



## **BSides Belfast 2017**

Sponsorship Kit

When: Thursday September 7, 2017

Where: Europa Hotel (Great Victoria Street, Belfast)

Contact Details:

Twitter - @BsidesBelfast

Email - [info@bsidesbelfast.org](mailto:info@bsidesbelfast.org)

## **Table of Contents**

Bsides Belfast	3
History of Security B-Sides	4
The Event	5
Sponsorship Packages	6
Support Terms and Conditions Agreement	8

## **Bsides Belfast**

Welcome to the BSides Belfast event, our second BSides event hosted in Northern Ireland. We are very excited to bring this event to the community and huge thanks for your interest in supporting this event.

Ireland both North & South are host to many big named IT companies, in recent years the influx of IT companies has also included many that are specifically working on information security and while there are many smaller informal gatherings for development and security related purposes, BSides Belfast hopes to bring many of these groups and interests together to allow the community to share and grow their expertise.

As this is the second year we are hoping to grow the conference relatively modestly with between 150-200 attendees and with support from the venue event team, other BSides event organisers and the BSides mother ship we are going to offer at least two tracks of talks, technical workshops and rookie support.

Keeping up with BSides tradition we sincerely hope that this will be a recurring annual event, with information security focused discussions and demos and also provide speaking opportunities for local speakers.

## History of Security B-Sides

BSides was born in 2009 when a number of quality speakers were rejected from a mainstream conference, not due to lack of quality but rather lack of space and time. Our mission is to provide people with options by removing common conference barriers and by providing more options for speakers, topics, and events.

- **2009:** Launched in Las Vegas, NV, U.S.A.
- **2011:** First event in London which has since become a leading info security conference in the UK.
- **2010:** BSides holds the first European event.
- **2014:** First BSides Manchester with the current BSides total equalling more than 160 events, in 74 cities, in 16 countries, on 6 continents.
- **2015:** Growing Strong with 200+ events all over the world
- **2016:** Belfast, Northern Ireland gets put on the map!

The BSides events are community driven and free, thousands of people have attended and written about their experience at BSides events. Read more at: <http://www.securitybsides.org/Media>

## **The Event**

BSides Belfast will be held on Thursday the 7<sup>th</sup> September 2017 and will take place at the Grand Ball Room of the Europa hotel Belfast. The venue is a famous hotel in the centre of Belfast city and is a common location for a number of small to large conferences. The venue also has event coordinators that will help with the setup of the venue for the big day.

We are expecting 150-200 participants which typically include industry leaders, security professionals, security hobbyists, and even students who wish to expand their depth and body of knowledge and networks.

The venue is based in the city centre with easy access to all that the city has to offer, it is only a 10 min walk from Queens University and has excellent transport links including a train station on one side of the hotel and the main bus station on the other side.

While not directly related to the event, participants staying a bit longer can also explore Northern Ireland with many famous landmarks such as the Giant's Causeway, Gobbins Coastal walks, Carrick-a-Rede rope bridge and even Game of Thrones related tours!

Attendees will be provided with refreshments throughout the day and lunch.

As a sponsor you will have opportunity to set up a stand in the main hall space, chat with Attendees, distribute your company's promotional materials and have items on show for attendees to learn about you and your business.

## Sponsorship Packages

Every organization will have different objectives and priorities, which is why we offer different levels of participation for every individual, group, or organization. We specifically design different options so that any size organization can participate and support this event.

We also understand that while all of our sponsors do wish to support the BSides concept and community, there also has to be a clear path to ROI. We have crafted sponsorship opportunities which maximize value for all levels of sponsorship.

## Levels of Sponsorship

	Diamond***	Platinum**	Gold	Silver
Cost	£4000	£2000	£1250	£750
Exhibition Space	TBC	TBC	TBC	TBC
Additional popups around venue*	Multiple	Multiple	4	2
Verbal recognition (Opening & Closing)				
Conference Program Advertisement *	Double Page	Full Page	½ page	¼ page
Logo on Website *				
Promotion (Website, Social Media, Newsletter, etc.)				
Branding on Venue Signage *	Extra Large	Large	Medium	Small
Workshop/Demo Opportunity Included				
Logo on event T Shirts				
Attendee passes	10	6	4	2

\* Sponsor to provide necessary materials \*\* Limited to four sponsors \*\*\* Limited to one sponsor

In addition to the main sponsorship packages BSides Belfast will also offer a number of other sponsorship opportunities, allowing for further exposure for your company and allowing us to provide various services to the event.

### **Happy Hour/After Party – POA**

It's one of the best networking opportunities available. Speakers, participants, and industry luminaries mingling in a relaxed but exciting atmosphere with sponsored food and drinks, and conversation about everything InfoSec. We'll announce you as a party sponsor on the website and during the conference. Comes with 3 Attendee passes

### **Bag – POA**

How about watching everyone carry your logo around? Sponsor the bags, and we'll put your name and logo on every one! Comes with 3 Attendee passes

### **Badges and Lanyard – POA**

BSides Belfast art on badge front, your company logo on back and dual branded with BSides Belfast logo and yours on the lanyard. Comes with 3 Attendee passes

### **Sponsor a Proving Grounds Speaker – POA**

Provide a stipend for our first time speakers. Help us get them to Belfast, to share their research in a collaborative environment. Comes with 1 Attendee pass per speaker sponsored.

### **General Sponsorship:**

This is a community driven event, if you have any ideas for other sponsorship opportunities or you just want to help support the event then we are all ears so please email us and let us know at [info@bsidesbelfast.org](mailto:info@bsidesbelfast.org), and we will take your ideas into consideration.

Please note that in order to ensure sponsors' details are included in the conference brochure, the closing date for sponsorship is Wednesday 2nd August 2017.

Sincerely,

The B-Sides Belfast Team

## Support Terms and Conditions Agreement

1. Sponsorship Agreement: between the event-specific Security B-Sides organizer or person (“Organizer”) 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 tag line on its marketing materials during the term of this Sponsorship Agreement: “Official Sponsor of Security B-Sides”.
3. Production Timeline: In order for Organizer to fulfill all promotional benefits for Sponsor, Sponsor agrees to meet all Organizer related submission deadlines:
  - 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.
  - 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 of the promotional benefits, including but not limited to:
  - The Web banner ad to be posted on the event and Security B-Sides Web pages
  - Sponsor benefit items Organizer detailed on the Support Package section
  - 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 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. Failure to pay full balance will subject sponsorship to cancellation.
8. 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.
9. 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.



10. 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 and 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.
11. 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 by reason of any act of God, fire, natural disaster, accident, act of government, or any other causes beyond its commercially reasonable control.
12. Rejection: Security B-Sides and Organizer reserve the right to reject a potential sponsor for any reason.
13. Entire Agreement: This and all attachments here to, constitute the entire Sponsorship Agreement.

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

**Sponsor:**

Company Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

(Printed) \_\_\_\_\_

(Signature) \_\_\_\_\_

**Bsides Belfast Event Organizer:**

(Printed) \_\_\_\_\_

(Signature) \_\_\_\_\_