

2019 Sponsor Packet



Date: Sept 21st, 2019

Time: 9 AM to 6 PM

Location: Moolah Shrine Center

Address: 12545 Fee Fee Rd, Saint Louis, MO 63146

BSidesSTL Welcome

Thank you for your interest in sponsoring Security B-Sides St. Louis (BSidesSTL). We are excited to be continuing this event into its fourth year as we provide a local low-cost alternative for the security hobbyists, enthusiasts, practitioners, academics, and researchers. We are anticipating (250-300) participants in 2019.

The original 2009 un-conference in Las Vegas spawned a wave of new similar events throughout the United States and around the world. Security B-Sides (BSides) is a community-driven framework for building events for and by participants in the information security community. It creates opportunities for individuals to present and participate in an intimate atmosphere that encourages collaboration. It is an intense event with discussions, demos, and interaction by participants. This is where conversations for the next-big-thing happen. The open platform gives community participants a rare opportunity to directly share ideas, insights, and develop longstanding trusted relationships with others in the community. The BSides family continues to grow each year and plans are underway for new international BSides events in Tokyo, Cardiff, and Jordan.

While BSidesSTL has traditionally offered free admission to the participants, there is a cost associated with producing such an inclusive event, one which is shouldered by the generosity of our sponsors. This package contains information specifically for BSidesSTL 2019 and includes various opportunities for sponsorship to provide optimal benefit for you, our sponsors.

It is our belief; the greatest reward is that of supporting and giving back to the community by enabling others to grow and learn. However, there are also other benefits associated with your sponsorship. You will find near-exclusive access to some of the top talent and leading companies in the region.

Please do not hesitate to contact us
if you have any questions or
requests

Web: www.bsidesstl.org
Email: bsidesstl@gmail.com
Twitter: [@bsidesstl](https://twitter.com/bsidesstl)

Benefits of Sponsorship

Reasons to Show Your Support

We take pride in offering small intimate events where all participants have a chance to engage with each other to help develop connections and friendships. We at BSidesSTL are a 501c3 Non-Profit Organization focused on educating the community. Our organizers and volunteers are all passionate about providing the best experience for our attendees and sponsors.

Big Fish Small Pond

Sometimes, sponsoring large or multiple events is not within your budget, leaving you with few options for communicating your message to the professional IT demographic. We provide an excellent solution to that problem! Our grassroots community atmosphere brings together active and engaged participants who not only want to absorb information but also make things happen. We can enable you to be that big fish.

STAY IN TOUCH WITH THE INDUSTRY

Having a presence at BSidesSTL not only gives you access to an audience but also to the leaders and professionals who are actively driving future shifts in the Information field. You'll have early access to these professionals, their thought processes, and the conversations that create the Next Big Thing.

Media Coverage

The media coverage for BSidesSTL is massive relative to its size. When you are part of the conversation, it's easy to get your message swept up in the media. Many participants have been quoted and picked up by mainstream news sources including National Public Radio (NPR).

Also, with social media, you are part of the message. When participants tweet or Instagram from events like this your name spreads. The old adage of "a picture is worth a thousand words" really does ring true. Social media alone as a platform is a game changer. Now, imagine that coupled with our BSidesSTL participants spreading your message across these powerful platforms. The potential return on investment is exponential.

Support Packages for 2019

Diamond \$5,000

- Maximum visibility placement around the venue
- Top placement of your logo on website, and conference t-shirts
- Be recognized as the **VENUE** sponsor for the conference
- Shout outs during announcements
- Logo displayed between talks
- Private table/booth for all your recruiting/advertising/swag needs (tablecloth and or skirting not included)
- You may include swag items that may be distributed between talks

Platinum \$4,000

- Upper-Middle logo placement on website and conference t-shirts
- Recognition as the **LUNCH** sponsor for the conference
- Shout outs during announcements
- Logo displayed between talks
- Private table/booth for all your recruiting/advertising/swag needs (tablecloth and or skirting not provided)
- You may include swag items that may be distributed between talks

Gold \$ 3,000

- Middle placement of logo on website and conference t-shirts.
- Recognition as the **BAR** sponsor (during the event)
- Shout outs during announcements
- Logo displayed between talks
- Private table/booth for all your recruiting/advertising/swag needs (tablecloth and/or skirting not provided)
- You may include swag items that may be distributed between talks

Silver \$ 2,000

- Lower-middle placement on website and on conference t-shirts
- Shout outs during announcements
- Logo displayed between talks
- Private table/booth for all your recruiting/advertising/swag needs (tablecloth/skirting not provided)

Bronze \$ 1,000

- Fine print placement on website and on conference t-shirts
- Shout outs during announcements
- Community table for advertising/swag items. (Tablecloth and/or skirting not provided)
- Digital logo display between talks
- Verbal recognition from event announcer

Basic \$500

- Name printed on conference t-shirts
- Community table for advertising/ swag items. (Tablecloth and/or skirting not provided)
- Digital logo display between talks
- Verbal recognition from event announcer

Additional Sponsorship options

After Party \$3,000

The best way to collaborate and share ideas is to have an after party. Did your company meet someone you would like to recruit? This laid-back atmosphere is just the time to do this. An after party is a great place to share ideas with like-minded individuals. A huge benefit of being the sponsor of the after party is your name will be associated with many happy memories from BsidesSTL.

Adopt a Speaker \$500

Adopt a speaker provides a small stipend for speakers who need a little assistance getting to the conference. This allows the best and brightest to come to share their research and experience with those in attendance.

Shipping and Receiving Info

BsidesSTL organizers can arrange for shipping and receiving of marketing and booth supplies. We are happy to help coordinate shipping to the venue. All shipments must arrive no later than the day before the event. Please feel free to contact us with any questions or concerns we are happy to help.

Sponsorship Support Terms and Conditions Agreement

1. Sponsorship Agreement: This agreement is between the event-specific Security BSides (BSidesSTL) organizer or person ("Organizer") and event-specific sponsor ("Sponsor") and 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 BSidesSTL".
 - a. Sponsor may use the following hashtag for its social media posts during the term of this sponsorship agreement: "#BSidesSTL".
3. Production Timeline: In order for an Organizer to fulfill all promotional benefits for Sponsor, Sponsor agrees to meet all Organizer 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 (1) month prior to the event or production deadline.
4. Sponsor Trademark Usage Agreement: Sponsor agrees to allow the Organizer to use Sponsor's Trademark/logo/tagline solely to perform and fulfill its obligations under the Sponsorship Kit/Package 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:
 - a. The Web banner ad to be posted on the event and Security BSides web pages
 - b. Single color trademark/logo/tagline for use on printed clothing
 - c. Sponsor benefit items Organizer detailed on the Support Package section d. Any 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 BSidesSTL 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 the Organizer. 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 websites 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 and Security BSides as well as their respective Board of Directors,

Principals, Officers, Employees, Agents, and Members *harmless* from all legal and financial liability to Sponsor, caused by such circumstances.

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 hereto, constitute the entire Sponsorship Agreement.

Please indicate below which level of sponsorship you are selecting:

___ Diamond \$5,000

___ Platinum \$4,000

___ Gold \$3,000

___ Silver \$2,000

___ Bronze \$1,000

___ Basic \$500

By signing below, you agree to all the sponsorship support terms and conditions listed above.

Sponsor (Printed) Sponsor (Signature)

Sponsor (Company Name) Sponsor (Mailing Address)

BSidesSTL Event Organizer (Printed) BSidesSTL Event Organizer
(Signature)

Thank You!