



**July 25th & 26th, 2017
Tuscany Suites & Casino
Las Vegas, NV**

Sponsor Prospectus

Bird's-eye View

“BSides means community, conversation, content, and career...”

BSides is a community built on interesting conversation, unique content, and ample career opportunities and guidance.

Join the community, engage in conversation, and don't miss an opportunity to discover the Next Big Thing!

July 25-26, 2017

The Tuscany Hotel & Casino, Las Vegas

You'll meet 2700 members of the InfoSec community and perhaps connect with your newest client or next employee!

To get involved email us at sponsors@bsideslv.org or call (530) 500-BSLV

Sponsorship Comparison						
	IC	STELLAR	OOTW	A&B	CORE	MORTAR
	\$15,000	\$12,500	\$10,000	\$7,500	\$5,000	\$2,500
Badges Included**	8	6	5	4	3	2
Logo listed on bsideslv.org	X	X	X	X	X	X
Logo on Wall of Support	X	X	X	X	X	X
Invited to Thank You Reception	X	X	X	X	X	X
Verbal Recognition at Opening and Closing	All Tracks	All Tracks	Selected	X	X	
Shout-out on Social Media	X	X	X	X	X	
Raffle/Silent Auction Participation	X	X	X	X	X	
Table Space	10'x10'	10'x10'	6'	Cocktail		
Items in Registration Bags	X	X	X	X		
Ad in the Printed Program	2 page	1 page	1/2 page	1/4 page		
Podcast Recognition	Interview	Interview	X	X		
Hire Ground Buy-in Option	Included	Included	\$2,000	\$2,500		
Discount on "A la Carte" Items	25%	20%	15%	10%		
Wall Banner	Entry	Entry	Chill-Out			
Logo on T-Shirts	X	X	X			
Floor Banner	Custom	2	1			
**Badge quantities are total and do not compile with previous sponsor tier(s)						

We have an amazing array of speakers each year, covering vital topics such as Penetration Testing, Forensics, Incident Response, Risk, Data Analysis and everything in between. Activities include a Lockpick Village, Pros Vs. Joes learning CTF, our Hire Ground career track, uncensored talks, and one of the mellowest, conversational pool parties in Vegas that everyone raves about!

BSidesLV is the place where the conversations about the “Next Big Thing” happen first.

“I don't go to BSidesLV for yet another sales pitch; I want to meet the engineers and know they actually work in the community.”

Why Support BSidesLV?

Are you in search of real-but-elusive professional security enthusiasts? They may not answer your phone calls or read your emails, and they might think that Facebook is an invasion of privacy and too insecure. They don't follow you on Twitter, and they don't go to mainstream, media driven security conferences!

If you want to reach real, live security pros and enthusiasts, the best place to find them is at Security BSides events. The original and largest is the annual BSides event in Las Vegas during high summer. BSidesLV attracts 2700 participants, speakers, volunteers and press.

Security has reached top of consciousness with the entire IT sphere and the bigger world beyond. More and more new men and women are joining the ranks of information security professionals. More people and organizations are interested in the next new thing in security. Cutting edge research, collaboration, and new conversations with some of the best minds of the industry are some of the highlights of BSides events.

Now you can reach this highly sought after audience and participate in the BSides experience. By becoming a BSidesLV sponsor, you can make a solid investment in your own brand that will not only further the goals of BSidesLV, but enable the betterment of the security community as a whole.

We seek to partner with sponsors who want to reach our participants on their level, in a manner that has proven effective. We have designed sponsor programs that are in harmony with the BSides ideal, and which will enhance your standing among this very important and influential audience. We have programs geared for larger security organizations, while also acknowledging the valuable contributions of smaller sponsors who are such an important part of BSides.

We are also flexible and willing to listen to any great ideas that you may have about how to make your sponsorship of BSidesLV more valuable to your organization and enhance our participants' experience. So please be creative, share your ideas with us, and most of all, know that we will humbly thank you for your sponsorship - without which, BSidesLV would not exist.

= Team BSidesLV =

You can reach out to our Sponsor Coordinators at sponsors@bsideslv.org

or to info@bsideslv.org

Education! Communication! Collaboration!

“...I liked the ability to see viewpoints that would be underrepresented in more commercial venues...”

What is Security BSides?

Each BSides is a community driven framework for building events for and by information security community members. The goal is to expand the spectrum of conversation beyond the traditional confines of space and time. It creates opportunities for individuals to both present and participate in an intimate atmosphere that encourages collaboration. It is an intense event with discussions, demos, and interaction from participants. It is where conversations for the Next Big Thing are happening.

BSides was born in 2009 when a number of quality speakers were rejected from a mainstream conference not due to lack of quality but rather lack of space and time. Our mission is to provide people with options by removing common conference barriers and by providing more options for speakers, topics, and events.

2009: Launched in Las Vegas, NV with ~200 participants in a rented house

2010: BSides breaks into the global space with the first European event

2012: BSides Las Vegas Registered as a 501(c)(3) NonProfit Educational Corporation

2014: More than 160 BSides events, in 74 cities, in 16 countries, on 6 continents

2015: BSides Las Vegas celebrates our 6th Anniversary, with over 200 global events

2016: BSidesLV hosts 2700 participants and adds Hire Ground as an official track for recruiting and career planning and advice

Thousands of people have attended and many have written about their experience at BSides events.

Read more at <http://www.securitybsides.com/w/page/19532810/Media>

While every BSides event is unique, here are some things that don't change:

- Community organized, volunteer driven, and sponsor funded
- Provides a forum for expanding the spectrum of conversation
- Focused on giving a voice to the "Next Big Thing"

BSides is a Global Community, here are resources for more information:

Sponsor FAQ updated frequently <https://www.bsideslv.org/sponsor-faq/>

Join the BSidesLV Mailing List <https://www.bsideslv.org/contact-us/>

Security BSides Global portal <http://securitybsides.com>

"It's the most interactive community building event in information security..."

NEW* Hire Ground *NEW

Hire Ground is a two-day, career focused track within BSidesLV to provide the community with the tools they need for career search and overall career planning. Hire Ground is adjacent to the high traffic Chill-Out Room. In 2016, Hire Ground had 225 Participants and they shared that they were looking to make a career change within the next 6 months to 1 year.

Hire Ground sponsors have many opportunities to interact with the Participants from networking, presentations, resume review and career coaching. This is not a typical job fair but an opportunity to interact with members of the community who are looking for a career change. How much you get back from Hire Ground depends on how much you put into Hire Ground.



Hire Ground consists of four parts:

- **Talks and panels:** Content is aimed at helping job seekers better understand recruiting and hiring practices; how to improve their chances at being recruited, interviewed and hired; and how better to manage their careers. Sponsor companies are invited to create a presentation that provides career search and development content or to participate in a Hire Ground panel moderated by the organizers.
- **Resume Review:** One of the most popular activities in Hire Ground! We ask that all sponsors provide at least an hour of resume review to give feedback on how participant's resumes can make it through the recruiting pipeline and into an interview. Many professionals in Information Security have the skills that companies are looking for; they just don't know how to present this information to stand out, or how to explain their experience to a non-technical audience.
- **Career Coaching:** These are one-on-one sessions to assist our Participants with their short and long range career plans. We invite managers from Sponsor companies to set aside an hour to have two 30-minute sessions to provide feedback on career planning, interview mistakes, and explaining the why and how of the recruitment process.
- **Networking:** More than 50% of the time in Hire Ground is set aside for job seekers to chat with representatives from your company at your booth in Hire Ground in order to build your talent pipeline and employer brand.

Hire Ground is an innovative community event that focuses on providing both companies and job seekers with value through networking activities and focused content sessions. Past sponsor companies have shared that they made immediate hires from the event and had developed a talent pipeline for their future hires, making this one of the most successful recruiting events they have attended. Job seekers shared that this was an event that met their career needs and one that they would definitely recommend to their colleagues.

Sponsorship Comparison

	IC	STELLAR	OOTW	A&B	CORE	MORTAR
	\$15,000	\$12,500	\$10,000	\$7,500	\$5,000	\$2,500
Badges Included**	8	6	5	4	3	2
Logo listed on bsideslv.org	X	X	X	X	X	X
Logo on Wall of Support	X	X	X	X	X	X
Invited to Thank You Reception	X	X	X	X	X	X
Verbal Recognition at Opening and Closing	All Tracks	All Tracks	Selected	X	X	
Shout-out on Social Media	X	X	X	X	X	
Raffle/Silent Auction Participation	X	X	X	X	X	
Table Space	10'x10'	10'x10'	6'	Cocktail		
Items in Registration Bags	X	X	X	X		
Ad in the Printed Program	2 page	1 page	1/2 page	1/4 page		
Podcast Recognition	Interview	Interview	X	X		
Hire Ground Buy-in Option	Included	Included	\$2,000	\$2,500		
Discount on "A la Carte" Items	25%	20%	15%	10%		
Wall Banner	Entry	Entry	Chill-Out			
Logo on T-Shirts	X	X	X			
Floor Banner	Custom	2	1			

**Badge quantities are total and do not compile with previous sponsor tier(s)

BSidesLV Sponsorship Details

Mortar \$2,500

- Logo on the event website (bsideslv.org)
- Listed on the Wall of Support
- 2 Sponsor Badges (additional badges available for purchase at \$1000 each)
- Your Sponsor representatives are invited to join us Tuesday night for our Thank You Reception

Core \$5,000

Mortar benefits outlined above, plus...

- Verbal Recognition during opening and closing ceremonies
- Shout-out on Social Media
- Raffle/Silent Auction Participation (You provide the donation, we provide the Silent Auction & Raffle)
- 3 Sponsor Badges (additional badges available for purchase at \$1000 each)**

“BSides is the embodiment of the hacker ethos in cons. DIY, free, open to (and welcoming of) everyone, forgiving of mistakes, chaotic, and rapidly evolving. It’s about passion. We don’t do this because it’s our job, we do it because we live and breathe it, and we want to be around others who do too.”

Above & Beyond \$7,500

Mortar and Core benefits outlined above, plus...

- Logo on 4th tier of website (bsideslv.org)
- Table-tent designated Cocktail table in the Chill-Out Room for networking
- 1/4 page ad in the printed program (recruiting focused)
- Receive verbal recognition during podcasts in 2017
- You can include items to be distributed to the audience at the end of selected tracks
- 10% discount on "A la Carte" Sponsorships, outlined on last page
- Hire Ground buy-in option [HG Dir approval req.(\$2500 5 additional badges & 10 meal tickets)]
- 4 Sponsor Badges (additional badges available for purchase at \$1000 each)**

Out Of This World \$10,000

Mortar and Core benefits outlined above, plus...

- Logo on event t-shirts
- Logo on 3rd tier of website (bsideslv.org)
- Verbal Recognition at the beginning of selected tracks
- Receive verbal recognition during podcasts in 2017
- 6' table and two chairs in the Chill-Out Room
- Four meal tickets provided for your table staff for lunch (two per day - additional available for purchase)
- Wall banner placement in the common area (sponsor provides, we hang)
- Strategic Floor banner placement on-camera in a selected track (sponsor provides, we place)
- You can include items to be included in the registration bags
- You can include items to be distributed to the audience during the breaks of selected tracks
- 1/2 page ad in the printed program (recruiting focused)
- 15% discount on "A la Carte" Sponsorships, outlined on last page
- Hire Ground buy-in option [HG Dir approval req. (\$2000 5 additional badges & 10 meal tickets)]
- 5 Sponsor Badges (additional badges available for purchase at \$1000 each)**

Stellar \$12,500

Mortar and Core benefits outlined above, plus...

- Maximum visibility placements
- Logo on the 2nd Tier of the website (bsideslv.org)
- Extra large font on the Wall of Support
- Logo on event tshirts
- Verbal Recognition during announcements at the event and at the beginning and end of all tracks
- Receive verbal recognition during podcasts and interview option during selected episode in 2017
- 10'x10' space, with two 6' tables and four chairs in the Chill-Out Room
- Eight meal tickets provided for your table staff for lunch (four per day - additional available for purchase)
- Hire Ground included [HG Dir approval req (comes with 5 additional badges & 10 meal tickets)]
- Wall Banner Placement in Registration area (sponsor provides, we hang)
- Full page ad in the printed program (recruiting focused)
- 2 Strategic Floor banner placements at the event - one on-camera (sponsor provides, we place)
- You can include items to be included in the registration bags
- You can include items to be distributed to the audience during the breaks of selected tracks
- 20% discount on "A la Carte" Sponsorships, outlined on last page
- 6 Sponsor Badges (additional badges available for purchase at \$1000 each)**

Inner Circle \$15,000

Mortar, Core and Stellar benefits outlined above, plus...

- Logo on the Top Tier of the website (bsideslv.org)
- Listed at the top of the Wall of Support in largest font
- 25% discount on "A la Carte" Sponsorships, outlined on last page
- Two page ad in printed program (recruiting focused)
- 8 Sponsor Badges (additional badges available for purchase at \$1000 each)**
- Custom event involvement and exposure

****Badge quantities are total and do not compile with previous sponsor tier(s)**

À la Carte Sponsorships

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

A la Carte Discounts: Inner Circle: 25% Stellar: 20% Out Of This World: 15% Above & Beyond: 10%

Of course, A la Carte Sponsorships are available as stand alone items, as well.
Just reach out to sponsors@bsideslv.org for more information and pricing

Shuttles: *Two Sponsorship opportunities available* Sponsor the #BSidesBus and wrap your logo around it. An opportunity to get your company exposure, not just at BSidesLV, but throughout Vegas during Security Summer Camp week! Shuttle travels between Tuscany and LAS, as well as Mandalay Bay and Caesars Palace. Comes with 5 Sponsor badges per opportunity.

Pool Party: If you haven't been to our pool party, it's one of the best networking opportunities available. Speakers, participants, and industry luminaries mingling in a relaxed but exciting atmosphere with sponsored food and drinks, low-key background music, and conversation about the state of the PenTest and everything InfoSec. We'll project your logo by the pool, serve drinks in souvenir cups (dual branded w/BSidesLV Logo - we'll design and order) and announce you as a party sponsor on the website and during the conference. Comes with 5 Sponsor badges and 15 party passes.

Towels: Want your logo and name wrapped around some of the smartest minds in Infosec? Sponsor the towels for the Wednesday night pool party! (Dual branded w/BSides Logo - we'll design and order). Comes with 5 Sponsor badges and 20 party passes.

Happy Hour: *Two Sponsorship opportunities available* Sponsor our Happy Hour on either Tuesday or Wednesday, from 4-5 PM, and the bar will serve the drinks out of souvenir cups with your logo on them. (Dual branded w/BSidesLV Logo - we'll design and order). Comes with 5 sponsor badges and 100 cups to take back to the office per opportunity.

Badges: BSidesLV 2017 Logo Contest winner art on badge front, your company logo on back and dual branded w/BSidesLV logo on lanyard. Comes with 5 sponsor badges.

Sponsor a Proving Ground Speaker: *Approximately 13 Sponsorship opportunities available* Provide a stipend for our first time speakers. Help us get them to Las Vegas to share their research in a collaborative environment. Comes with 1 Sponsor Badge per speaker sponsored.

NEW* Hire Ground *NEW When people hunt for new career opportunities, they do it at BSidesLV's Hire Ground. Join us for career advice, open resume review, talks concerning best practices for nailing that interview, and so much more! Send your HR and Recruiting teams to meet some of the best and brightest up-and-coming InfoSec pros. Participants last year included Panasonic, Tenable Security, Amazon, Protiviti and GuidePoint, to name a few. Limited to 10 tables, this sponsorship also comes with an opportunity to submit a 20 minute talk regarding career related topics, or participation in a panel discussion curated by our Hire Ground Director. Comes with 5 sponsor badges and 10 meal tickets (five per day) for associates that are managing your table.

[BSidesLV is interested in your thoughts and feedback on sponsorship.](#)

If you think there is something else you would like to do to help us pull this little learning party off, reach out and ask us!

Email sponsors@bsideslv.org