



# BSides Birmingham Security Conference

## Sponsorship Kit

[bsidesbham.org](http://bsidesbham.org) – Twitter: @BSidesBHAM

### BSides Birmingham Sponsorship

The foundation of Security BSides was predicated on individuals within the information security community who wanted to participate within their industry, sharing thoughts and ideas with other passionate InfoSec professionals, while creating a sense of community and stewardship for their collective tradecraft. As a sponsor for BSides Birmingham, it is an expectation that participation goes beyond handing out swag and setting up sponsor booths. We would prefer our sponsors send technical staff and thought leaders who discuss real world problems and offer practical solutions. Be prepared to be a part of the conference, sharing ideas, meeting people, and interacting with the local community.

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”. BSides gives voice to the conversation that is happening just below the surface, and sponsoring enables you to engage that conversation.

#### Conference Details

Conference name..... Security BSides Birmingham; “BSides BHAM”  
Conference date....." Saturday, October 12<sup>th</sup>, 2019  
Conference Location.....University of Alabama at Birmingham, Hill Student Center  
Audience..... IT, Information Security, Information Assurance, Cyber Security  
Projected 2019 participants ..... 250+

#### Target Audience

We target the industry professional looking to offset or augment their current security skill set with that of the next-big-thing conversations. People who will attend will have various backgrounds in different sectors and verticals. Their common goal is to learn about emerging issues and connect with those who are experiencing and working through those issues.

Unlike other events where the speaker is rushed in and out, BSides BHAM will provide an 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 (and beyond).

Our attendees are expected to be overwhelmingly technical. Many are interested in learning about new job opportunities. For these reasons we recommend that sponsors send strong technical staff as well as a recruiter to the event.

This is our inaugural year, and we are projecting to have around 250 participants. We are hoping and planning for our conference to grow in future years as word gets out about this great opportunity for the region. In our inaugural year, we are planning for a Capture the Flag contest, a Lock Picking Village, a resume review/mock interview workshop, as well as 2 tracks of speakers.



# BSides Birmingham Security Conference

## Sponsorship Kit

[bsidesbham.org](http://bsidesbham.org) – Twitter: @BSidesBHAM

---

## Sponsorship Benefits

---

### Brand Recognition and Awareness

Depending on the level of sponsorship, you may recognize your brand placement at some or all of the following: t-shirts, signage/lanyards, brochures, an announcement prior to each presentation, and announcements on social media sites (Twitter, Facebook, etc.). Based on your level of participation, creative and custom branding may be arranged.

### Reach Your Target Audience

BSides BHAM reaches out to the industry professional looking to augment their knowledge with cutting edge presentations and ideas. Typically this includes industry leaders, thought leaders, information security professionals from the public, private and academic sectors, and even students who wish to expand their depth and body of knowledge.

### Big Fish In A Small Pond

For some, sponsoring large events is not within their price range leaving them with no option for communicating their message. BSides BHAM is just the place for you! This small, community atmosphere brings together active and engaged participants who want to absorb information. Sponsoring a BSides BHAM 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

BSides BHAM 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 with whom you want to engage to solicit feedback and bring voice to your conversation.

### Stay Abreast of The Next Big Thing

Nobody knows what the “next big thing” will be, but these events are community driven with presentations chosen by industry peers. Keeping in touch with the topics that are making waves at the ground level will mean your company is prepared when the “next big thing” hits.

### Recruitment

In an increasingly difficult job market, the information security industry stands among the few where more jobs exist than qualified personnel to fill them. BSides BHAM sponsors will have the opportunity to interact directly with highly skilled information security professionals, engaging them in discussion on leading edge security ideas and some of the industry's greatest challenges.

### Media Coverage

The BSides movement has gathered mass media attention and been written up in *Forbes*, 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. For more please visit: <http://www.securitybsides.org/Media>



# BSides Birmingham Security Conference

## Sponsorship Kit

[bsidesbham.org](http://bsidesbham.org) – Twitter: @BSidesBHAM

### Support Packages

The goal of BSides is to offer intimate events where all participants can engage each other to help develop connections, friendships, and network with different industry professionals. We understand that 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 for any sized organization to participate and support this event. As previously mentioned, our expectation is that sponsors are active and engaged in the event. **Should any sponsor feel they can contribute to the event in ways other than those listed in this kit, BSides BHAM encourages that organization to present the idea as a custom sponsorship.** Also, note that sponsorship amounts paid via in-kind giving (e.g., you pay directly to the vendor of the badges per our specification) amounts will qualify you for the levels noted below.

Package Level Commitment \$(Min)	Limestone Sponsor \$500	Iron Sponsor \$1500	Steel Sponsor \$2500	Welder Sponsor \$4000+
Website and Social Shout-out	X	X	X	X (Top Placement)
Website Logos	Name Only	X	X	X (Top Placement)
Schedule Booklet Shout-out	X	X	X	X
Logos Displayed on Video Screens	Name Only	X	X	X
T-Shirt logo		X	X (Mid Placement)	X (Top Placement)
Keynote Recognition by Name				X
Standard Sponsor Booth		X		
Large Sponsor Booth (with power!)			X	X (Preferred Location)
Custom Sponsorships as Agreed Upon				
Each Sponsor Will Receive <b>Two</b> Sponsor Badges to BSides BHAM 2019				

We have some exciting additional sponsorship opportunities. These opportunities are ways to get your name, logo, and message out to participants in different ways. Remember, the more times they see your name, the more they remember it!

A la Carte Sponsorships		
Add-On	Price	# Available
Logo on Lanyard*	\$500 + Lanyards	1
Logo on back of badge	\$500 + Badges	1
Speakers' Dinner	Cost of Dinner for Speakers and Staff	2
Sponsored Lunch***	Cost of Lunch for Participants	2
Sponsored Coffee***	\$500 + Coffee	2
Named After-Party	Snacks and Drinks	2
Other Custom A la Carte Sponsorships as Agreed Upon		

**NOTE:** As we are working to get everything established this year, it would actually be easier for us to handle In-Kind donations. If there is something particular you would like to cover, we can arrange for you to pay the provider directly. For example, we get everything arranged for the lanyards, and you just pay the lanyard company directly. Examples of items: Badges, Lanyards, T-Shirts, Food/ Drinks, etc. We will work with you to do whatever is best and easiest for you.

\* Lanyards must have dual-logo (BSides BHAM and sponsor alternating)

\*\*\* Sponsor arranges with UAB Catering, BSides BHAM will provide signage



# BSides Birmingham Security Conference

Sponsorship Kit

[bsidesbham.org](http://bsidesbham.org) – Twitter: @BSidesBHAM

---

## Security BSides Ethos

Traditional media exists as a constrained system and must operate within the boundaries it has defined for 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. As of August 2019, over 500 BSides events have been held in 144 cities across 42 countries.

**Goals:** BSides 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. BSides events explore the fringe of conversation and focus on the “next big thing.” The conversation has ranged from hardware hacking to gender issues, from Twitter hacking to proximity-based identity theft. BSides gives voice to the conversation that is happening just below the surface, and sponsoring enables you to engage that conversation.

**Participation.** BSides is not made up of members or attendees, but participants. Each person who participates in BSides brings to it something to contribute. Some people bring hardware, organizational skills, or some just bring 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 another great BSides event.



# BSides Birmingham Security Conference

## Sponsorship Kit

[bsidesbham.org](http://bsidesbham.org) – Twitter: @BSidesBHAM

---

## BSides BHAM Sponsorship Agreement

---

### Terms and Conditions

1. Sponsorship Agreement: between BSides Birmingham Security Conference (“BSides BHAM”) and (“Sponsor”) is valid from the date it is fully executed through the end of the BSides BHAM event.
2. Sponsor Marketing Use Agreement: Sponsor may use the following tagline on its marketing materials during the term of this Sponsorship Agreement: “Official Sponsor of BSides Birmingham”.
3. Production Timeline: In order for BSides BHAM to fulfill all promotional benefits for Sponsor, Sponsor agrees to meet all BSides BHAM related submission deadlines:
  - a. 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.
  - b. All items will be submitted one month prior to the event or production deadline.
4. Sponsor Trademark Usage Agreement: Sponsor agrees to allow BSides BHAM 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 BSides BHAM the right to use Sponsor’s trademark/logo/tagline and graphics on all of the BSides BHAM Sponsor promotional benefits, including but not limited to:
  - a. The web banner ad to be posted on the BSides BHAM and Security BSides web pages
  - b. Sponsor benefit items BSides BHAM detailed on the Support Package section
  - c. Any BSides BHAM Exhibit Hall promotional banner and signage/lanyard, etc.
6. Web Reference: Sponsor may publish an Internet hyperlink from Sponsor’s Website to the BSides BHAM and Security BSides websites, and maintain the hyperlink as an active, functional, and correct link to the BSides BHAM website through the duration of the BSides BHAM event and thereafter unless removal is requested by Sponsor.
7. Payment: Full payment must accompany this application and Sponsorship Agreement and be received by BSides BHAM organizers via one of the following methods (**Since this is our first year and we are still ironing out some details, please verify before submitting payment**):
  - a. Check made out to “BSides BHAM”
  - b. PayPal
  - c. Receipt for payment of "In Kind" donations
8. Non-endorsement: The use of Sponsor's name within Security BSides or BSides BHAM mailing list does not constitute endorsement by Security BSides or BSides BHAM 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 BSides BHAM.
9. Non-exclusivity: Neither Security BSides or BSides BHAM 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 BSides BHAM.



# BSides Birmingham Security Conference

## Sponsorship Kit

[bsidesbham.org](http://bsidesbham.org) – Twitter: @BSidesBHAM

- 10. Limited Liability: In the event that circumstances beyond the commercially reasonable control of Security BSides or BSides BHAM interferes with, or prevents, Security BSides or BSides BHAM from fulfilling, in part, or all of, Sponsor’s promotional benefits under this Sponsorship Agreement, Sponsor, by signing this Sponsorship Agreement, holds Security BSides or BSides BHAM, 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 BSides or BSides BHAM, 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 or BSides BHAM reserves the right to reject a potential sponsor for any reason.
- 13. Entire Agreement: This and all attachments hereto constitute the entire Sponsorship Agreement.

### Authorization

Please check the sponsorship package requested, then have an authorized representative sign and date below.

Package	Commitment (min)	Check [x]
Limestone Sponsor	\$500	
Iron Sponsor	\$1,500	
Steel Sponsor	\$2,500	
Welder Sponsor	\$4,000	
Add-On(s):		
Custom	As negotiated	

Please send checks to:  
**(Since this is our first year and we are still ironing out some details, please verify before submitting payment)**

BSidesBHAM  
PO Box 360066  
Birmingham, AL 35236

For the Sponsor:

Organization: \_\_\_\_\_

By: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

Signed: \_\_\_\_\_

For BSides BHAM:

By: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

Signed: \_\_\_\_\_