



IT SECURITY CONFERENCE - 2ND MARCH, 2017

# BSidesBUD 2017

## Sponsorship Kit

**Event Date:**

**March 2, 2017**

**Venue:**

**Lurdy Konferencia- és  
Rendezvényközpont**

**(1097 Budapest, Könyves Kálmán krt. 12-14.)**

## **BSidesBUD Welcome**

Thank you for your interest in sponsoring Security B-Sides Budapest (BSidesBUD). We are happy to announce the inaugural event for BSidesBUD scheduled for March 2017.

Security B-Sides (BSides for short) is a community-driven framework for building events for and by participants in the information security community. It creates opportunities for individuals to present and participate in an intimate atmosphere that encourages collaboration. It is an intense event with discussions, demos, and interaction by participants. This is where conversations for the next-big-thing happen. The open platform gives community participants a rare opportunity to directly share ideas, insights, and develop longstanding trusted relationships with others in the community.

Of course, the greatest reward is that of supporting and giving back to the community by enabling others to grow and learn, but you'll also find that the nearly exclusive access to some of the top talent and leading companies in the IT Security field carries its own set of perks. Please do not hesitate to contact us if you have any questions or requests. You can reach us via email at [info@bsidesbud.com](mailto:info@bsidesbud.com).

This package contains sponsorship information specifically for BSidesBUD 2017. We have crafted various opportunities for sponsorship to provide optimal benefit for you, our sponsors.

Again, thank you for your consideration. We value your participation at BSidesBUD and look forward to working with your organization in making BSidesBUD 2017 into another true community success!

Regards,  
The BSidesBUD Crew

## **BSides Information**

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 BSides enable individuals to drive the event, shape the media, and encourage participation. BSides are free and/or low-cost, community organized events put on by local individuals with the expressed goal of enabling a platform for information dissemination. BSides is an 'unconference' that follows the 'open spaces' format. This varies from structured presentations to smaller break-out groups, but both provide a direct connection between speakers and the audience.

### **Timeline**

- 2009 - Launched in the United States
- 2010 and 2011 - 34 events, including the first events in Canada, Europe, Australia, and Africa
- 2012 and 2013 - 59 events, including the first events in South America
- 2014 and 2015 - 118 events, including the first events in Asia

### **Top Features**

- Community organized, volunteer driven, and corporate funded
- Focuses on expanding the spectrum of conversation and giving voice to the Next Big Thing(s) in Information Security
- Thousands of people have attended and written about their experience at BSides events: <http://www.securitybsides.org/Media>
- Security B-Sides mailing list, online forums, slide share, Facebook/Twitter activity, archived photos/videos and video stream accessible through the BSides portal: <http://www.securitybsides.org>

### **Goals**

BSides events act as a complement to other conferences by enabling a long-tail spectrum of conversations that expand upon and/or provide alternate perspectives to the current and related topics to our industry. The goal is to foster communication and collaboration while increasing the level of involvement and investment in our field.

Major corporate conferences focus mainly on the current hot topics in Information Security as it relates mostly to business-specific interests. BSides events explore the fringe of security conversation and look to uncover and discuss the issues and innovations that will come up in the future. Our subjects have ranged from hardware hacking to gender issues, from Twitter hacking to proximity-based identity theft.

In other words, BSides gives voice to the conversation that is happening just below the surface months before it hits the mainstream media, and sponsoring enables you to engage that audience.

## Target Audience

While each BSides event is distinct, we target the industry professionals looking to offset or augment their current security skill set with applicable and actionable conversations that question everything from industry-standard paradigms to the Next Big Thing.

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 experiencing and mitigating them.

Unlike other events where the speakers are limited to narrow time slots and quickly ushered out afterwards, BSides provides a small and intimate environment for the participants to directly engage the speaker before, during, and after their talk or presentation. Participants are seeking far more than just information; they are looking to make connections they will call upon throughout the rest of the year and beyond.

## Support and Sponsorship

### Reasons To Show Your Support

As a proud Sponsor, you are offering to bring critical resources that to help fuel the evolution of the industry from a fundamental level. Being involved in a conference as intimate and specifically focused as this has enormous benefits. We recognize your desire to not only support a great event but also to see return on your investment. The following is 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 at some or all of the following: t-shirts, signage/lanyards, lunch sessions, or attendee badges. Based on your level of participation, creative and custom branding may be arranged including transportation, banners, and podcast interviews.

**Stay in touch with the industry:** BSides 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 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 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.

## **Support Packages**

All sponsorship inquiries should be sent via email to [info@bsidesbud.com](mailto:info@bsidesbud.com).

## **Benefits / Value of Sponsorship**

Every organization has different goals and priorities for their interactions, which is why we offer several different levels of sponsorship for any individual, group, or organization. Fiscal responsibility demands mileage from your marketing budget. What will your contribution get you in return? Sponsoring a specific activity, for example lunch, will yield recognition at the opening and closing remarks as well as targeted signage at the food table(s) thanking you for your patronage. This puts your name and logo in front of our 250+ participants at multiple times throughout the day. Alternately, you may seek a more interactive sponsorship by selecting an option that gives you a booth. One-on-one face time with decision makers/influencers, technical administrators, and/or the next internal champion who recommends your product or services within their own organizations. Additionally you may be speaking with available candidates and/or students who are soon to be changing their role in the industry and bring their experience to your organization.

While BSidesBUD does not provide a participant list directly, you are welcome to solicit contact information from participants directly on-site.

## Tiered Sponsorship

So you've decided you wish to sponsor our conference. Now remembering that everyone has different goals, we've put together different sponsorship tiers.

<b>Sponsorship Level Benefits</b>	<b>Bronze 200 000 Ft</b>	<b>Silver 300 000 Ft</b>	<b>Gold 700 000 Ft</b>	<b>Platinum 1 500 000 Ft</b>
Number available	unlimited	unlimited	4	3
Number of passes	2	4	8	9
Logo on website	X	X	X	X
Logo on program guide	X	X	X	X
Logo on newsletters	X	X	X	X
Logo on event T-shirt		X	X	X
Flyer in welcome package *		X	X	X
Sponsor's exhibition stand/booth		X	X	X
Size of exhibition stand/booth		6 m <sup>2</sup>	8 m <sup>2</sup>	12 m <sup>2</sup>
Logo on event banners/rollups & attendee badges			X	X
Logo on talk podiums/screen during breaks			X	X
Introducing post on SoMe feeds (Twitter, FB, LinkedIn) **			X	X
Mention in opening talk as main sponsor				X

## Custom Sponsorship

If you cannot choose from the tiered sponsorship packages, we will let you choose the benefits that are the most valuable for you! Please mark your choices with an 'X'!

Sponsorship Benefits	Cost	Please check here
1 sponsor pass	5 000 Ft	No. of passes:
Logo on website	65 000 Ft	
Logo on program guide	70 000 Ft	
Logo on newsletters	70 000 Ft	
Logo on event T-shirt	100 000 Ft	
Flyer in welcome package *	50 000 Ft	
6 m2 exhibition booth	100 000 Ft	
8 m2 exhibition booth	140 000 Ft	
12 m2 exhibition booth	180 000 Ft	
Logo on event banners/rollups & attendee badges	100 000 Ft	
Logo on talk podiums/screen during breaks	100 000 Ft	
Introducing post on SoMe feeds (Twitter, FB, LinkedIn) **	65 000 Ft	
Mention in opening talk as main sponsor	700 000 Ft	
<b>TOTAL AMOUNT</b>		
*BSidesBUD will provide a welcome package for attendees, that includes a program guide, a pen, a writing pad and flyers/brochures of sponsors.		
**BSidesBUD will introduce the sponsors on its social media feeds by posts (short description of the company)		

## Support Terms and Conditions Agreement

1. **Sponsorship Agreement:** between the event-specific BSidesBUD organizer, **RedTeam-Lab Kft.** – address: **2143 Kistarcsa, Eperjesi u. 40/2**, registration number: **13-09-184038**, tax number: **25806504-1-13** (“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 BSidesBUD”.

3. **Production Timeline:** In order 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 of the promotional benefits, including but not limited to:

5.1. The Web banner add to be posted on the event and BSidesBUD Web pages (<http://bsidesbud.com>)

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 BSidesBUD 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 Sponsor.

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 BSidesBUD or event-specific websites or mailing lists does not constitute endorsement by BSidesBUD 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 BSidesBUD or Organizer.

9. **Non-exclusivity:** Neither BSidesBUD or Organizer awards exclusive sponsorship or establishes exclusive relationships with Sponsors. Sponsor shall not imply that such a preferential relationship exists between Sponsor and BSidesBUD 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, BSidesBUD, 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 BSidesBUD, 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 fire, natural disaster, accident, act of government, or any other causes beyond its commercially reasonable control.

12. **Rejection:** BSidesBUD 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.

X.....	X.....
Sponsor	Signature/Date
X.....	X.....
Sponsor	Website for BSides Page Link
X.....	X.....
BSides Organizer (RedTeam-Lab Kft.)	Signature/Date

Sponsorship Level	Cost	Please check here
Platinum	1 500 000 Ft	
Gold	700 000 Ft	
Silver	300 000 Ft	
Bronze	200 000 Ft	
Custom Sponsorship		

**Additional Notes:**

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