

2017 Sponsorship Kit

BSides Chicago Security Conference

July 15, 2017

Chicago Hilton

720 S Michigan Ave

Chicago, IL 60605

Contact: sponsor@BSidesChicago.org



Welcome to BSides Chicago!

Thank you for your interest in sponsoring BSides Chicago. Following the continued growth of BSides events around the world, we are excited to bring the 7th year for BSides Chicago, along with a new venue and updated with multiple presentation tracks!

BSides events combine security expertise from a variety of platforms in search of the insightful and innovative advances in information security. BSides is an open platform that gives security experts and industry professionals the opportunity to share ideas, discuss creative workarounds, 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.

Additionally, it provides a recruiting opportunity for companies to informally seek and find quality, local security professionals to staff their organizations.

BSides is not made up of members but participants. Each person who participates in BSides brings to it something to contribute. Some people bring hardware, organizational skills, or their friends. You are offering to bring other resources that help fuel the conversation. Sponsoring enables you to engage the conversation, interact with attendees, and our commitment to connect you with those attendees of interest to you and your business. The organizers hope your participation will enable this great BSides event to be a bastion of learning and bring a higher level of technological innovation to Chicago and the surrounding areas.

BSides General Information

EVENT INFO

Security BSides is a framework of events that enables individuals to expand the spectrum of conversation beyond the confines of traditional media. Frameworks such as BSides allow individuals to drive the event, shape the media, and encourage participation. BSides are community organized events put on by local individuals with the expressed goal of enabling a platform for information dissemination. BSides is an ‘unconference’ that follows an ‘open spaces’ format. This varies from structured presentations to smaller break-out groups, but both provide a direct connection between speakers and the audience.

GOALS

Major conferences focus on the current hot topics in information security. BSides events explore the fringe of conversation and focus on the ‘Next Big Thing’. The goal is to foster communication and collaboration while increasing the level of conversation. The conversation has ranged from hardware hacking to twitter hacking, and from gender issues to proximity-based identity theft. BSides gives voice to the conversation that is happening just below the surface, and sponsoring enables you to engage in that conversation in the spotlight.

MEDIA COVERAGE

BSides has gathered mass media attention and been written up in CSO Online, Network World, Computerworld, 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. Check out the list here:

<http://www.securitybsides.org/Media>

SUPPORT AND SPONSORSHIP

The goal of BSides is to offer smaller, intimate events where all participants can engage each other to help develop connections, friendships, and a wide network of different industry professionals.

We recognize the value in engaging a smaller audience and being the big fish in a small pond. Every organization will have different goals and priorities, which is why we offer different levels of participation for every individual, group, or organization. We specifically designed several different options to enable any sized organization to participate and support this event.

The following are a list of direct benefits you may see as an event sponsor:

- **Brand recognition and awareness:** Being recognized as a participant in the local Chicago information security community brings with it the benefit of recognition. The good will earned through this endeavor has led to relationships and networks between individuals that cannot be replicated.
- **Stay in touch with the industry:** BSides enables its supporters and participants to identify and connect with industry leaders and voices. These participants represent the social networking of security. They are the people who you want to engage to solicit feedback and bring voice to your conversation.
- **Big fish, small pond:** For some, sponsoring large events is not within their price range leaving them with no option for communicating 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 you message to an active and attentive audience.
- **Be a part of the next big thing:** Nobody knows what the “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 we believe that listening to the underground can help prepare you and help identify what the next big thing might be.
- **Media:** The media coverage for BSides is massive compared with its size. Be part of the conversation and get swept up in the media.

LEVELS OF SPONSORSHIP

Each sponsor receives 4 conference passes for staff.

Additional passes are shown in sponsorship levels below.

Benefits	Bronze	Silver	Gold	Platinum	After Party
	\$750	\$1500	\$2000	\$3000	\$4000+
Website Listing and/or Logo	x	x	x	x	x
Social Media Coverage	x	x	x	x	x
Booklet/Program Listing	x	x	x	x	x
Logo on Event Banner		x	x	x	x
Booklet/Program Ad		x	x	x	x
T-Shirt Logo		x	x	x	x
Vendor Table			x	x	x
6 Additional Conference passes			x		
10 Additional Conference passes				x	x
Onsite Job Board Listing			x	x	x

ADDITIONAL SPONSORSHIP DETAILS

After Party Sponsor- \$4,000

- Exclusive *Featured* Promotion, including:
 - Exclusive Naming Rights to the BSidesChicago 2017 After Party:
“Chicago Side B After Party presented by _____.”
- Brag-worthy Pre-Event Buzz, including:
 - Company logo and link on BSidesChicago website (Preferred Placement)
 - Company name and logo mentioned on BSidesChicago Twitter page.
- Recognition at the event, including:
 - Verbal acknowledgement in the closing program of the event.
 - Logo and Ad (Two Slides) on the “Big Screen” Projection between talks (Full Screen Size).
- Lasting Impressions, including:
 - Half-Page Ad in the Official BSidesChicago 2017 Program.
 - Logo on BSidesChicago 2017 Tee Shirts (Preferred Placement)
 - Rights to distribute promotional literature along with a toy or tchotchke of choice through inclusion in the BSidesChicago Swag Bag (will require 800 pieces)
- Ten (10) conference vendor passes.

Platinum Sponsor- \$3,000

- Exclusive Featured Promotion, including:
 - Exclusive Naming Rights to a featured amenity of the BSidesChicago.
Choice of:
 - **Breakfast**
 - **Keynote Sponsor**
- Brag-worthy Pre-Event Buzz, including:
 - Company logo and link on BSidesChicago website (Preferred Placement)
 - Company name and logo mentioned on BSidesChicago Twitter page.
- Recognition at the event, including:
 - Verbal acknowledgement in the closing program of the event.
 - Logo and Ad (Two Slides) on the “Big Screen” Projection between talks (Full Screen Size).
- Lasting Impressions, including:
 - Half-Page Ad in the Official BSidesChicago 2017 Program.
 - Logo on BSidesChicago 2017 Tee Shirts (Preferred Placement)
 - Rights to distribute promotional literature along with a toy or tchotchke of choice through inclusion in the BSidesChicago Swag Bag (will require 800 pieces)
- Ten (10) conference vendor passes.

Gold Sponsor- \$2,000

- Brag-worthy Pre-Event Buzz, including:
 - Company logo and link on BSidesChicago website (Preferred Placement)
 - Company name and logo mentioned on BSidesChicago Twitter page.
- Recognition at the event, including:
 - Logo or Ad on the “Big Screen” Projection between talks (Full Screen Size).
- Lasting Impressions, including:
 - Quarter-Page Ad in the Official BSidesChicago 2017 Program.
 - Logo on BSidesChicago 2017 Tee Shirts.
 - Rights to distribute promotional literature along with a toy or tchotchke of choice through inclusion in the BSidesChicago Swag Bag (will require 800 pieces)

SUPPORT TERMS AND CONDITIONS AGREEMENT

1. **Sponsorship Agreement:** between the event-specific Security BSides organizer, BSidesChicago, (“Organizer”) and _____ (“Sponsor”) is valid from the date it is fully executed through the end of the sponsored event (or a 12-month period for Global Sponsors).
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 and BSides Chicago”.
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 Exhibit Hall 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 PayPal. 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 web sites 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, Security BSides, as well as the irrelative 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

Sponsorship Level _____

X _____	X _____	_____
Name and Title of Authorized Person	Signature	Date

X _____	X _____	_____
Name and Title of Authorized Person	Signature	Date

X _____	X _____	_____
Name and Title of Organizer	Signature	Date

X _____	X _____	_____
Name and Title of Organizer	Signature	Date