



# B-SIDES SPONSORSHIP KIT

PREPARED BY: SECURITY B-SIDES ST. JOHN'S, ROBERT  
PERCY

EVENT ORGANIZER



# B-SIDES WELCOME

Thank you for your interest in sponsoring Security B-Sides (BSides). Following the success of numerous Canadian, US, and international-based B-Sides events, we are happy to see continued growth in the community as each year's events draw bigger crowds and new events are created.

B-Sides events combine security expertise from a variety of platforms in search of the "next big thing" in information security. B-Sides is 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 opportunity to directly connect and create trusted relationships with key members of the community.

Although the event itself is free to participants, the organizers shoulder the cost of hosting such an event. This package contains sponsorship information specific to the B-Sides conference in St. John's, NL for 2023. We have put together different opportunities for sponsorship and their benefits.

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 or requests. You can reach us via email at [bsidesstjohns@gmail.com](mailto:bsidesstjohns@gmail.com). Thank you for your consideration.

We value your participation at this and other Security B-Sides events.

# B-SIDES INFORMATION

## EVENT INFO

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



## KEY POINTS

- As of May 2023, there have been 830 BSides events around the world, hosted in 217 cities spanning 60 countries
- Thousands of people have attended and written about their experience at B-Sides events: <http://www.securitybsides.org/Media>
- Community organized, volunteer driven, and corporate funded
- Focuses on expanding the spectrum of conversation and giving voice to the next big thing.
- Security B-Sides mailing list, online forums, slide share, Facebook/Twitter activity, archived photos/videos and video stream accessible through the B-Sides portal: <http://www.securitybsides.org/>

## GOALS

B-Sides acts as a complement to current events by enabling long-tail spectrum events that complement the current or surrounding event. The goal is to foster communication and collaboration while increasing the level of conversation.

Major conferences focus on the current hot topics in information security. B-Sides events explore the fringe of conversation and focus on the next big thing. The conversations have ranged from hardware hacking to gender issues, from Twitter hacking to proximity-based identity theft. B-Sides gives voice to the conversation that is happening just below the surface and sponsoring enables you to engage that conversation.



## TARGET AUDIENCE

While each B-Sides event is distinct, we target the industry professional looking to offset or augment their current security skill set with that of the next-big-thing conversations. These

are industry leaders, thought leaders, information security professionals, and even students who wish to expand their body of knowledge. People who attend have various backgrounds in different sectors and verticals. Their common goal is to learn about emerging issues and connect with those who are having them.

Unlike other events where the speaker is rushed in and out, B-Sides provides a small and intimate environment for the attendees to directly engage the speaker before, during, and after their talk or presentation. Attendees are looking for more than just information; they are looking to make connections they will call upon throughout the rest of the year.

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

## B-SIDES ETHOS

### FRAMEWORKS

Traditional media exist as a constrained system and must operate within the bounds to which it has defined 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 B-Sides events in Australia, London, and New Delhi.



### PARTICIPATION

B-Sides is not made up of members, but participants. Each person who participates in B-Sides 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 and interact with attendees. In return you have our commitment to connect you with those attendees of interest to you and your business. The organizers hope your participation will enable another great B-Sides event.

### MEDIA COVERAGE

B-Sides has gathered mass media attention and been written up in *CSO Online*, *The Register*, *ZDNet*, and *Dark Reading* magazines.



In addition to the plethora of blog posts and podcasts, B-Sides has also received coverage from Hacker News Network (HNN), EFFector, and Cisco System Cyber Risk Report. Check out the entire list here:

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



## SUPPORT AND SPONSORSHIP

### THE VALUE OF SPONSORSHIP

The goal of B-Sides is to offer small intimate events where all participants can engage each other to help develop connections and friendships, and network with 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. This is why we offer different levels of participation for every individual,

group, or organization. We specifically designed several different options for any-sized organization to participate and support this event.

### REASONS TO SHOW YOUR SUPPORT

We recognize your desire to not only support a great event, but also to see a return on your investment. The following are a list of direct benefits you may see as an event sponsor.

**BRAND RECOGNITION AND AWARENESS:** Depending on the level of sponsorship, you may recognize your brand placement on some or all of the following: - shirts, signage/lanyards, lunch sessions, or attendee badges. Based on your level of participation, creative and custom branding may be arranged including banners, and podcast interviews.

**BIG FISH, SMALL POND:** For some, sponsoring large events is not within their price range, leaving them with no option for communicating their message. B-Sides is just the place for you! This small, community atmosphere brings together active and engaged participants who want to absorb information. Sponsoring a B-Sides event enables you to be that big fish in a small pond and better communicate your message to an active audience.

**STAY IN TOUCH WITH THE INDUSTRY:** B-Sides 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.



STAY AHEAD ON 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 you prepare and identify what the next big thing might be.

INTERNET SIMULCAST: Many of the B-Sides events are simulcast online meaning your participation can reach a larger audience than just those participants present. At the 2010 San Francisco B-Sides event, the online audience ranged from 5-10 times those present onsite at the event. In addition, these simulcasts are archived online for later viewing.

MEDIA: The media coverage for B-Sides is massive compared with its size. 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).

## EVENT SPONSORSHIPS

### AT-A-GLANCE

SPONSORSHIP PACKAGE	VERBAL RECOGNITION	WEB SITE LOGO	MAIN EVENT SIGNAGE LOGO	MENTION IN MEDIA COVERAGE	SPONSOR PROVIDED BANNERS	T-SHIRT LOGO	SPACE IN VENDOR AREA
PLATINUM (10 AVAILABLE)	✓	✓	✓	✓	✓	✓ (LARGE)	✓ <sup>1</sup>
GOLD	✓	✓	✓	✓	✓	✓	
SILVER	✓	✓	✓	✓	✓		
BRONZE	✓	✓	✓	✓	✓ (ONE)		
CUSTOMIZED SPONSORSHIP	✓	✓	*	*	*	*	*

\* Dependent on sponsorship value

**IMPORTANT:** Please note that sponsorship commitment **does not include nor guarantee** a speaker time slot. Speakers are chosen based on talk submissions and independent of sponsor affiliation.

### SPONSORSHIP PACKAGES

#### PLATINUM - COST: \$3000 CAD

- Floor space in vendor area of 10 feet wide by 8 feet deep (3m x 2.5m)
- Larger imprinted logo on t-shirts
- Larger imprinted logo on signage around the event
- Other custom features to be proposed by sponsor and approved by Organizers
- Plus all Silver and Bronze Features

#### GOLD - COST: \$2250 CAD

<sup>1</sup> Platinum sponsorship with vendor floor space is limited and available on a first come, first served basis.

- Imprinted logo on t-shirts
- Plus all Silver and Bronze features

#### SILVER - COST: \$1500 CAD

- Banner placement in main conference area
- Plus all Bronze features

#### BRONZE - COST: \$750 CAD

- Banner placement (one banner only) in conference common area
- Imprinted logo on signage around the event
- Logo on the event site
- Mention in the media coverage
- Announcements during the event and materials
- Shared space for promotional material

#### CUSTOM SPONSORSHIP

Security B-Sides encourages participation from a wide range of organizations. If you have an idea for custom sponsorship, please inform us so that we can evaluate and determine if it is a viable option. These ideas may include, but are not limited to, the contribution of:

- Venue
- Conference food and beverage
- Training and education

Depending on the level of contribution, custom sponsorship could include any of the benefits from the sponsorship packages listed above but would include, at a minimum, the following recognition:

- Logo on the event website
- Announcements during the event for the sponsored item(s)

#### EVENING SOCIAL AND CAPTURE THE FLAG SPONSORSHIP

Directly following the end of the conference portion of event, Security B-Sides St. John's will be hosting a Capture the Flag event for registered participants. Sponsorship opportunities exist for each of the following items. We are seeking one sponsor per item(s) or one sponsor for the entire event:

- Event prizes
- Food and beverages

## SPONSORSHIP COMMITMENT

SPONSORSHIP PACKAGES	COST	CHOSEN SPONSORSHIP PACKAGE (FOR PLATINUM, INDICATE CONTRIBUTION AMOUNT IF GREATER THAN \$1500)	CAPTURE THE FLAG SPONSORSHIP (INDICATE SPONSORED ITEM OR ALL FOR FULL SPONSORSHIP)
PLATINUM	\$3000 CAD		
GOLD	\$2250 CAD		
SILVER	\$1500		
BRONZE	\$750		
CUSTOMIZED SPONSORSHIP	\$ _____		

### Billing Contact (\*Required)

Name: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Website: \_\_\_\_\_

Billing Address: _____ _____ _____	Address of Head Office: _____ _____ _____
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X \_\_\_\_\_ X \_\_\_\_\_

**Signee Name (Authorized Signing Authority)**

**Signature**



# Terms and Conditions Agreement

1. **Sponsorship Agreement:** between the event-specific Security B-Sides organizer ("Organizer") and ("Sponsor") is valid from the date it is fully executed through the end of the sponsored event.
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 B-Sides".
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 B-Sides 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 B-Sides 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 Sponsor.
7. **Payment:** An invoice for full payment will be issued to the billing contact following receipt of the signed Sponsorship Agreement. Payment instructions are dictated on the receipt with the preferred payment method being EventBrite. If payment through EventBrite is not possible then alternate payment options are available including cheque, Visa, Master Card, or E-Transfer. \*\* Failure to pay full balance will subject sponsorship to cancellation.
8. **Non-endorsement:** The use of Sponsor's name within Security B-Sides or event-specific websites or mailing lists does not constitute endorsement by Security B-Sides 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 B-Sides or Organizer.
9. **Non-exclusivity:** Neither Security B-Sides or Organizer awards exclusive sponsorship or establishes exclusive relationships with Sponsors. Sponsor shall not imply that any such preferential or exclusive relationship exists between Sponsor and Security B-Sides 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 B-Sides, as well as their respective 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 B-Sides, 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 B-Sides 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.