



B-Sides Tampa Welcome

Thank you for your interest in sponsoring B-Sides Tampa. Following the success of several United States and international based B-Sides events we are happy see continued growth in the community as each years' events draw bigger crowds and new events are created.

B-Sides events combine security expertise from a variety of platforms in search of the insightful and innovative advances in information security. B-Sides is an open platform that gives security experts and industry professionals the opportunity to share ideas, discuss creative workarounds, 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. Additionally, it provides a recruiting opportunity for companies to informally seek and find local, quality security professionals to staff their organizations. In prior years, we hosted some exciting keynote speakers and leaders in the field including former FBI agent Mr. Eric O'Neill, forensics expert Andrew Case, and editor of Wired Magazine, Mr. Kevin Poulsen. This year we expect to have equally interesting presenters.

Although the Tampa Bay Chapter of (ISC)² absorbs a large portion of the cost of hosting such an event, we do rely on the support and donation of sponsors to make it more robust. This package contains sponsorship information specific for B-Sides Tampa Bay 2018. We have put together a list of different sponsorship levels 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. You can reach us via email at sponsorship@bsidestampa.net. Thank you for your consideration.

We value your participation at this Security B-Sides event.



B-Sides Information

EVENT INFO

Security B-Sides is a framework of events that enables individuals to expand the spectrum of conversation beyond the confines of traditional media. Frameworks such as B-Sides allow individuals to drive the event, shape the media, and encourage participation. B-Sides are community organized events put on by local individuals with the expressed goal of enabling a platform for information dissemination. B-Sides 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.

GOALS

Major conferences focus on the current hot topics in information security. B-Sides events explore the fringe of conversation and focus on the 'Next Big Thing'. The goal is to foster communication and collaboration while increasing the level of conversation. The conversation has ranged from hardware hacking to twitter hacking, and from gender issues to proximity-based identity theft. B-Sides gives voice to the conversation that is happening just below the surface, and sponsoring enables you to engage in that conversation in the spotlight.

TARGET AUDIENCE

While each B-Sides event is distinct, we target the individuals looking to offset or augment their current security skillset by having intellectual conversations with industry professionals that are on the cutting edge of technology advancements. These are industry leaders, thought leaders, information security professionals, and students who wish to expand their body of knowledge. People who attend have various backgrounds in different sectors and verticals. Their common goal is to learn about emerging issues and connect with those who are working on resolutions.

Unlike other events where the speaker is rushed in and out, B-Sides 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 can call upon for years to come.



B-SIDES ETHOS

Participation

B-Sides is not made up of members, but rather of participants. Each person who attends B-Sides brings something to contribute. Some people bring hardware, organizational skills, analysis techniques or their friends. In one way or another, everyone brings resources to help fuel the conversation. Sponsoring enables you to engage in the conversation, interact with attendees, and gives you the unprecedented ability to connect with those attendees of interest to you and your business. The organizers hope your participation will enable this great B-Sides event to be a bastion of learning and bring a higher level of technological innovation to the Tampa Bay area.

Media Coverage

In under a year, B-Sides 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, B-Sides has also received coverage from Hacker News Network (HNN), EFFector, and Cisco System Cyber Risk Report. Check out the entire list at <http://www.securityB-Sides.org/Media>

SUPPORT AND SPONSORSHIP

The Value of Sponsorship

The goal of B-Sides is to offer small intimate events where all participants can engage each other to help develop connections, friendships, and a wide network of 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 to enable 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, signage, lanyards, lunch sessions, events, breakout rooms, or attendee badges. 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, becoming a sponsor for large events is not within their price range, limiting the options for communicating their message. B-Sides offers the perfect platform for these businesses to connect with both established and up-and-coming professionals. This small, community atmosphere brings together active and engaged participants who want to absorb information. Sponsoring a B-Sides event enables you to be that big fish in a small pond and better communicate your message to an active, receptive audience.
- **Non Profit Donation:** The Tampa Bay local chapter of (ISC)² is a 501c3 registered non-profit organization. A portion of your sponsorship benefits the community and is therefore tax deductible. *(Consult with your tax professional about the exact percentage of your contribution that can be deducted.)*
- **Locate New Talent:** As a sponsor attending the event, you can showcase your organization and informally screen potential new talent. The attendees at B-Sides are passionate and enthusiastic about cyber security. Many are newcomers to the field willing to take entry level positions and be molded to the standards of your organization. Others are seasoned professionals looking for fresh opportunities. No matter what level you are seeking candidates, B-Sides conferences are a great venue to talk to multiple aspirants in a short period. This year's event will be held at Stetson College of Law - Tampa. Sponsors will have the added benefit of attracting the attention of additional students that are not specifically attending the conference. This allows a broader scope for recruiting.
- **Stay in Touch with the Industry:** B-Sides enables its supporters and participants to identify and connect with industry leaders and voices. These participants represent the social network of



security. They are the people who you want to engage to solicit feedback and bring voice to your conversation.

- **Keep 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.
- **Media**: The media coverage for B-Sides is massive compared to 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).



SUPPORT PACKAGES

The goal of B-Sides is to offer intimate events where all participants can engage each other to help develop connections, friendships, and network with different industry professionals. We understand that 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. Along with our standard packages and training day packages, this year we have added some new and exciting A-La-Carte items for you to consider. We value the participation and contribution of all our potential sponsors and would like to see them actively engaged in the event. Should any sponsor feel they would like to contribute to the event in ways other than those listed in this kit, B-Sides Tampa encourages that organization to present the idea as a custom sponsorship.

| STANDARD PACKAGES | | | | |
|-----------------------------|--------------------------------------|---------------------------------|--|--|
| PACKAGE | Bronze/ Custom or < \$1,500 | Silver \$1,500 | Gold \$2,500 (2) (Due by 1/6/18) | Platinum \$5,000 (8) (Due by 1/6/18) |
| Website Listing | TBD | X | X | X |
| Website Logo | TBD | Small Size & Lower Placement | Medium Size & Placement | Large Size & Premium Placement |
| Booklet Listing | TBD | | X | X |
| Booklet Logo | TBD | | Medium Size & Placement | Large Size & Premium Placement |
| Booklet Advertisement | | | X | X |
| T-Shirt Logo | | | Medium Size & Placement | Large Size & Top Placement |
| Vendor Booth (6'x30") | | In Secondary Building | In Main Building Side | In Main Building Center |
| Speaker on the Vendor Track | | | | X |



- **Website Listing.** Your company name will be listed on the B-Sides Tampa website as a sponsor. Size and placement will correspond with the level of contribution.
- **Website logos.** Your company logo will be placed on the B-Sides Tampa website as a sponsor. The recommended size is 60 by 120 pixels on the average. Larger logos will be requested for Premium level sponsors, and logo size may be reduced for Silver or Bronze levels.
- **Booklet Listing.** Your company name will be listed in the B-Sides Tampa conference booklet, along with information about the speakers and presentations. Size and placement will correspond with the level of contribution.
- **Booklet logo.** Your company logo will be placed in the B-Sides Tampa conference booklet, along with information about the speakers and presentations. The recommended size is 1 by 3 inches. Larger logos will be used for Premium level sponsors, and logo size may be reduced for Silver or Bronze levels.
- **Booklet advertisement.** Within the B-Sides Tampa conference booklet, one page will be dedicated to your company banner. Your logo will appear in the banners, placards, and posters for the conference. Placement will correspond with the level of contribution.
- **T-Shirt logos.** Your logo will appear on the back of the conference participant t-shirts. Size and placement will correspond with the level of contribution.
- **Vendor Booths.** Based on venue space and availability, B-Sides Tampa will have many vendor booths. Booths consist of a 6' x 30" table. Any other vendor needs should be brought to the attention of the B-Sides Tampa staff.



| TRAINING DAY PACKAGES | | | |
|------------------------------|-------------------|-----------------|---------------------|
| Benefit | Silver \$1,000 | Gold \$2,000 | Platinum \$3,000 |
| List in Training Brochure | X | X | X |
| Banner Displayed in Training | ? | X | X |
| 10% Discount for 5 people | | X | X |
| Speaking Opportunity | | | X |

Sponsors contributing to the training sessions will receive:

- **Training Brochure Listing.** Your company name and logo will be listed in the B-Sides Tampa brochure for the training course. Size and placement will correspond with the level of contribution.
- **Banner Displayed in Training Room.** Sponsors can display a banner in the training room in an appropriate space. For Silver level, banners will be allowed if space is available. For Gold and Platinum space will be guaranteed.
- **10% Discount for 5 People.** Five training class attendees of your choice will receive a 10% discount on the price of the class.
- **Speaking Opportunity.** You will have the option to speak for 10-15 minutes prior to the start of the class to present and market your company or product.



A La Carte and Custom Sponsorship Items

- **Sponsor a Keynote Speaker – (\$7,000) Two of these opportunities are available.**
Introduce the upcoming speaker and announce that the speaker was brought to the conference by your company. Have your logo attached to the podium and listed on the agenda and the website. Additionally, you will have 1-2 minutes prior to their talk to say a few words about your organization. Introductory material needs to be approved by the B-Sides Tampa Management Committee prior to the event.
- **Sponsor a Room – (\$4,000) Six of these opportunities are available.**
Have your name and logo on a signboard outside of a specified room for the entire day. Company name will be utilized on the printed schedules and any online schedules as well. Events will be listed as taking place in *<your company name>* room.
- **Sponsor an Entire Talk – (\$3,000) Four of these opportunities are available.**
In our Vendor/Education/Hiring track will have a limited number of timeslots available for you to present a topic of your choice. Topics and content must be approved by B-Sides Tampa Management Committee prior to the event.
- **Social Hour – (\$2,000) Two of these opportunities are available.**
Have the announcement that the after-event social hour was sponsored by your company. Depending on the restrictions of the location, banner or sign placement may be available.
- **Specific Items and Supplies –** Contribute to the success of the event by sponsoring needed supplies or items such as lanyards, refreshments, etc. Prices will be discussed on a case by case basis, depending on items needed.



Additional Sponsorship Opportunities

| Item | Fee | Details of Sponsorship |
|----------------------------|---------|--|
| Coffee Sponsorship | \$300 | Your sponsorship will provide free coffee for all attendees during the entire B-Sides Tampa Conference. Your company logo and contact information will be displayed on an 8.5x11 sign in front of each coffee station. |
| Sign Language Interpreters | \$2,500 | Your sponsorship will help us provide sign language interpreters for attendees with auditory disabilities. For your sponsorship, your company's logo on the event schedule and all videos on recorded talks. |
| Village Sponsorship | \$1,500 | Your sponsorship will help to alleviate the cost hosting the various villages. For your sponsorship, your company's logo will be displayed on an 8.5x11 sign in each village. |



Support Terms and Conditions Agreement

1. **Sponsorship Agreement:** between the event-specific Security B-Sides organizer, Tampa Bay Chapter of (ISC)², (“Organizer”) and _____ (“Sponsor”) is valid from the date it is fully executed through the end of the sponsored event (or a 12- month period for Global Sponsors).

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 Security B-Sides”.

3. **Production Timeline:** For Organizer to fulfill all promotional benefits for Sponsor, Sponsor agrees to meet all Organizer related submission deadlines:
 - 3.1. 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.
 - 3.2. All items will be submitted one month prior to the event or production deadline.

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 Sponsorship Kit 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 the promotional benefits, including but not limited to:
 - 5.1. The Web banner add to be posted on the event and Security B-Sides Web pages
 - 5.2. Sponsor benefit items Organizer detailed on the Support Package section



- 5.3. Any Exhibit Hall 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 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 Organizer.
7. **Payment:** Full payment must accompany this application and Sponsorship Agreement and be received by Organizer. Payment can also be sent via PayPal or check. Failure to pay full balance 30 days prior to the event will subject sponsorship to cancellation.
8. **Receipt:** A receipt for payment, which may be used for tax deduction, will be provided by the Organizer to the Sponsor within 10 days of received and processed payment. *(Please consult with your tax professional regarding the exact portion that can be claimed as a deduction.)*
9. **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.
10. **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.
11. **Hosting Location:** Sponsor must adhere to rules and regulations imposed by the location and organization that is hosting the event.



12. **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.

13. **Force Majeure:** Neither Security B-Sides, 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 due to any act of God, fire, natural disaster, accident, act of government, or any other causes beyond its commercially reasonable control.

14. **Rejection:** Security B-Sides and Organizer reserve the right to reject a potential sponsor for any reason.

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



X _____ X _____
Name and Title of Authorized Person **Signature** **Date**

X _____ X _____
Name and Title of Organizer **Signature** **Date**

X _____ X _____
Name and Title of Authorized Person **Signature** **Date**

X _____ X _____
Name and Title of Organizer **Signature** **Date**

| Sponsorship Level or Item | Price | Quantity | Total |
|---------------------------|-------|----------|-------|
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| Grand Total | | | |