



Hi, and welcome to Security BSides Dundee. First, we would like to say thank you for registering your interest in Security BSides Dundee.

The continual successes of BSides security conferences, worldwide, have clearly shown how the information security sector continues to grow in importance.

Moreover, it could be argued that this is because BSides has become a major platform where security professionals, and academics can share knowledge. This is also why BSides conferences are filled with cutting edge, cyber security information.

BSides Security conferences are therefore a place where cyber security ideas, insights and challenges are openly shared.

In this document you will find details on the different types of sponsorship packages, which are available.

However, if you require further information, you can also get in contact via: contact@BSidesDundee.org.uk

Finally, we value your participation in Security BSides events, so thank you for your interest.

About

History of BSides

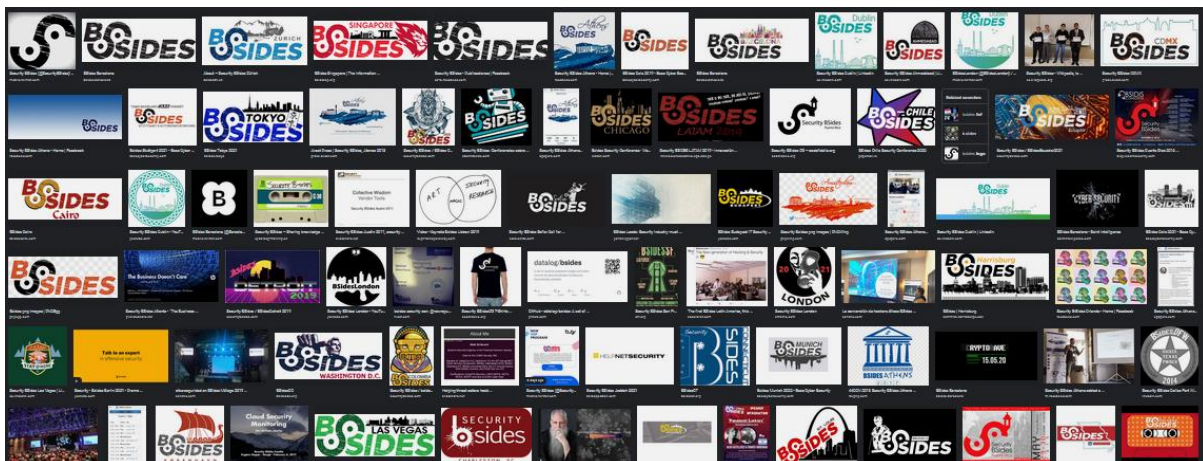
Security BSides first started in 2009 in the USA. Yet its creation was based on a community held belief that the cyber security sector would benefit from community help, - which is why Security BSides are always community led conferences.

Moreover, the ethos behind Security BSides, is based on the belief that it is important to create environments, where cyber security information can be openly shared.

Today Security BSides events are held all around the world. This means, BSides events attract a lot of attention from information security professionals, academia, executive officers, students and security enthusiasts.

With expected attendees being over 300 delegates, and with numerous online delegates also attending, Dundee's first BSides is guaranteed to be a Calendar event.

Our global community:



Other Security BSides events:



Figure 1- BSides London



Figure 2- B-Sides London Networking



Figure 3- B-Sides Manchester



Figure 4- B-Sides Munich



Figure 5- BSide Amsterdam



Figure 6- BSide Belfast

Reasons to Support

The goal of Security BSides is to offer events where all participants can engage, to create connections and network within the security industry. This is because, here at BSides, we understand the importance of recognizing the value of engaging the audience.

Security BSides are therefore designed to maximize opportunities for all its attendees. A structure which has facilitated many cyber security initiatives.

It has also been shown that many, of the organisations that participate in BSides, achieve some of the following rewards:

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, podcast interviews, etc.

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 to achieve your cyber security goals.

Who should sponsor?

Some may feel that sponsoring large events is outside their price range, (a situation which would leave them with no ability to communicate their message). Well rest assured that at Security BSides we leave no one out.

Therefore sponsorship comes in all sizes, because it is the community atmosphere that brings about active and engaged participation.

This means as a sponsor, you will be heard by an active and attentive international cyber security audience.

Media Attention

Also, Security BSides attracts a lot of media attention. A situation that has led to Security BSides being written about in a many newspapers and magazines, (e.g: CSO Online, Network World, ComputerWorld, Information Week, The Register, ZDNet, and Dark Reading magazines).

In addition BSides has many loyal followers. BSides has also received coverage from Hacker News Network (HNN), EFFector, and Cisco System Cyber Risk Report.

So, if you want to be part of the cyber security conversation, then BSides Dundee is the place to be.

Sponsorship Packages
Platinum
Gold
Silver
Lanyard
Delegate bag
After-Party
Pre-Party
Lunch and Coffee Breaks
Bespoke
Merchandising

Platinum Sponsorship £2,000

Exhibition – Largest exhibition space with power and most visible positions in the exhibition hall (Table & Chairs included if required)

- Space for 2 pop up banners around the venue (subject to space)
- Verbal recognition - Company name mentioned at the opening and closing remarks
- Conference Programme Advertisement – Two page spread in the official BSides Dundee programme
- Website – Largest logo listed prominently as platinum sponsor on the BSides Dundee website
- Main stage – Largest logo appearing on the main stage screen or signage
- Posters/Banners - Largest logo appearing on any venue signage (subject to deadline requirements)
- Opportunity to run an online workshop, demo or training at BSides Dundee and future promote your brand and reputation
- Website Blog – Opportunity to write a blog or article website that will go out on the run up to the event alongside updates for the event

- Competition – Opportunity to run an official competition. BSides Dundee will advertise and promote the competition in the run up to the event via email and social media
- Delegate welcome pack – Ability to add up to 3 items (corporate literature, flyer, gift, sticker, case study, white paper, etc.) to the delegate pack
- Promotion - Social media promotion through BSides Website, Twitter, LinkedIn, Facebook, newsletter and other channels
- Passes – 2 delegate passes

Gold Sponsorship - £1,500

- Exhibition – 2nd largest exhibition space with power
- Table and 2 chairs included (if required)
- Space for 1 pop up banners around the venue (subject to space)
- Verbal recognition - Company name mentioned at the opening and closing remarks
- Conference programme advertisement – Half page in the official BSides Dundee programme
- Website – Logo listed prominently as Gold sponsor on the BSides Dundee website
- Posters/Banners – Logo appearing on any venue signage
- Delegate welcome pack – Ability to add up to 2 items (corporate literature, flyer, gift, sticker, case study, white paper, etc.) to the delegate pack
- Promotion - Social media promotion through BSides Website, Twitter, newsletter and other channels
- Passes – 2 delegate passes

Silver Sponsorship - £1000

- Space for 1 pop up banners around the venue (subject to availability)
- Verbal recognition - Company name mentioned at the opening and closing remarks
- Conference programme advertisement – Quarter page in the official BSides Dundee programme
- Website – Logo listed prominently as Silver sponsor on the BSides Dundee website
- Delegate welcome pack – Ability to add 1 item (corporate literature, flyer, gift, sticker, case study, white paper, etc.) to the delegate pack
- Promotion - Social media promotion through BSides Website, Twitter, newsletter and other channels
- Passes – 2 delegate passes

Lanyard Sponsor

- Lanyards will include the logo of the sponsor, as well as the BSides Dundee logo
- Lanyards are included in the cost of the sponsorship

Delegate Bag Sponsor

- To provide the branded bag for the delegate welcome pack
- Bags to be provided at additional cost to sponsorship

After-Party Sponsor

- The after-party will take place immediately after the conference.
- Includes space at the BSides Exhibition area for small stand to hand out tickets/promote party
- BSides Dundee has final approval on the party venue
- After-party sponsor will cover the cost of the venue hire, food and drinks
- After-party sponsor will have the opportunity to brand the after-party venue with sponsor's marks (as defined in the Sponsorship Agreement) how they wish, subject to organiser & venue agreement
- Verbal recognition - Company name mentioned at the conference opening and closing remarks
- Conference Programme – Company will be listed as official after-party sponsor
- Website – Logo listed prominently as after-party sponsor on the BSides Dundee website
- Main stage – Logo appearing on the main stage screen or signage
- Posters/Banners - Logo appearing on any venue signage
- After-party sponsor logo will be added to the programme and publicised as after-party sponsor throughout the event
- Passes – 4 delegate passes

Lunch Sponsor - ENQUIRE

- Signage in the lunch area
- Verbal recognition - Company name mentioned before and after lunch
- Website – Logo listed as Lunch Sponsor
- Mention in the official Security BSides Dundee Conference Programme

Coffee Break Sponsors - ENQUIRE

- Signage in the coffee area
- Verbal recognition - Company name mentioned before and after breaks
- Website – Logo listed as Break Sponsor
- Mention in the official Security BSides Dundee Conference Programme

Custom Sponsorship

Security BSides Dundee encourages participation from a wide range of organizations. If you have an idea for a custom sponsorship, please, let us know. We will 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 giveaways, media publicity or PR, and legal assistance.

Sponsorship Agreement

Terms and Conditions Agreement

1. Sponsorship Agreement: between the event-specific Security BSides Organiser or person ("Organiser") and event-specific sponsor ("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 tagline on its marketing materials during the term of this Sponsorship Agreement: "Official Sponsor of BSides Dundee."

3. Production Timeline: For Organiser to fulfil all promotional benefits for Sponsor, Sponsor agrees to meet all Organiser related submission deadlines.

3.1. Trademark/Logo, Sponsor URL, Banner Ad (if applicable), Banner display (if applicable), will be sent within 10 business days from the date this Sponsor-ship Agreement is fully executed.

3.2. All items will be submitted one month before the event or production deadline.

4. Sponsor Trademark Usage Agreement: Sponsor agrees to allow Organiser to use Sponsor's trademark/logo/tagline solely to perform and fulfil its obligations under the Sponsorship Kit and this Sponsorship Agreement.

5. Sponsor Trademark Usage: Notwithstanding Section 4 above, Sponsor agrees to allow Organiser the right to use Sponsor's trademark/logo/tagline and graphics on all of the promotional benefits, including but not limited to.

5.1. The banner ad to be posted on the event and Security BSides Web pages.

5.2. Sponsor benefit items Organiser detailed on the Support Package section.

5.3. Any 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 BSides websites, and maintain the hyperlink as an active, functional, and correct link to the websites through the duration of the event and after it unless removal is requested by Organiser.

7. Payment: Full payment must accompany this application and Sponsorship Agreement. Agreement is only reached once payment is received in BSides Dundee account. Failure to pay agreed sums will render any and all agreements, voidable.

8. Cancellation of the Event: Cancellation of the event will mean all monies (less an administration charge) are returned to Sponsors.

9. Cancellation due to Covid 19: The organisers reserve the right to convert the event to an online event if the Covid 19 pandemic prevent a face-to-face event taking place.

10. Non-endorsement: The use of Sponsor's name within Security BSides or event-specific websites or mailing lists does not constitute endorsement by Security BSides or Organiser 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 BSides or Organiser.

11. Non-exclusivity: Neither Security BSides or Organiser 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 Organiser.

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

14. Rejection: Security BSides and Organiser reserve the right to reject a potential sponsor for any reason.

15. Entire Agreement: This and all attachments hereto, constitute the entire Sponsor-ship Agreement.

16. This contract and the obligations contained within, all falls under the constitution and stipulations of English Contract statute (i.e. the laws governing Tort).

By signing below, you agree to all of the terms and conditions listed above.

Sponsor (Printed) Sponsor (Signature)

Sponsor (Company Name) Sponsor (Mailing Address)

BSides Dundee (Printed) BSides Dundee (Signature) Event Organiser Event Organiser

Please indicate which level of sponsorship you are selecting:

Participation Level	Contribution	Mark Your Selection
Platinum Level (Level I)	£2,000	
Gold Level (Level II)	£1,500	
Silver Level (Level III)	£1,000	
Custom Sponsorship Please provide details	£	
Other Please provide details	£	