

BSidesChicago 2025 Sponsorship Kit

Get in Front of Chicago's Most Passionate Security Minds

Date: October 31 – November 1, 2025

Venue: Chicago Hilton, 720 S Michigan Ave, Chicago, IL 60605

Contact: sponsor@bsideschicago.org



Welcome to BSidesChicago 2025!

HOLY WOW, CHICAGO! BSidesChicago is back and bigger than ever!


This isn't just another security conference—it's a **high-energy, hands-on, hacker-fueled experience** where security pros, researchers, and enthusiasts come together to **learn, share, and break things (legally, of course)**.


Last year, we saw **packed rooms, career-changing moments, and a flamingo-fueled frenzy of excitement!** With over a decade of history, BSidesChicago has grown into **THE event** for the Chicago cybersecurity community and beyond.

This isn't a conference where sponsors sit in the background. **At BSidesChicago, you're in the heart of the action.** We limit sponsorships to ensure **every sponsor gets premium engagement and maximum interaction** with our highly engaged participants.

Want to be a part of something special? Let's talk about how your company can make an impact at BSidesChicago 2025!

Why Sponsor BSidesChicago?


 **Hyper-Engaged Audience** – Unlike mega-cons where attendees rush past vendor booths, BSidesChicago delivers **high interaction and meaningful engagement**.


 **Hands-On Security Community** – From our **legendary CTF and Scavenger Hunt** to our **Lockpick Village** and **Career Village**, this is where security skills get put to the test.

 **Top Talent in One Room** – Connect with **over 600 attendees**, including security engineers, researchers, red teamers, blue teamers, CISOs, and up-and-coming professionals.

 **A Recruiting Goldmine** – Many attendees are **actively looking for opportunities**, making BSidesChicago a prime location to meet potential hires.

 **The Only Conference with a Flamingo Scavenger Hunt** – Our mascot, **Sasha the Dancing Flamingo**, has a cult following. Sponsors can get in on the fun with exclusive scavenger hunt participation!

 **The Career Village is LIFE-CHANGING** – Seeing people walk in with questions and leave with **mentors, job leads, and confidence** is something you want to be a part of.

 **Lockpick Village = Pure Joy** – Watching first-time lockpickers light up when they pop their first lock is **contagiously fun**.

Why We Limit Sponsorships

Unlike some BSides events that flood their space with sponsors, we **strategically limit sponsorship spots** to maximize engagement. Our sponsors aren't tucked away in a vendor hall where attendees might ignore them—instead, they are **integrated into the heart of the event**.

At BSidesChicago, sponsors set up **directly in the common, open area**, strategically placed near the **coffee stations and bars** where participants naturally congregate between sessions. This ensures a **steady flow of traffic**, sparking **genuine conversations** rather than forced sales pitches. Every sponsor gets **prime visibility and interaction**, making your presence truly impactful.

Workshop Day vs. Conference Day

While sponsors will be **recognized on signage and screens during Workshop Day (October 31st)**, **there will be no sponsor booths or tables set up**.

The primary sponsor area will be open on **Conference Day (November 1st)**, where engagement with participants will be at its peak. We encourage sponsors to be fully present and ready for interactions on Saturday!

Who Attends BSidesChicago?


-  Security Engineers
-  Red & Blue Teamers
-  CISOs & Security Leaders
-  Students & New Grads
-  Researchers & Developers
-  Hiring Managers & Recruiters

2024 Attendance Stats:

- ✓ **640 Registered**
 - ✓ **560 Attended**
 - ✓ **4 Full Talk Tracks**
 - ✓ **Hugely Popular CTF & Scavenger Hunt**
 - ✓ **Lockpick Village Packed All Day**
 - ✓ **High Engagement at Career Village**
 - ✓ **Career Village w/Dedicated Career Talks all Day**
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Sponsorship Levels

We offer several sponsorship levels to fit every budget. No matter your level, you'll get valuable exposure and engagement. Sponsors are welcome to attend the workshops, but there will not be official sponsorship area.

<p> Platinum (\$7,000) – Limit 2</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> All Gold benefits <input checked="" type="checkbox"/> Dedicated 'thank you' during opening/closing remarks <input checked="" type="checkbox"/> Exclusive branding opportunities (lunch sponsor, scavenger hunt sponsor, etc.) <input checked="" type="checkbox"/> 16 conference passes (20 total) <input checked="" type="checkbox"/> Double-sized vendor table 	<p> Gold (\$5,000) – Limit 10</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> All Silver benefits <input checked="" type="checkbox"/> Preferred vendor table placement <input checked="" type="checkbox"/> Exclusive featured promotion in the event recap <input checked="" type="checkbox"/> 10 additional conference passes (14 total) <input checked="" type="checkbox"/> Logo on session screens between talks
<p> Silver (\$2,500)</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> All Bronze benefits <input checked="" type="checkbox"/> Vendor table (high-traffic placement) <input checked="" type="checkbox"/> 6 additional conference passes (10 total) <input checked="" type="checkbox"/> Swag inclusion in conference bags 	<p> Bronze (\$1,000)</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Logo on website & event loop <input checked="" type="checkbox"/> Social media shout out <input checked="" type="checkbox"/> 4 conference passes <input checked="" type="checkbox"/> Job postings on our hiring board

Special Add-On Sponsorships

Looking for **even more visibility**? These high-impact sponsorships let you shine:

-  **Coffee Sponsor (\$1,500)** – Your logo at the caffeine hub where every attendee refuels!
 -  **Lunch Sponsor (\$2,500)** – Get featured branding at one of the most social parts of the day.
 -  **Afterparty Sponsor (\$3,000)** – Own the evening with branding and live mentions.
 -  **Scavenger Hunt Sponsor (\$2,000)** – Become part of the hunt with custom clues leading to your brand.
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Fill out the sponsorship form [here](#):

BSidesChicago 2025 is Expanding!

New this year, **BSidesChicago** is a **TWO-DAY** event!

- **October 31, 2025** – Dedicated **Workshops & Training Sessions**
- **November 1, 2025** – Full conference with **talks, villages, CTF, Career Village, and networking**

Ready to Sponsor? Let's Make it Happen!

Spots are limited, and sponsorships fill up fast. **Join us in making BSidesChicago 2025 the most exciting and impactful event yet!**

✉ **Email:** sponsor@bsideschicago.org

🌐 **Sponsor Form:** <https://forms.gle/MwxgXz15NmJXFWq16>

📍 **Website:** [BSidesChicago.org](https://bsideschicago.org)

🐘 **Mastodon:** <https://infosec.exchange/@bsideschicago>

🔗 **LinkedIn:** <https://linkedin.com/company/bsideschicago>

🌐 **Bluesky:** bsideschicago.bsky.social

We can't wait to build something amazing together!! 🚀



Overflow from CTF!!

