



2024 Sponsorship Kit

BSidesAugusta.org

BSidesAugusta Sponsorship

The foundation of Security BSides was predicated on individuals within the Information Security community who wanted to participate within their industry, sharing thoughts and ideas with other passionate InfoSec professionals, while creating a sense of community and stewardship for their collective tradecraft. As a sponsor for BSidesAugusta, it's an expectation that participation goes beyond handing out swag and setting up sponsor booths. Our sponsors send technical staff and thought leaders who discuss real-world problems and offer practical solutions. Be prepared to be a part of the conference, - sharing ideas, meeting people, and interacting with the local community.

Major conferences focus on the current hot topics in information security. BSides events explore the fringe of conversation and focus on the "next big thing." BSides gives voice to the conversation that is happening just below the surface and sponsoring enables you to engage in that conversation.

Conference Details:

Conference name.....Security B-Sides Augusta GA “**BSidesAugusta**” (11th annual)
 Conference date.....Saturday, October 5, 2024
 Time.....8:30 AM – 6 PM
 Conference location.....Harrison Education Commons at Augusta University, Augusta, GA
 Audience.....Cyber Security, Information Security, IT
 Attendee Cost.....\$30/person
 Projected 2024 attendees850
 2023 attendees.....800

Target Audience:

We target the industry professional looking to augment their current security skillset with that of the next-big-thing conversations. People who attend come from various backgrounds in different sectors and verticals. Their common goal is to learn about emerging issues and connect with those in the community.

Unlike other events where the speaker is rushed in and out, BSidesAugusta provides an 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.



@BSidesAugusta



Info@bsidesaugusta.org

Sponsorship Benefits

Brand recognition and awareness

Depending on the level of sponsorship, you may recognize your brand placement at some or all of the following: t-shirts, signage/lanyards, brochures, and an announcement prior to each presentation and on social media sites (Twitter, Facebook, LinkedIn, etc.). Based on your level of participation, creative and custom branding may be arranged. Such ideas may include, but are not limited to:

- Network Equipment
- Contests or giveaways
- Training Sessions/seminars

Reach Your Target Audience

BSidesAugusta reaches out to industry professionals looking to augment their knowledge with cutting edge presentations and ideas. Typically, this includes industry/thought leaders, information security professionals from the public, private and academic sectors, and even students who wish to expand their depth and body of knowledge.

Recruitment

Even when considering the recent artificial intelligence boom, the information security industry still has more job openings than qualified personnel to fill them. BSidesAugusta sponsors will have the opportunity to interact directly with highly skilled information security professionals, engaging them in discussion on leading-edge security ideas and some of the industry's greatest challenges. Sponsors will also be eligible to receive resumes from participating conference attendees.

Augusta's Cyber Stock is Rising on the State, National, and International Stages

For nearly a century, Augusta has been world-renowned for its famous golf tournament. But it's become known as a hub of cybersecurity activity on multiple levels.

In recent years, the State of Georgia invested over \$100 million in the construction of the Georgia Cyber Innovation and Training Center (also known as the Georgia Cyber Center) along Augusta's Riverwalk and has attracted investment from across the nation. Area universities have mature cybersecurity programs and local schools have invested in cybersecurity education. The local information security community is very active and engaged through a myriad of local, national, and international organizations, as well as through events like BSidesAugusta. The Federal Government invests in the Augusta area as well. The US Army Cyber Command headquarters and US Army Cyber Center of Excellence are located at nearby Fort Gordon, where the Army's cyber workforce is trained and much of it operates.

Augusta has also received global attention for its role in the cybersecurity industry, with published positive comparisons to much larger cities such as DC, London, New York City, Atlanta, and San Diego.



2024 Sponsorship Kit

BSidesAugusta.org

Community Atmosphere

For some, sponsoring large events is not within their price range, leaving them with no option for communicating their message. BSidesAugusta is just the place for you! This smaller, community atmosphere brings together active and engaged participants who want to absorb information. Sponsoring a BSidesAugusta event enables your organization to be that big fish in a small pond and better communicate your message to an active audience.

Stay in touch with the industry

BSidesAugusta 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 with 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 chosen by industry peers. Keeping in touch with the topics that are making waves at the ground level, will mean your company is prepared when the "next big thing" hits.

Media Coverage

Since its founding, the larger Security BSides organization has gathered mass media attention and been written up in Forbes, 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. For more information, check out:

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

BSidesAugusta's YouTube channel contains recordings of most talks and links to media coverage:

<https://bsidesaugusta.org/youtube>



Schedule of Events

- Call for Papers opens - **April 29, 2024**
- Call for Papers closes - **June 24, 2024**
- Speakers selected and notified - **July 18, 2024**
- Registration opens - **July 18, 2024, Noon Eastern Time**
- Special rates at the conference hotels end - **See BSidesAugusta.org/hotels**
- Sponsor Ads and Table Information Due - **September 16, 2024, Noon Eastern Time**
- Last day for Sponsors to claim VIP and Exhibitor tickets - **September 20, 2024**
- Regular registration (includes lunch and t-shirt) closed - **September 20, 2024 or until sold out**
- Training Week - **September 30 - October 3, 2024**
- Community Event, Volunteer Orientation Session, and Bag Stuffing - **October 3, 2024**
- Late registration (attendance only) closed - **October 4, 2024 or until sold out**
- Security Onion Conference (another great Augusta con) - **October 4, 2024**
- Speaker Dinner - **October 4, 2024**
- BSidesAugusta - **October 5, 2024 (times subject to change)**
 - Sponsor Table Setup (Silver, Gold, Platinum, Diamond) - **6:15 AM**
 - Doors Open - **7:45 AM**
 - Opening Remarks - **8:30 AM**
 - Keynote begins - **9:00 AM**
 - Last talk ends - **5:00 PM**

For the most up to date schedule, please see: <https://bsidesaugusta.org/events>

Sponsorship Packages

BSidesAugusta Conference (Oct. 5, 2024) Sponsorship Tiers						
Benefits	Diamond See page 7	Platinum \$6000	Gold \$4000	Silver \$2250	Bronze \$1000	Basic \$500
Sponsorships Available	1	2 or 3	5	8	N/A	N/A
Logo on Website	✓	✓	✓	✓	✓	✓
Logo on Presentation Between Talks	All Tracks	All Tracks	All Tracks	All Tracks	All Tracks	All Tracks
Logo on Back of Printed Program (Tiered)	✓	✓	✓	✓	✓	✓
Social Media	✓	✓	✓	✓	✓	✓
Company marketing in SWAG bags	✓	✓	✓	✓	✓	✓
Logo Included on Presentation Videos	✓	✓	✓	✓	✓	X
Number of Attendee Badges	30 (\$900 value)	20 (\$600 value)	10 (\$300 value)	5 (\$150 value)	2 (\$60 value)	0
Ad in Printed Program	Full Page (First)	Full Page	Full Page	1/2 Page	X	X
Exhibit Space at Conference	✓	✓	✓	✓	X	X
Number of Exhibitor Badges	3	3	3	2	0	0
Tables Provided* (6ft)	2	2	2	1	X	X
Prime Table Location	✓	✓	✓	X	X	X
Logo on Back of Conference T-Shirt (Tiered)	✓ (Top)	✓	✓	X	X	X

* See next page



2024 Sponsorship Kit

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* Table Space for Diamond, Platinum, Gold, and Silver sponsors

- BSidesAugusta will provide one 6' folding table for all Silver sponsors and up to two 6' tables for Gold and higher level sponsors, and up to two chairs.
- BSidesAugusta does not provide table coverings or draping for sponsor tables.
- Free electricity is available. Please bring your own extension cords/power strips.
- Monitors are available for a fee on a first-come, first-served basis. Contact us for more info.
- All sponsors will receive an exhibitor kit with information and deadlines for deliverables.
- On the morning of the conference, setup begins at 6:15 AM, and doors open at 7:45 AM. The last track will end at approximately 5 PM. Sponsors can "tear down" any time they wish.
- All sponsors are expected to be cleared within one hour after the last track's end-time.

In addition to our general sponsors, we are also looking for a few sponsors to contribute to designated funds for the purchase of specific items and services listed below. There are also opportunities to contribute items to reduce your sponsorship amount.

These special sponsorship options are sponsored on a first-come, first-served basis.



Special Sponsorship Options

Training Week Refreshments (for purchasing coffee, water, and snacks; Limited to 1): \$2500

- Silver level benefits
- Additional company paper sign (provided by company) displayed in training week refreshment areas

Community Event Sponsorships (Before Volunteer Orientation on Thursday; Limited to 1): \$2000

- Bronze level benefits
- Promotion of the Community Event sponsored by your company
- Additional company paper sign (provided by company) displayed in Community Event area

Breakfast: \$1500 (for purchasing water, coffee, doughnuts, etc.; Limited to 2)

- Bronze level benefits
- Additional company paper sign (provided by company) displayed in breakfast area

Lunch: \$2500 (Limited to 4)

- Silver level benefits
- Additional company signage (provided by company) displayed in lunch area

WiFi: \$2500 (Limited to 1)

- Silver level benefits
- Identification as WiFi Sponsor on the WiFi Landing Page

Lanyards: \$4500 (Limited to 1)

- Gold level benefits
- Your company and BSidesAugusta logos on lanyards given to the first 1000 attendees.

Capture the Flag (CTF) Competition: \$4250 (Limited to 1)

- Gold level benefits
- Space to host the CTF at the conference site (company provides and operates CTF)
- Additional company signage (provided by company) displayed in lunch area
- Entrance to BSidesAugusta for up to 5 additional personnel staffing the CTF



2024 Sponsorship Kit

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Attendee Bags: \$4500 (Limited to 1)

- Gold level benefits
- Your company and BSidesAugusta logos on up to 1000 attendee bags (canvas)

Badges: \$4500 (Limited to 1)

- Gold level benefits
- Identification as Badge Sponsor in the program guide
- Company logo on the attendee badges

Speaker Dinner: \$6500 (dinner, bar, entertainment for 60-100, October 4, 2024; Limited to 1)

- Platinum level benefits
- Verbal recognition during dinner
- Additional company signage (provided by company) displayed in dinner area
- 2 passes to the Speaker Dinner

Diamond Level Sponsorship: \$10000 or provide the conference facility (Limited to 1)

- Platinum Sponsorship benefits
- Exclusivity – This sponsorship level is limited to one sponsor, which will be recognized as the Diamond Sponsor
- First Ad in Printed Program
- Largest company logo in the top spot on the back of the BSidesAugusta T-shirts
- 10 additional Attendee Badges
- 2 passes to the Speaker Dinner



BSidesAugusta Sponsorship Agreement

Terms and Conditions

1. Sponsorship Agreement: between BSidesAugusta and "Sponsor" is valid from the date it is fully executed through the end of the BSidesAugusta 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 BSidesAugusta".
3. Production Timeline: In order for BSidesAugusta to fulfill all promotional benefits for Sponsor, Sponsor agrees to meet all BSidesAugusta related submission deadlines:
 - a. BSidesAugusta must receive the Sponsor logo and website within 10 business days from the date of execution of this Sponsorship Agreement. Any applicable signage and ads must be received by the date identified in this sponsorship packet.
 - b. All other items must be received as communicated by BSidesAugusta to the Sponsor in this document, the Exhibitor Kit, or by electronic communication.
4. Sponsor Trademark Usage Agreement: Sponsor agrees to allow BSidesAugusta 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 BSidesAugusta the right to use Sponsor's trademark/logo/tagline and graphics on all of the BSidesAugusta Sponsor promotional benefits, including but not limited to:
 - a. The Web banner ad to be posted on the BSidesAugusta and Security B-Sides websites
 - b. Sponsor benefit items BSidesAugusta detailed herein
 - c. Any BSidesAugusta Exhibit Hall promotional signage/lanyards, etc.
6. Web Reference: Sponsor may publish an Internet hyperlink from Sponsor's website to the BSidesAugusta and Security B-Sides websites, and maintain the hyperlink as an active, functional, and correct link to the BSidesAugusta website through the duration of the BSidesAugusta event and thereafter unless removal is requested by Sponsor.
7. Use of Sponsor Booths: Any sponsor permitted to staff a table or have a sponsor booth agrees to the following terms:
 - a. The use of "booth babes" or any other individuals not affiliated with the sponsoring organization to promote a good or service or otherwise draw attention to a sponsor booth is strictly forbidden.
 - b. All individuals promoting goods, services, or otherwise operating on behalf of a sponsor's booth must be of a suitable level of technical expertise to sufficiently explain, in detail, the good or service being promoted and/or provided. Additionally, such individuals must be officially affiliated with the sponsoring organization via employment, contract, subcontract or some other binding agreement or affiliation.



2024 Sponsorship Kit

BSidesAugusta.org

c. Every person staffing a sponsor booth must have a valid ticket. All free tickets not claimed by the established claim deadline, approximately 3-4 weeks before the conference date, will be forfeited.

8. One sponsor, one company, one logo: No organization may split payment of a sponsorship with another. Individual sponsorships are limited to one organization each.

9. Payment: Full payment must accompany this application and Sponsorship Agreement and be received by BSidesAugusta via check made out to "**BSidesAugusta, Inc.**" Online payment options are also available.

10. Refunds: There are no refunds.

11. Non-endorsement: The use of Sponsor's name within Security B-Sides or BSidesAugusta mailing list does not constitute endorsement by Security B-Sides or BSidesAugusta 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 BSidesAugusta.

12. Non-exclusivity: Neither Security B-Sides or BSidesAugusta awards exclusive sponsorship or establishes exclusive relationships with Sponsors, except as it refers to limits placed on specific sponsorship tiers. Sponsors shall not imply that a preferential relationship exists between Sponsor and Security B-Sides or BSidesAugusta.

13. Limited Liability: In the event that circumstances beyond the commercially reasonable control of Security B-Sides or BSidesAugusta interferes with, or prevents, Security B-Sides or BSidesAugusta from fulfilling, in part, or all of, Sponsor's promotional benefits under this Sponsorship Agreement, Sponsor, by signing this Sponsorship Agreement, holds Security B-Sides or BSidesAugusta, 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.

14. Force Majeure: Neither Security B-Sides or BSidesAugusta, 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, including viral pandemics, fire, natural disaster, accident, act of government, or any other causes beyond its commercially reasonable control.

15. Rejection: Security B-Sides or BSidesAugusta reserves the right to reject a potential sponsor for any reason.

16. Entire Agreement: This and all attachments hereto, constitute the entire Sponsorship Agreement.





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Authorization

Please make checks payable to “**BSidesAugusta, Inc.**” and mail to:

BSidesAugusta
ATTN: Sponsorship
PO Box 212634
Augusta, GA 30917-2634

For the sponsor:

Organization: _____

By: _____

Title: _____

Date: _____

For BSidesAugusta:

By: _____

Title: _____

Date: _____

