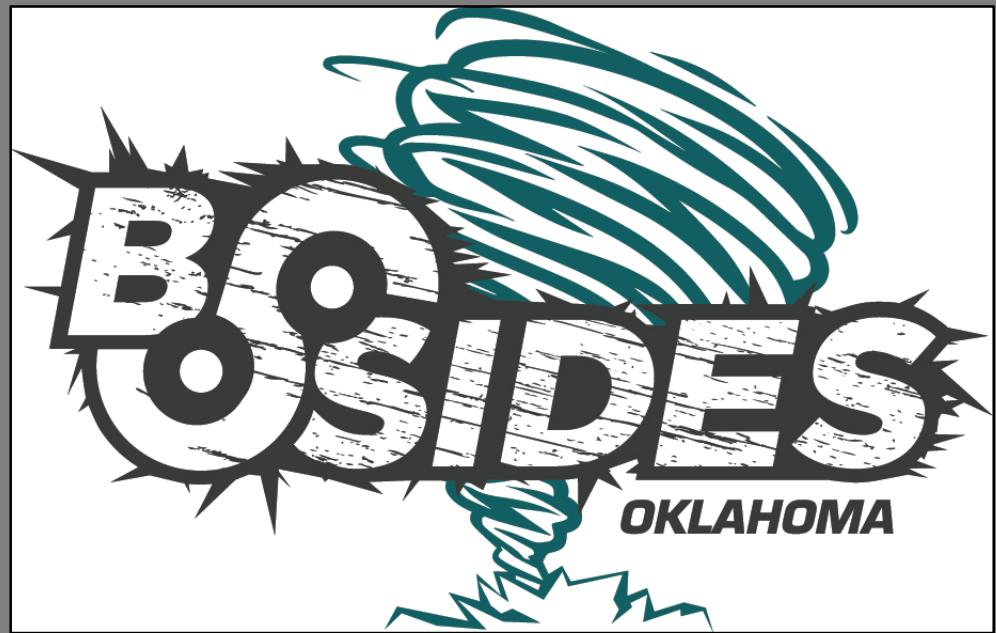


BSIDESOK 2018

SPONSORSHIP KIT

April 11-13, 2018



The premier information security conference in the
state of Oklahoma.



WELCOME

EVENT: #BSidesOK2018 – April 11-13

Thank you for your interest in sponsoring BSidesOK!

Security BSides is a community-driven framework for building events for and by information security community members. Since 2009 it has changed the face of InfoSec conferences around the world. BSidesOK is the Okie's twang' on this exciting movement.

BSidesOK strives to be 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 chance to directly connect and create trusted relationships with key members of the information security community.

In 2015, BSidesOK brought in 141 attendees from not only Oklahoma but also Kansas, Arkansas, Texas, and Missouri. Our second year, in 2016, we hit almost 250 attendees and maxed out the facility. Then in 2017, we moved to the Glenpool Conference Center and hit 400 attendees! If you're looking to be known in Oklahoma or want to engage more with Oklahoma's most technical information security practitioners, then this is the place to be.

Last year we added a day of training and it was a huge success. This year we're upping the game again to add another day of training, which will give us two whole days of intense, hands-on training opportunities as well as the traditional one-day conference that Friday. Our goal is to foster an environment of education and practical skills development that will not only benefit attendees, but also their employers, the companies and organizations that help make Oklahoma great.

Although the event itself is free to participants, the cost of hosting such an event is born by the organizers and nurtured through gracious contributions by our sponsors. It is that which enables this great and powerful service to the information security community in ALL of Oklahoma and parts of the surrounding states. Of course the greatest benefit is that of giving back to the community and enabling others to grow and learn.

Please do not hesitate to contact us if you have any questions about BSidesOK. You can reach us via email at BSidesok@gmail.com - Thank you for your consideration.

Sincerely,

The BSidesOK Team



BSidesOK 2017 Sponsorship Package

BSIDES INFORMATION

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 borne 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 20 events worldwide in US, Europe, India, Hong Kong, & Australia

2012: More than 25 events worldwide with new events both Africa and Brazil.

2013: 40 events worldwide and over 100 events total since 2009

2014: 14 countries, 60 cities, 6 continents

2015: Over 200 global events and BSidesOK first year!

2016: BSidesOK sold-out!

2017: BSidesOK almost outgrew an even bigger event center and added a day of highly technical training!



- Thousands of people have attended and written about their experience at BSides events. Read 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"

PROMOTE COMMUNICATION

BSides events act as a compliment to other area events by creating long-tail spectrum events that complement 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 to 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.

Our list of prior speakers includes: Gene Kim, HD Moore, Dino Dai Zovi, Alex Hutton, Tim Keanini, Jonathan Cran, David Mortman, Val Smith, Egyp7, Bruce Potter, Ryan Linn, Mike Murray, Mike Bailey, Andy Ellis, Erin Jacobs, Jack Daniel, and many more.

CULTURE

Traditional media exist as 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 event in Las Vegas spawned a wave of new events throughout the United States and around the world. Plans are underway for international BSides events in Berlin, London, and New Delhi.



Previous sponsors have included:



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, 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.

In under a year, Security BSides has attracted media attention and been written up in CSO Online, Network World, Computer World, Information Week, The Register, ZDNet, and Dark Reading magazines. In addition to the blog posts and podcasts, 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 10x 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

BSidesOK Sponsorship Kit

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.

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.

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.



SPONSORSHIP PACKAGE OPTIONS

The BSidesOK sponsorship is meant to be flexible and suite the needs of the sponsor, while providing services in the best interest of the attendees. Sponsorship is broken up in tiers that provide their own inherited benefits for providing that level of support. There are also special sponsorship packages that have their own benefits. Again, this is a system that strives to be flexible first.

DIAMOND PACKAGE OPTIONS (Limit 2 Sponsors) - \$4,000

- Recognition on conference-provided signage at event.
- Exclusive verbal recognition during opening remarks.
- Vendor booth with premium position.
- Special tweet to recognize your support.
- Logo on the upper back of shirt.
- Logo on event website.

PLATINUM PACKAGE OPTIONS (Limit 4 Sponsors) - \$2,500

- Recognition on conference-provided signage at event.
- Vendor booth with second best positions
- Special tweet to recognize your support.
- Logo on the middle back of shirt.
- Logo on event website.

GOLD PACKAGE OPTIONS (Limit 6 Sponsors) - \$1,500

- Special tweet to recognize your support.
- Logo on the lower back of shirt.
- Logo on event website.
- Vendor booth

SILVER PACKAGE OPTIONS (Limit 10 sponsors) - \$1,000

- Special tweet to recognize your support.
- Logo on event website.
- Vendor Booth

ADDITIONAL SUPPORT OPTIONS

PRODUCT DEMONSTRATION – (Limit 6 sponsors) - \$300

- One-hour product demonstration in a dedicated vendor-demo room.
- Sponsor name and logo on the room schedule
- Demos are expected to be hands-on technical demonstrations by sales engineers and not just PowerPoint presentations by a sales-person.

CONTRIBUTING SPONSOR OPTIONS

All other sponsorships or in-kind donations that do not meet the above options will receive the sponsor's logo on the event website.

