponsoring is a way for you to participate actively in this exchange.

### Engagement

There are no visitors to BSides; only participants. Everyone can contribute to the conference. All participants should get involved by discussing and exchanging ideas with each other. Topics are based on the interests of the participants, rather than industry buzzwords. It's about more than just information: it's about getting involved and supporting each other in a community.

### Target Group

The event is aimed at all those with a passion for and interest in IT security - IT managers, professionals and students alike.

## Previous Event

### 2019

Some team members started out at BSidesMunich in 2017 and brought the successful BSides idea up to Hamburg. In September 2019 the first Elbsides conference took place at the SIDE Hotel Hamburg with 150 participants, a full day of presentations, four engaging workshops and lively discussions during and after the conference. <https://2019.elbsides.de/>.

The talks can be seen on the [Elbsides YouTube channel](#).

Due to the COVID pandemic Elbsides 2020 had to be canceled.

From June 20-22, 2021 Elbsides is happening in collaboration with BSidesMunich as a virtual livestream event with talks, workshops and virtual gatherings of all participants in breakout rooms,, allowing questions to be posed to the speakers and to enable a lively discussion and exchange.

## Sponsoring

### Advantages

#### Brand Awareness

Depending on your level of support, you will be mentioned on the website, in announcements, in the live stream during the conference and on its social media channels. Creative and individual support is also welcome.

#### Recruiting

You can put yourself in the conference limelight as you search for experts in information security. As a sponsor you have the opportunity to talk directly to experts about current challenges and developments, and to inspire them.

#### Media Reporting

Security BSides conferences are known worldwide and have been mentioned in podcasts, blogs and print media. As a sponsor of Elbsides you will not only be noticed, but you are part of this community. For more information, see [securitybsides.org/Media](https://securitybsides.org/Media).

### Sponsoring Packages

Elbsides enables sponsors to establish their own brand within the local security community and to build close contacts with potential customers. The following sponsor packages are available.

The sponsoring costs have to be paid four weeks before the conference.

	Argon 1 Slot	Neon 4 Slots	Helium 8 Slots
Costs	EUR 2500	EUR 1000	EUR 500
Logo on the website	Yes	Yes	Yes
Social media posts	Yes	Yes	Yes
Logo on the virtual conference platform	Yes	Yes	Yes
Logo between presentations	Yes	Yes	Yes
Mentioned in the conference opening	Yes	Yes	Yes
Digital swag	Yes	Yes	
Breakout chat channel	Yes	Yes	
Sponsor session during conference	Yes		

## Argon Sponsor

### Before the Event

- Mention on the BSides website, including logo and a link to your website.
- Mention on our official Twitter channel.

### During the Event

- A speaker slot will allow you to present a topic related to the conference.
- Your digital marketing material is provided to the attendees.
- Your company will have a dedicated breakout channel to engage with attendees, advertise, and provide access to virtual swag.
- Your company name is mentioned during the opening of the conference.
- Your logo is shown at the top on the virtual conference platform.
- Your logo is shown between the presentations.

## Neon Sponsor

### Before the Event

- Mention on the BSides website, including logo and a link to your website.
- Mention on our official Twitter channel.

### During the Event

- Your digital marketing material is provided to the attendees.
- Your company will have a dedicated breakout channel to engage with attendees, advertise, and provide access to virtual swag.
- Your company name is mentioned during the opening of the conference.
- Your logo is shown on the virtual conference platform.
- Your logo is shown between the presentations.

## Helium Sponsor

### Before the Event

- Mention on BSides website, including logo and a link to your website.
- Mention on our official Twitter channel.

### During the Event

- Your company name is mentioned during the opening of the conference.
- Your logo is shown on the virtual conference platform.
- Your logo is shown between the presentations.