



Date: October 14th, 2023

Time: 8:30 AM to 5 PM

After Party: 6 PM to 8:30 PM

Location: St. Charles Community College

Address: 4601 Mid Rivers Mall Dr, Cottleville, MO 63376

## 2023 Sponsorship Packet

To sponsor bsidesSTL, please contact us:

Web: [www.bsidesstl.org](http://www.bsidesstl.org)

Email: [bsidesstl@gmail.com](mailto:bsidesstl@gmail.com)

Twitter: [@bsidesstl](https://twitter.com/bsidesstl)

Thank you for your interest in sponsoring the BSides Saint Louis (BSidesSTL) event. Our vision is simple: Give interested techies a place to start and gain a foothold in the security community. Our organizers have attended Big Cons, Little Cons, and ones in between. Every con brings something amazing to the people it serves: community. The local security community in STL is vibrant. We want to continue growing that community by hosting an event that can introduce the *interested* to the *community*.

This event is a conference with speakers from the area and hackers showing technologies they love and talking about how they have gotten involved in the greater Security Community. While there are many ways to describe what BSidesSTL is, an attendee states it best with the following: "BSides means community, conversation, content, and career; it provides the building blocks to create and grow each of these things, and much more."

The underlying premise of BSidesSTL is to forge a culture of learning, create a vibrant and active information security community, and allow for interdisciplinary collisions that domino into disruptive innovations. Learning at BSidesSTL will occur at multiple levels and span several domains of knowledge. We are excited to be able to continue providing this event to the Saint Louis area and surrounding communities. BSidesSTL will provide a local and free conference for information security hobbyists, enthusiasts, practitioners, academics, and researchers.

BSides events combine information security expertise from a variety of disciplines and industry verticals, all in search of the "next big thing." BSidesSTL will be an open platform that gives information security experts and industry professionals the opportunity to share ideas, insights, research, and more while developing long standing relationships with others within our community. It is one of those precious few rare opportunities to directly connect with and create trusted relationships with key members of the information security community.

BSidesSTL is striving to offer a free, low cost, or donation driven admission for the participants of the conference. However, there are still costs associated with producing a BSidesSTL event in order to make it draw interested individuals which ultimately makes it successful. This cost is anticipated to be shouldered by the generosity of sponsors. We are seeking sponsors that are interested in the growth and education of the InfoSec community.

You will find included in this package additional details about sponsorships for BSidesSTL. To provide flexibility, we have developed various opportunities for sponsorship. We believe these flexible sponsorship options will allow for the rightsizing of sponsoring while offering direct benefits to you as a generous sponsor.

It has been said that "when courage, genius, and generosity hold hands; all things are possible." We believe that there will be many benefits that you will realize from sponsoring BSidesSTL. We know that all things are possible and your direct support will enable others to create, grow, and learn in our community via conversation, through content, and career.

If you have any questions or requests, please do not hesitate to contact us. You can reach us via email at [bsidesstl@gmail.com](mailto:bsidesstl@gmail.com).

Sincerely,

BSidesSTL Organizers

## What is BSides?

Security BSides is a framework of events that enables individuals to expand the spectrum of conversation beyond the confines of traditional media. Frameworks such as BSides enable individuals to drive the event, shape the media, and encourage participation.

BSides are free or low cost, community organized events put on by local individuals with the expressed goal of enabling a platform for information dissemination. BSides is an 'unconference' that follows the 'open spaces' format. 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.

The following is a brief outline about previous events:

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

2010: First European event

2011: Over 20 events planned in US, Europe, India, Hong Kong, & Australia

2012: Continued interest in BSides events – 38 cities, 10 countries, 5 continents

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

2015: BSides celebrates its 6th Anniversary, with over 200 global events

2016: The first annual bsidesSTL occurs Saturday September 17<sup>th</sup>

2020: bsidesSTL is sidelined by Covid.

2021: The 5th annual bsidesSTL event is a Virtual Conference held Sept 17th.

2022: bsidesSTL is back in person October 8th!

2023: bsidesSTL hosted at St Charles Community College. 3 buildings, all students invited.

## Goals

The goal of BSidesSTL is to forge a culture of learning, create a vibrant and active information security community, and allow for interdisciplinary collisions that domino into disruptive innovations. Learning at BSidesSTL will occur at multiple levels and span several domains of knowledge. BSides can further act as a complement to current events by enabling the long-tail that further fosters communication and collaboration while increasing the level of the conversation.

Major conferences focus on current topics in information security. BSides 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; and recently, plenty of IoT hacking. BSides gives voice to the conversation that is happening just below the surface and sponsoring enables you to engage that conversation.

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 Ethos & Target Audience

### Platforms

Traditional and social media exist as constrained systems and they must operate within the bounds to which they have been defined. Physical events constrain themselves with space and time, but platforms permit the continuous creation of individual events. Our goal is to provide people with possibilities 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 BSides events in Australia, London, New Delhi, St. John, and many others.

### Participation

BSides is not made up of members but participants. Each person who participates in BSides 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 BSides event.

### Target Audience

While each BSides event is unique, we target the industry professional looking to offset or augment their current information security skill set with that of the “next big thing” conversations. These are industry experts, thought leaders, hobbyists, enthusiasts, practitioners, academics, researchers, and even students who wish to expand their body of knowledge. Attendees stem from a variety of disciplines and industry 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, BSides 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. 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>  
Security BSides is a Global Community, here are resources for more information:  
Security BSides global portal <http://securitybsides.com>

# Support & Sponsorship

## The Value of Sponsorship

The goal of BSidesSTL 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 have specifically designed several different options for any-sized organization to participate and support this event. Additionally, we are a 501c3 Non-Profit Organization focused on educating the community.

## 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 will realize 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: t-shirts, signage, lanyards, lunch sessions, attendee badges, and more. Based on your level of participation, creative and custom branding may be arranged including transportation, 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. BSides is just the place for you! This small, community atmosphere brings together active and engaged participants who want to absorb information. Sponsoring our BSidesSTL 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

BSidesSTL enables its supporters and participants to identify and connect with industry leaders and voices. These participants represent the social networking of information security. They are the people who you want to engage to solicit feedback and bring voice to your conversation.

### Stay Abreast 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.

## Media

The media coverage for BSides 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).

## Sponsorship Levels

### Diamond – \$5000

- Maximum visibility placements
- Top logo placement on website
- Top logo placement on conference tees
- Recognized as Venue Sponsor
- Verbal shout out during announcements
- Private table/booth for all your recruiting/advertising/swag needs (table cloth and/or skirting not provided)
- Digital Logo Display between talks
- You can include swag items to be distributed to the audience during the breaks between talks

### Platinum - \$4000

- Upper-Middle logo placement on website
- Upper-Middle logo placement on conference tees
- Verbal shout out during announcements
- Recognized as Lunch Sponsor
- Private table/booth for all your recruiting/advertising/swag needs (table cloth and/or skirting not provided)
- Digital Logo Display between talks
- You can include swag items to be distributed to the audience during the breaks between talks

### Gold - \$3,000

- Middle logo placement on website
- Middle logo placement on conference tees
- Verbal shout out during announcements
- Recognized as CTF Sponsor (during event)
- Private table/booth for all your recruiting/advertising/swag needs (table cloth and/or skirting not provided)
- Digital Logo Display between talks
- You can include swag items to be distributed to the audience during the breaks between talks

### Silver – \$2,000

- Lower-Middle logo placement on website
- Lower-Middle logo placement on conference tees
- Verbal recognition by announcer during conference
- Option to be recognized as sponsor for 1 activity village
- Private table/booth for all your recruiting/advertising/swag needs (table cloth and/or skirting not provided)
- Digital Logo Display between talks
- You can include swag items to be distributed to the audience during the breaks between talks

### Bronze - \$1,000

- Fine Print logo placement on website
- Fine Print logo placement on conference tees
- Digital Logo Display between talks
- Verbal recognition by announcer during conference
- Shared community table/booth for all your recruiting/advertising/swag needs (table cloth and/or skirting not provided)

### Basic Sponsorship - \$500

- Logo on shirt, website, and on stage between talks.
- Digital Logo Display between talks
- Verbal recognition by announcer during conference
- Shared community table/booth for all your recruiting/advertising/swag needs (table cloth and/or skirting not provided)

**À la Carte Sponsorships** - includes all items in Basic sponsorship in addition to unique recognition listed below.

All items below are things that would help to ensure that BSidesSTL 2023 is one of the premier local and annual information security conferences! Remember: The more times they see your name, the more they will remember it!

### Networking Sponsor - \$1500

There ain't no party like a BSides party! Help us cover the bar tab at the best part of any con, the after party. The after party provides a great environment to share ideas, recruit your next genius, and just have a good time with like-minded folks.

### Meet and Munch Sponsor - \$1500

There's nothing worse than missing out on a good time because you're starving. Help your brand stand out by hosting the hors d'oeuvres for the after event. Let people remember your brand as the one that kept their brains AND their bellies full.

### Swag Bag Sponsor - \$1500

You know the story. You go to a con, but you're not interested in picking up a bunch of stuff. You have too much already. Then something catches your eye, followed by 4 or 5 more things. Now your pockets are full and you wish you'd have brought a bag for your stuff. Take the opportunity to put your branding on the reusable bag that no one knew they wanted, but everyone is happy they have.

### Badge Sponsor - \$1500

You can only get *so many* conference shirts before they start to blend together. But for the #badgelife enthusiast, every badge hangs on its own dedicated hook and carries countless stories associated with that particular conference. Be part of every story with your company logo stamped right on the badge.

### Adopt-a-Speaker - \$500

Provide a stipend for speakers who need a little help getting to Saint Louis to share their ideas and research.

## Shipping and Receiving Information

BSidesSTL Organizers can arrange for shipping and receiving marketing and booth supplies. This is done through coordination between the bsidesSTL Organizers and the venue. If you need to have something shipped please let us know shipping dates and anticipated arrival times and/or tracking details so that we can coordinate with the venue. All shipments must arrive at the facility no later than the day prior to the event to ensure receipt. BSidesSTL organizers will not be able to receive these items the day of the event in order to pay proper focus to oversight and attendee satisfaction. Items shipped to the facility will be moved from the main office to the sponsor's designated table/booth during event setup and prior to attendee registration.

### Shipping Address:

St. Charles Community College  
Recreation Center / Building 7-RC  
% BSidesSTL / [YOUR COMPANY NAME]  
4601 Mid Rivers Mall Dr  
Cottleville, MO 63376

## 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 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, and at least one (1) month prior to event. If the Sponsorship Agreement is completed less than 21 days prior to the event, all materials will be required immediately for inclusion on digital marketing, but will not be included on promotional materials.
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 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, 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 the 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

À la Carte \_\_\_\_\_

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

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Sponsor (Printed) Sponsor (Signature)

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Sponsor (Company Name) Sponsor (Mailing Address)

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

Thank You!