



2024 Sponsorship Kit

**BSidesChicago
Security Conference**

Nov 2, 2024

Chicago Hilton
720 S Michigan Ave
Chicago, IL 60605

Contact: sponsor@BSidesChicago.org

Welcome to BSidesChicago!

Thank you for your interest in sponsoring BSidesChicago. Following the continued growth of BSides events around the world, we are excited to bring you the 11th year for BSidesChicago (in-person)!

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 instead, 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.

Join Us for Our 11th In-Person Year at the Chicago Hilton!

Event Date: November 2, 2024

Venue: Chicago Hilton

About BSidesChicago

Welcome to BSidesChicago, where the heart of hacking and infosec beats the loudest in the Chicagoland area! BSidesChicago is not just another conference—it's a vibrant, diverse, and inclusive community of cybersecurity enthusiasts. We come together to ignite ideas, share knowledge, and push the boundaries of what's possible.

For over a decade, BSidesChicago has been the go-to event for professionals at all career stages. Our mission is to create an engaging environment where participants explore industry topics, network with like-minded professionals, and immerse themselves in the latest cybersecurity trends.

2023 Event Success

Last year, professionals from all levels joined us in a Chicago-style party atmosphere. Attendees were educated, entertained, and had the chance to catch up with old friends and make new ones.

A past attendee shared:

"This event is always a fantastic opportunity to network, and I love how big the space is to allow for that. I love how each year this conference grows."

Why Sponsor BSidesChicago?

Sponsoring BSidesChicago brings your brand directly into the conversation, providing unique opportunities to connect with a passionate and engaged audience.

Key Sponsor Benefits

- **Brand Recognition & Awareness**
Your brand will be prominently featured throughout the event, ensuring visibility among a highly targeted audience of cybersecurity professionals.
- **Big Fish in a Small Pond**
Compared to industry giants like DEFCON, BlackHat, and RSA, BSidesChicago offers a more intimate setting. This helps keep sponsorship costs low and provides fantastic opportunities to engage with attendees on a personal level.
- **The Next Big Thing**
Connect with industry leaders and innovators. Your organization will be well-positioned to identify and capitalize on emerging trends that will reshape the cybersecurity landscape.

Who Attends BSidesChicago?

Our attendees range from students to seasoned professionals, including founders, CIOs, CEOs, CISOs, and experts from all areas of security and IT. This diverse audience ensures that your sponsorship reaches a broad spectrum of the cybersecurity community.

Sponsor Layout & Placement

Sponsors are strategically placed in high-traffic areas to maximize exposure. Priority placement is granted upon payment, ensuring that your brand gets the visibility it deserves.

Speaker Selection Process

Speakers at BSidesChicago are chosen through a blind review process that begins in early spring. Importantly, speaker slots are not tied to sponsorships, maintaining the integrity and quality of the content presented.

Additional Highlights

- **Website Visibility & Social Media Promotion**
Your sponsorship will be highlighted on our website and across our social media channels. These platforms generate excitement and communicate key aspects of the event, including sponsor involvement, volunteer opportunities, and schedule updates.
- **Capture the Flag (CTF) Competition**
A major highlight, this dynamic and competitive event tests participants' cybersecurity skills, drawing significant attention and engagement.
- **Lock Pick Village**
Participants can test their skills by picking physical locks and learning about their vulnerabilities—a unique and interactive experience.
- **After Party & Networking**
The conference culminates in an after-party with live entertainment and light bites, providing an open and relaxed environment for networking.
- **Chicago Hilton Venue**
Our venue, the iconic Chicago Hilton, offers an amazing space with four learning tracks, interactive villages, including a dedicated Career Village, and ample opportunities for sponsors to engage with attendees.

Become a Sponsor

By sponsoring BSidesChicago 2024, you're not just supporting an event—you're becoming an integral part of a thriving community dedicated to advancing the field of cybersecurity. This is your chance to connect with the best and brightest in the industry, showcase your brand, and help shape the future of infosec.

Join us in making the 11th year of BSidesChicago the most impactful yet!

LEVELS OF SPONSORSHIP

Each sponsor receives 4 conference passes for staff. Additional passes, based on sponsorship level, are shown below:

Benefits	Bronze	Silver	Gold	Platinum
	\$1000	\$2500	\$4000	\$6500
Website Listing and/or Logo	x	x	x	x
Social Media Coverage	x	x	x	x
Logo on Event Presentation/Loop	x	x	x	x
Vendor Table			x	x
6 Additional Conference passes			x	
10 Additional Conference passes				x
Onsite Job Board Listing (when available)	x	x	x	x
Total Available	*	10	8	2

ADDITIONAL SPONSORSHIP DETAILS

Platinum Sponsor- \$6500

- Exclusive Featured Promotion, including:
 - Featured “Thank You” during Opening and Closing remarks of conference and throughout the conference. Special recognition during Lunch and After Party.
- Brag-worthy Pre-Event Buzz, including:
 - Company logo and link on BSidesChicago website (Preferred Placement)
 - Company name and logo mentioned on BSidesChicago Twitter, Mastodon and LinkedIn pages.
- Recognition at the event, including:
 - Logo and Ad (Two Slides) on the “Big Screen” Projection between talks (Full Screen Size).
 - Preferred Vendor Table selection/placement
Extra table if needed
- Lasting Impressions, including:
 - Rights to distribute promotional literature along with swag and/or tchotchke of choice through inclusion in the BSidesChicago Swag Bag (will require min 500 pieces)
- Ten (10) additional conference vendor passes.

Gold Sponsor- \$4000

- Brag-worthy Pre-Event Buzz, including:
 - Company logo and link on BSidesChicago website (Preferred Placement)
 - Company name and logo mentioned on BSidesChicago Twitter, Mastodon and LinkedIn pages.
- Recognition at the event, including:
 - Logo or Ad on the “Big Screen” Projection between talks (Full Screen Size).
- Lasting Impressions, including:
 - Rights to distribute promotional literature along with swag and/or tchotchke of choice through inclusion in the BSidesChicago Swag Bag (will require min 500 pieces)
- Eight (8) additional conference vendor passes.

BsidesChicago 2024 Sponsorship

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

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 (will remain on website as a past sponsor with special thanks).
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 BSidesChicago”.
3. **Production Timeline:** 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 15 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 no later than Sept 30th, 2024. 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 irrespective 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

