



Event: #BSidesLjubljana 2015 (March 12th)

Thank you for your interest in sponsoring Security B-Sides (BSides).

Recent successes in the US and abroad have shown that the information security community continues to grow and along with it, the number of BSides events worldwide continues to increase, each event drawing a bigger crowd.

BSides events combine security expertise from a variety of platforms in search of the “next big thing” in information security. BSides is an open platform that gives security experts and industry professionals the opportunity to share ideas, insights, and develop longstanding relationships with others in the community. It is a rare opportunity to directly connect and create trusted relationships with key members of the community.

Although the event itself is free to participants, the cost of hosting such an event is born by the organizers. This package contains sponsorship information specific to BSides Ljubljana in 2015. We have put together different levels of sponsorship and their benefits. Of course the greatest benefit is that of giving back to the community and enabling others to grow and learn.

Please do not hesitate to contact us if you have any questions or requests. Simply reach us via email at sponsorship@bsidesljubljana.si.

We value your participation in Security B-Sides events and thank you for your consideration.

Sincerely,

The Security B-Sides Ljubljana Team



About.

What is Security B-Sides?

Each BSides is a community-driven framework for building events for and by information security community members. 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.

History of Security B-Sides

BSides was born from the idea of lowering the barrier to entry to participation would enable individuals to move from being passive audience members to being active participants in growing the information security community. We believe that making it easier for anyone to participate in everything will enable great things. What started as a small gathering of people at one event in 2009 has grown to over 150 events in 60+ cities across 11 countries. The number of events continues to grow as participants realize they can create community anywhere be it Boston or Budapest.

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

- Community organized, volunteer driven, and corporate funded
- Provide a forum to expanding the spectrum of conversation
- Focused on giving a voice to the "next big thing".

Goals.

Promote Communication

BSides events act as a compliment to other area events by enabling long-tail spectrum that compliment the current or surrounding event. The goal of each BSides event is to provide a forum where communication and collaboration can continue while the level of conversation is able to increase.



While large main stream conferences tend to focus on the current hot topics in information security industry, BSides events explore the fringe of conversation and focus on what could be the next big thing. Conversations have ranged from hardware hacking to gender issues, twitter hacking, and proximity-based identity theft. We aim to give a platform to the conversation that is happening just below the surface. Sponsoring enables you to engage that conversation!

Reach the Target Audience

BSides reaches out to the industry professional looking to augment their industry knowledge with cutting edge conversations. Typically this includes industry leaders, thought leaders, security professionals, and even students who wish to expand their depth and body of knowledge and network. Attendees have a wide 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.



Format.

Engage

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. BSides attendees are looking for more than just information; they are looking to make connections they will call upon throughout the rest of the year.

Culture

Traditional media exist as a constrained system that must operate within the bounds to which it has defines 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 those barriers and providing more options of speakers, topics, and events. The initial BSides event spawned a wave of new events throughout the United States and around the world.

Participation

BSides is not made up of members but participants. Everyone who participates in the events brings something to contribute. Some bring hardware, organizational skills, and others bring their friends to fuel the conversation. Sponsoring enables you to be apart of the conversation and interact with attendees. As our thanks, we are committed to connecting you with those attendees of interest to you and your business. By making your participation successful, organizers hope to enable future BSides events.

Media Attention

Security B-Sides has attracted media attention and been written up in CSO Online, Network World, ComputerWorld, Information Week, The Register, ZDNet, and Dark Reading magazines. In addition to numerous blog posts and podcast placements, BSides has also received coverage from Hacker News Network (HNN), EFFector, and Cisco System Cyber Risk Report.

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). Check out the entire list here: <http://www.securitybsides.org/Media>



Reasons to Support

The goal of Security B-Sides is to offer 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 providing the opportunity for sponsors to be a big fish in a small pond. We specifically design different options so that any sized organization can participate and support this event. The following is a list of direct benefits you may see as an event sponsor.

Brand placement & awareness: Depending on the level of sponsorship you select, you may receive brand placement at some or all of the following: t-shirts, signage/lanyards, lunch sessions, or attendee badges. Creative and custom branding may be arranged including transportation, banners, and podcast interviews.

Stay in touch with the industry: BSides enables its supporters and participants to identify and connect with industry leaders and voices. Participants represent the social networking of security. They are the people you want to engage and solicit feedback from and who will give a voice to your conversation.

Be a part of the next big thing: Nobody knows what that “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 it does. We believe that listening to the underground can help prepare and equip you for whatever the next big thing may be.

Big fish, small pond: For some, sponsoring large events is not within their price range, leaving them with no ability to communicate 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.

Your Goals

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

<u>Supporting 500 EUR</u>	<u>Contributing 1000 EUR</u>	<u>Leading 1500 EUR</u>	<u>Special Leading 2000 EUR</u>
Logo on signage around the event & on event website	Logo on signage around the event & on event website	Logo on signage around the event & on event website	Logo on signage around the event & on event website
Announcements during the event & on materials.	Announcements during the event & on materials	Announcements during the event & on materials	Announcements during the event & on materials
	Mention in the media coverage	Mention in the media coverage	Mention in the media coverage
		Banner placement with maximum visibility	Banner placement with maximum visibility
			Wireless SSID name with sponsor name (also possible to get custom branded captive portal for network login)

Custom Sponsorship 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 physical space, transportation, food and beverage, contests and give-aways, media publicity or PR, and/or legal assistance.