

BSidesLosAngeles Sponsorship Kit

Event: BSidesLA 2016

Date: October 20th, 2016

Location: Dockweiler Youth Center & Dockweiler State Beach

Website: <http://www.bsidesla.org>

Thank you for your interest in sponsoring Security B-Sides Los Angeles (BSidesLA) 2016. It is a result of the generous sponsorship by organizations such as you that we have been able to make our events open and free to the Los Angeles Information Security community.

The BSidesLA community continues to grow with each event drawing a bigger and more diverse crowd. Since 2012, each BSidesLA event has had over 250 participants, which includes CSOs, CISOs, security researchers, students and people interested in starting their career in Information Security. This year, we continue to expand involvement, interaction, and relevant perspectives within the community by engaging the Los Angeles County District Attorney High Technology Crime Division as a Co-Sponsor.

This package contains the information about how you can participate and be a sponsor for BSidesLA 2016. We have put together new sponsorship benefits and packages that give you a greater opportunity to be an active part of the community and show your support. The event provides public recognition as a sponsor, an opportunity to post job listings, video interviews and sponsorship, and collaboration that extends well beyond the event. Of course the greatest benefit is participating and contributing to the local information security community and enabling its participants to grow and learn.

Please do not hesitate to contact us if you have any questions or requests. Simply reach us via email at sponsor@bsidesla.org. **We value your participation in Security B-Sides events and thank you for your consideration.**

Sincerely,

The Security BSidesLA Team

About Security B-Sides:

Security B-Sides is a community driven framework of events that enables individuals in the local information security community to contribute and participate in an interactive and collaborative atmosphere.



The framework of BSidesLA is designed to encourage individuals to drive the event, drive conversations, and discover the next big thing. BSidesLA is a free, community organized events put on by local individuals with the expressed goal of enabling a platform for information dissemination. BSidesLA is an 'unconference' that breaks the mold by providing an open atmosphere of communication, collaboration and a direct connection between speakers and the audience.

History:

- 2009 - Security BSides is Launched in the United States
- 2010 - First European BSides event
- 2011 - Over 20 events planned in US, Europe, Australia. First BSides Los Angeles with over 200 registered participants.
- 2012 - SecurityBSides spreads to Asia, Africa with dozen more events starting across the world. BSidesLosAngeles 2012 has over 250 registered participants.
- 2013 - BSidesLosAngeles 2013 has over 300 registered participants.
- 2014 – BSidesLosAngeles sold out in two days. Co-sponsorship involvement with LA County DA.
- 2015 – BSidesLosAngeles sold out in two days. LA County DA returns as a sponsor.

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

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

While every year's event is unique, here things that do not change:

- Free and open to the community
- Community organized, volunteer driven
- Focuses on expanding the spectrum of conversation and giving voice to the next big thing

BSidesLA Goals

Promote Participation and Communication

BSidesLA acts as a catalyst to increase the level of conversation and encourage that conversation to spread. BSidesLA brings together local Southern California security professionals, their talent and ideas, and mixes that with talent from around the world. Unlike other events where the speakers are rushed in and out, BSidesLA provides a small and intimate environment for the attendees and speakers to directly engage each other before, during, and after their talk or presentation. This format creates an intimate environment where new relationships are built, and new ideas are spread.

Past Speakers for BSidesLosAngeles: Jerry St.Tomas, Bernie Cowens, Dan Kuykendall, Chris Perret, Joe McCray, the Cal Poly Pomona Western Regional Collegiate Cyber Defense Competition and US Cyber Challenge teams, Brian Keefer, Jim Stickley, Matt Johansen, Skyler Onken, Gal Shpantzer, Ivan Macalintal, Terry Gold, Sean McAllister, Nicholas Donarski, Sean Cordero, Kevin Albano, Christopher Price, Steve Weil, Chester Wisniewski, James Shewmaker, Carolyn Lear, Wendy Nather, Tottenkoph, Jimmy Shah, Nathan Magniez, Frank Artes, and Kevin Caldwell.



2014 Keynote: LA County Asst. DA, Joseph Esposito

Engage the Local Community

BSidesLA focuses on building relationships within the local information security community. BSidesLA engages local security professionals and students who wish to expand their knowledge and network with other professionals in the community. Each of attendee gains the opportunity to expand their depth and body of knowledge, and connect with others in the local community. Attendees have a wide a variety of backgrounds in multiple sectors and verticals with a shared goal: To learn about and discuss emerging security issues and connect with others already having the conversation. BSidesLA speakers and attendees include local researchers, students, consultants, CISOs and CSOs of major corporations.

Find the Next Big Thing

Major conferences focus on the current hot topics in information security. BSidesLA events explore the fringe of conversation and focus on the Next Big Thing. The conversation has ranged from hardware hacking to gender issues, from CSO lessons learned to risks of mobile devices, from Chrome hacking to persistent threat. BSides gives voice to the conversations that are happening just below the surface, and sponsoring enables you to engage that conversation.

BSides Format

Culture

Traditional conferences exist as constrained system and must operate within the bounds by which they have defined themselves. Physical events constrain themselves with space and time but frameworks permit the continuous creation of individual events. Our goal is remove those barriers and provide all members of the information security community with more options of speakers, topics, and events. Speakers are draw largely from the local community but also include speakers from around the world who bring new perspective, ideas and dialogue as the next big thing is being discovered.



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, interact with attendees, and our commitment to connect you with those attendees of interest to you and your business. The organizers believe your participation will enable another great BSides event.

Media Coverage

BSides has gathered mass media attention and been written up in 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. Check out the list here:

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



Value

Reasons to Support BSides

The goal of BSides is to offer small intimate events where all participants can engage each other to help develop connections, 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 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. The following are a list of direct benefits you may see as an event sponsor.

- **Brand recognition and awareness:** Being recognized as a participant in the local Southern California information security community brings with it the benefit of recognition. The good will earned through this endeavor has led to relationships and networks between individuals that cannot be replicated. Your company's brand will benefit from not just brand placement, but also from recognition that the community that you are interested in participating and contributing to the community and the ideas and conversations that interest them.
- **Stay in touch with the industry:** BSides 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.
- **Big fish, small pond:** For some, sponsoring large events is not within their price range leaving them with no option for communicating their message. At BSides, we leave no one out. Sponsorship comes in all sizes and this community atmosphere brings together active and engaged participants who want to listen. As a sponsor you can be heard, and share your message to an active and attentive audience.
- **Be a part of 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 prepare you and help 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).



Options

Every organization will have different objectives and priorities which is why we offer different levels of participation for every individual, group, or organization. The following are various support packages that enable you to promote your brand while showing your support.

Levels of Sponsorship

BENEFITS	Core	Engage	Platinum
	\$850	\$1,200	\$2,500
Sponsorship Levels			
Media			
Logo on website and B-Sides Wiki	✓	✓	✓
Logo on Event Banner	✓	✓	✓
Large Logo on Event Banner at site			✓
Logo on Tshirt	✓	✓	✓
Large Logo on Tshirt			✓
Twitter announcements	✓	✓	✓
Additional Media Announcements			✓
Premium brand placements @event			✓
Interaction			
Guaranteed reserved passes for staff to attend	2	3	4
Table at event to engage with attendees		✓	✓
Local Talent			
Ability to post at job board at event (we'll tweet)	✓	✓	✓
Different colored T Shirts so everyone knows you!	✓	✓	✓

Custom Sponsorship Available!

Security B-Sides encourages participation from a wide range of organizations. If you have an idea on a custom sponsorship please, let us know. We'll do our best to provide a way for you to get involved. Ideas may include but are not limited to: the contribution of food and beverage, contests and give-aways, and even hands-on training activities.

Support Terms and Conditions Agreement

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 BSidesLA 2016.

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”.

Production Timeline: In order for Organizer to fulfill all promotional benefits for Sponsor, Sponsor agrees to meet all Organizer related submission deadlines:

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.

All items will be submitted one month prior to the event or production deadline.

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.

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:

- The Web banner add to be posted on the event and Security B-Sides Web pages
- Sponsor benefit items Organizer detailed on the Support Package section
- Any Exhibit Hall promotional banner and signage/lanyard, etc.

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.

Payment: Full payment must accompany this application and Sponsorship Agreement and be received by Organizer. Payment can also be sent via our online payment using a Credit Card. Failure to pay full balance will subject sponsorship to cancellation. All payments shall be made out to the event operator, “Security B Conferences California”.

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.

Non-exclusivity: Neither Security B-Sides 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 B-Sides or Organizer.

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.

Force Majeure: Neither BSidesLA, 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.

Rejection: BSidesLA and Organizer reserves the right to reject a potential sponsor for any reason.

Entire Agreement: This and all attachments here to, constitute the entire Sponsorship Agreement.

X _____ X _____
 Name of Authorized Person Signature

X _____ X _____
 Name of Organizer Signature

Participation Level	Contribution	Mark Your Selection
Above and Beyond Sponsor	\$2500 USD	
Engage Sponsor	\$1200 USD	
Core Supporter	\$850 USD	
Custom Level	\$ _____	