



BSidesCharm 2018  
April 28-29, 2018  
Sheraton Baltimore North, Towson, MD  
sponsors@bsidescharm.com  
@bsidescharm  
<http://www.bsidescharm.com>

## **BSidesCharm 2018 – Fourth Year!**

Thank you for your interest in sponsoring BSidesCharm 2018! Following the success of the first three Baltimore events, as well as more BSides events worldwide, we are happy to see continued growth in the security community.

We were extremely pleased with the attendance for the most recent BSidesCharm in April 2017. 885 people checked in over the 2-day event – including attendees, staff, speakers, trainers and sponsors. That easily makes BSidesCharm one of the largest security events in the entire state and also one of the five largest Security BSides events worldwide! The most unexpected part of the 2017 event was that our entire allotment of 750 tickets was claimed in a mere 2 hours and 15 minutes (spread over 2 rounds of sales)!

The 2018 program will be similar to our past events – 2 talk tracks, 3 training tracks and several workshops, like CTFs and Lockpick Village. We will also bring back our Hiring Village for 2018! All of this in a new venue – Sheraton Baltimore North in Towson, MD. An added benefit with the new venue is that we can host everything, including the Saturday night party, in one location!

For 2018, we are projecting to release 1000-1100 attendee tickets, which would equate to approximately 1200 people to check in at some time over the event.

This package contains our new 2018 sponsorship information. We have put together multiple levels of sponsorship, each with their own benefits. New or modified opportunities are noted in the sections below. Of course the greatest benefit is that of giving back to the community and enabling others to grow and learn. We graciously ask that you, our sponsors, continue to support our event.

Please do not hesitate to contact us if you have any questions or requests. You can reach us via email at [sponsors@bsidescharm.com](mailto:sponsors@bsidescharm.com) or via twitter using @bsidescharm. Thank you for your consideration.

Jeff & Forgotten  
BSidesCharm Directors



BSidesCharm 2018  
April 28-29, 2018  
Sheraton Baltimore North, Towson, MD  
sponsors@bsidescharm.com  
@bsidescharm  
<http://www.bsidescharm.com>

## **BSides Information**

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 allow individuals to drive the event, shape the media, and most importantly encourage participation. BSides are 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 an 'open spaces' format. This varies from structured presentations to smaller break-out groups, but both provide a direct connection between speakers and the audience.

### **BSides time-line**

- 2009: BSides was born when a number of quality speakers were unable to find space in a mainstream conference
- 2010: The first BSides event was held in Europe
- 2014: More than 40 BSides events held worldwide
- 2015: BSidesCharm comes to the Baltimore, MD area!
- 2015: The 200<sup>th</sup> global BSides event is held in June
- 2016: BSidesCharm and BSidesRoc tie for the 250<sup>th</sup> global BSides!
- 2017: BSidesCharm was the 216<sup>th</sup> US-based BSides!

### **BSides facts**

- Thousands of people have attended and written about their experiences
- Always community organized, volunteer driven and corporately funded
- Focus is on expanding the spectrum of conversation
- Provides a voice to the next big thing

### **Stay up to date**

Information about past, current and future Security BSides events is available through the BSides portal: <http://www.securitybsides.org/>

## **BSides Goals**

Major conferences focus on the current hot topics in information security. BSides events explore those topics and even more by getting involvement from all who attend. Rather than rushing speakers away after their talks, at BSides events the conversation continues. New ideas are born that could very well be the topics at future major conferences. Sponsoring allows you to become part of that conversation!

## **Target Audience**



BSidesCharm 2018  
April 28-29, 2018  
Sheraton Baltimore North, Towson, MD  
sponsors@bsidescharm.com  
@bsidescharm  
<http://www.bsidescharm.com>

While each BSides event is distinct, we welcome anyone who has an interest in the security community. BSidesCharm is an event for all levels of experience and all different backgrounds – from industry professionals looking to offset or augment their current security skill set to students looking for potential career opportunities in the security community to industry leaders who are looking to share their vast experiences. One thing they all have in common is a desire to connect with others in the community and discuss emerging issues. These are connections and experiences they can call upon throughout their career.

## **BSides Ethos**

### **Frameworks**

Traditional media exist as constrained systems and must operate within the bounds to which it has defined 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 common conference barriers and by providing more options for speakers, topics, and events. The initial event in Las Vegas spawned a wave of new events throughout the United States and around the world.

### **Participation**

BSides is not made up of members but rather 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 hope your participation will enable another great BSides event.

### **Media Coverage**

Since the first event, BSides has gathered mass media attention and has been written up or talked about in many different on-line outlets, podcasts, forums and blogs. Most individual BSides events have dedicated twitter feeds which are quite active not only during the event, but throughout the year.

## **Support and Sponsorship**

### **The Value of Sponsorship**

The goal of BSides is to offer rather small, intimate events where all participants can engage each other to help develop connections, friendships, and network with different industry professionals.



BSidesCharm 2018  
April 28-29, 2018  
Sheraton Baltimore North, Towson, MD  
sponsors@bsidescharm.com  
@bsidescharm  
<http://www.bsidescharm.com>

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.

### **Reasons to Show Your Support**

We recognize your desire to not only support a great event, but also to see return on your investment. The following are a list of direct benefits you may see 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, signs/posters, event website, lanyards or lunch sessions. 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 a large event is not within their price range, leaving them with no option for communicating their message. BSides is different! This small, community atmosphere brings together active and engaged participants who want to absorb information. Sponsoring a BSides 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 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 whom you want to engage in order 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 prepare you and help identify what the next big thing might be.

We see the benefit in support not in the cold call connection, but in the live interactive engagement of individuals. Here are all the various sponsorship packages that enable you to not only show your support, but also brand that support. New or modified opportunities for 2018 are highlighted.



<b>Sponsor Packages</b>	<b>Bronze \$750</b>	<b>Silver \$1500</b>	<b>Gold \$3000</b>	<b>Platinum \$6000</b>	<b>Diamond \$10K</b>
Number available [1]	*	*	*	limited	1
Thank you at event opening and closing	X	X	X	X	X
Logo on event web site and materials	X	X	X	X	Prime Placement
Logo on attendee t-shirt (if t-shirts produced) [2]	X	X	X	X	Prime Placement
Ad space in event booklet (if booklet produced) [3]		¼ page block	½ page block	1 page block	1 page block, Prime Placement
Table in Sponsor Village			1 table	1 table	2 tables
Table in Hiring Village [4]		+\$500 (add-on)	+\$500 (add-on)	1 table	1 table
Logo on talk podiums					Prime Placement on each
Number of passes	2	2 (+2 w/ HV add-on)	4 (+2 w/ HV add-on)	7	8

[1] – The number of available sponsor packages will be limited by the overall budgeted expenses. If expenses are adequately covered, sponsorship may close earlier than expected.

[2] – Sponsor logos may not be included on special shirts for speakers and event staff.

[3] – Event program ad space dimensions and specifications will be provided at a later date.

[4] – A Hiring Village table is included in Platinum and Diamond packages. A hiring Village table can be added to Silver and Gold packages.

**Other sponsorship packages:**

- Party: \$5,000 (Placement of sponsor-provided banners at party)
- Lanyards: \$500 + cost (sponsor logo alternating on lanyards with BSidesCharm logo)
- Table in Hiring Village: Silver and Gold sponsors can add a table for \$500 (includes 2 additional sponsor passes)
- Banner: \$500 per banner placed within event spaces
- Custom package: Agreed upon amount



BSidesCharm 2018  
April 28-29, 2018  
Sheraton Baltimore North, Towson, MD  
sponsors@bsidescharm.com  
@bsidescharm  
<http://www.bsidescharm.com>

## **Tables in the Sponsor Village and/or Hiring Village**

For those sponsoring at the upper levels, you will have an opportunity for table space in the Sponsor Village and/or the Hiring Village. Sponsorship at the Platinum and Diamond levels will enable you to staff tables in both Sponsor Village and Hiring Village. Gold sponsors will have a table in Sponsor Village, with an option to purchase a Hiring Village table for an additional \$500. Silver and Bronze sponsors do not get a Sponsor Village table, but Silver sponsors may purchase a Hiring Village table for an additional \$500.

What is the difference between the two areas? The Sponsor Village is in a prime location that allows for interaction with all the attendees. Hours for the Sponsor Village will be both days from the start of registration to the closing remarks. The Hiring Village is Saturday only (between morning and afternoon keynotes), and will give Sponsors the opportunity to talk directly with attendees who are interested in job hunting.

Regardless of the table location, we aim to provide for ample foot traffic around each table. We ask that sponsors consider having give-away items and holding prize drawings at their tables. We will gladly announce prize winners at the end of either day. More details regarding both Villages will be provided closer to the event dates.

### **Payment Methods:**

- Check – send to BSides Baltimore LLC, PO Box 1776, Eldersburg, MD 21784
- ACH deposit – we will provide account information
- Paypal – we ask that sponsors help with the transaction fees

### **Please submit the following items in order to reserve a sponsorship:**

- Signed agreement (last 2 pages of this document) with **ALL** information filled out
- Logo for event web site: .jpg or .png file
- Logo for T-shirt (single color): .eps file (or .jpg)

In order to meet our production times for printed material, we must adhere to strict deadlines. Payment and all material (web logo, print logo, program ad) is due no later than 4PM EST on **March 2, 2017**. We will not hold up material production for late or missing submissions. Space permitting, we will gladly accept sponsors after this deadline, but we will not guarantee sponsor information will appear in or on any of the printed material if received after that date.



BSidesCharm 2018  
April 28-29, 2018  
Sheraton Baltimore North, Towson, MD  
sponsors@bsidescharm.com  
@bsidescharm  
<http://www.bsidescharm.com>

## Support Terms and Conditions Agreement

1. **Sponsorship Agreement:** between the event-specific Security BSides organizer ("Organizer") and ("Sponsor") 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 BSidesCharm and Security BSides".
3. **Production Time line:** 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), must be received prior to published deadlines. Deadlines will not be extended to accept late material.
4. **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 Support Package section above 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 pages associated with Organizer and Security BSides
  - b. Sponsor benefit items Organizer detailed on the Support Package section
  - c. Any event materials, such as banners, programs, lanyards, etc.
6. **Web Reference:** Sponsor may publish an Internet hyperlink from Sponsor's website to the Organizer and Security BSides 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 to the Organizer is due upon Organizer acceptance of this Sponsorship Agreement. Failure to pay full balance will subject sponsorship to cancellation.
8. **Refunds:** Organizer will not provide Sponsor any refunds after printed materials have been ordered.
9. **Non-endorsement:** The use of Sponsor's name within BSidesCharm or Security BSides websites does not constitute endorsement of the Sponsor, the Sponsor's services, products or programs by Security BSides or Organizer. 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.
10. **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.
11. **Attendee contact information:** Organizer will not provide contact information for any event attendee to Sponsor under any circumstances.

