

The logo for BSIDES ORLANDO features the word "BSIDES" in a large, bold, grey font with a distressed, scratched texture. The letters "B" and "S" are partially overlaid by a stylized orange and black circular graphic that resembles a globe or a network. Below "BSIDES", the word "ORLANDO" is written in a bold, orange, sans-serif font with a slight drop shadow.

# BSIDES

## ORLANDO

**April 11 - 12 2015**  
**BSIDES SPONSOR KIT**

Thank you for your interest in sponsoring Security B-Sides Orlando. Following the success of our last two years of BSides Orlando, we are happy to see continued growth as each year's events draw bigger crowds and new events are created.

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.

This package contains sponsorship information for BSides Orlando 2015. We have put together different opportunities for 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. You can reach us via email at [sponsor@bsidesorlando.org](mailto:sponsor@bsidesorlando.org) or on Twitter at [@bsidesorl](https://twitter.com/bsidesorl). Thank you for your consideration.



## EVENT INFO

BSides Orlando is a community organized event, driven by the passion to connect people together, whether it's to build relationships for a project, or to get to know your fellow professionals. BSides Orlando is run like a typical security conference, with tracks and various villages, but we differ in the approach to the speakers and attendees. We encourage new and aspiring speakers the chance to present for the first time, and access to industry veterans to have a conversation beyond asking a few questions at the end. This approach also allows the industry veterans to get fresh perspectives on their projects and ideas.

## TIMELINE

- 2009 – BSides Framework Launched in United States
- 2010 – First European event
- 2011 – Over 20 events held in US, Europe, India, Hong Kong, & Australia
- 2012 – Over 30 events held in US, Europe, Africa, South America, Australia
- 2013 – BSides Orlando is launched with 200 attendees.
- 2014 – BSides Orlando grows in its second year with 300 attendees

You can find pictures, published video, archived sites, information and Twitter activity on the BSides Orlando site: <http://bsidesorlando.org>

## GOALS

BSides Orlando acts as a supplement to larger events, namely SANS Orlando 2015. In running BSides Orlando alongside of SANS, we get the ability to provide a laid back environment to the professionals attending SANS and access to speakers that normally wouldn't be at the event. This allows us to foster communications and collaboration that helps increase the level of engagement between professionals, hobbyists and students.

The goal of BSides Orlando is to bring the conversation to another level, to inspire people in their passions for security. Major conferences often focus on the current hot button topics in information security, while BSides Orlando and similar BSides events often cover topics that don't get the big spotlight, but should be discussed. This includes anything from learning how to prototype electronics projects to discussing the ethics of target rich environments in a pentest.

## PRIOR SPEAKERS INCLUDE

Luis Santana, Jordan Wiens, Owen Redwood, Jess Hires, Rod Soto, Alex Kirk, Jack Daniel, Malik Mesellem, Jake Kouns, Elvis Moreland, Larry Pesce, Alex Hutton, Lee Mangold and many more.



## TARGET AUDIENCE

While each BSides event is unique, we tend to focus BSides Orlando towards those new to the industry, while enabling intermediate and advanced professionals to expand their knowledge. A significant portion of our attendees are students, followed by young professionals and a few handfuls of infosec rock stars. We find that this approach allows our attendees to grow.

Unlike larger conferences, we like to enable our attendees to be able to talk with our speakers in a much smaller and intimate setting. Due to the unique nature of BSides Orlando, attendees look for more than just information, they are looking to make connections and have conversations so that they can complete their goals.

## PARTICIPATION

BSides Orlando is not made up of members, but participants. Each person who participates in BSides Orlando brings 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 and interact with passionate attendees and volunteers. In return, you have 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 Orlando event.

Beyond talking about your company, products and recruiting, we find that attendees appreciate interactive games, puzzles, or contests. This helps drive participation and appreciation even further.

## THE VALUE OF A SPONSORSHIP

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

We recognize the value in engaging a smaller audience and every organization will have different goals and priorities. This 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.

BSides Orlando attendees are hungry and very often looking to be part of the next big thing. From this pool of attendees a large portion are either looking for a new job, or looking to get their start in the industry. The biggest value of BSides Orlando is recruitment from a large list of potential candidates.



# Sponsorship Opportunities

## Sponsorship Opportunities at BSides Orlando

### Tier 1 - Silver Supporter: \$500

- Verbal recognition
- Logo on event website
- Imprinted logo on signage around the event

### Tier 2 - Gold Supporter: \$1,500

- Verbal recognition
- Logo on event website
- Logo in program guide
- Imprinted logo on signage around the event
- Logo on back of t-shirt
- Sponsor provided cloth type banner placement at venue

### Tier 3 - Platinum Supporter: \$2,000

- Verbal recognition
- Logo on event website
- Logo in program guide
- Imprinted logo on signage around the event
- Logo on back of t-shirt
- Sponsor provided cloth type banner placement at venue
- Vendor table space
- Optional time (2-3 min) at opening or closing ceremonies to address the attendees

### Tier 4 - Diamond Supporter: \$3,000

- Verbal recognition
- Logo on event website
- Logo in program guide
- Imprinted logo on signage around the event
- Logo on back of t-shirt
- Sponsor provided cloth type banner placement at venue
- Vendor table space
- Optional time (2-3 min) at opening or closing ceremonies to address the attendees
- Co-brand your table with optional preferred business partner



# Custom Sponsorship Opportunities

## **Capture the Flag (CTF): \$750**

- Silver Supporter benefits
- Sponsor provided cloth type banner placement at CTF venue for maximum visibility

## **Lockpick Village (LPV): \$750**

- Silver Supporter Benefits
- Sponsor provided cloth type banner placement at LPV venue for maximum visibility

## **Coffee & Beverages: \$750 (2 seats)**

- Silver Supporter benefits
- Sign indicating coffee provided by sponsor

## **Lunchtime Beer: \$1,500 (2 seats)**

- Gold Supporter benefits
- Sign indicating beer provided by sponsor

## **T-shirts: \$3,500**

- Diamond Supporter benefits
- Logo on the front of t-shirt (Only vendor on front)

## **Badges: \$3,500**

- Diamond Supporter benefits
- Sponsor's logo on the badge given to attendees

## **After Party: \$4,000**

- Diamond Supporter benefits
- Sign indicating party provided by sponsor
- Logo on party armbands
- Sponsor banner placement at after party venue for maximum visibility
- Optional time (2-3 min) at party to address the attendees



# Custom Sponsorship Opportunities

## Other Custom Sponsorship

BSides Orlando encourages participation from a wide range of organizations. If you have an idea on custom sponsorship please inform us so we can evaluate and determine if it is a viable option. These ideas may include but are not limited to the contribution of:

- Contest and give aways
- Door prizes
- Media publicity or PR

### **Custom sponsorship would include at a minimum:**

- Imprinted logo on signage around the event
- Logo on the event website
- Announcements during the event for the sponsored item(s)



# BSIDES ORLANDO 2014 PHOTOS



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