



Sponsorship Kit

WEB: www.bsidesmsp.org

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Security B-Sides MSP is back!!!

Thank you for your interest in sponsoring Security B-Sides MSP. It is a rare opportunity to directly connect and create trusted relationships with key members of the Cyber Security community.

Each regional B-Sides event is the result of a community-driven effort for and by members of the information security community. The goal is to expand the spectrum of conversation and create opportunities for individuals to participate in an intimate atmosphere that encourages collaboration. It is an intense event with discussions, demos, and interaction from participants. It's where conversations about the next big thing are happening.

Conference details

Conference name: **Security B-Sides MSP 2020**

Conference dates: **Thursday & Friday, Oct. 8th – Oct 9th, 2020**

Venue: **Water Street Inn, Stillwater. MN**

Audience: **IT, information security, information assurance, cyber security**

Projected 2020 attendees: **350 - 400**

Target Audience

We target the industry professional looking to augment their current security skill set with next-big-thing conversations. Our attendees' goals are to learn about trends and emerging issues as well as to connect with other members of the security community. B-Sides MSP spends considerable effort also targeting college students with an interest in cyber security. Events like ours give you an opportunity to get out in front of the next generation of security professional.

Unlike other events where the speaker is rushed in and out, B-Sides MSP provides an intimate environment for the attendees to directly engage with the speaker before, during, and after their presentation. Attendees are looking for more than just information; they are looking to make connections they may call upon throughout the rest of their careers.

Our attendees are overwhelmingly technical, and many are interested in learning about new job opportunities. For these reasons we recommend that sponsors send strong technical staff as well as a recruiter to the event.



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SPONSORSHIP BENEFITS

Brand recognition and awareness

Depending on the level of sponsorship you choose, you will have your brand placed on some or all of the following: t-shirts, signage, lanyards, brochures, announcements prior to presentations, email marketing campaigns, and on various social media sites. Based on your level of participation, creative and custom branding can also be arranged.

Reach your target audience

B-Sides MSP reaches out to the industry professional looking to augment their knowledge with cutting edge presentations and ideas. Typically this includes industry leaders, 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. They are the people who you want to engage to solicit feedback and bring voice to your conversation.

Stay abreast of 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 help your company be prepared when the “next big thing” hits.

Recruitment

In an increasingly difficult job market, the information security industry stands among the few where more jobs exist than qualified personnel to fill them. B-Sides MSP 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.

Media coverage

Since its start in 2009, B-Sides 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, B-Sides has also received coverage from Hacker News Network (HNN), EFFector, and Cisco System Cyber Risk Report. For more please visit: <http://www.securityBSides.org/Media>.



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SPONSORSHIP PACKAGES

We understand that every organization will have different goals and priorities, which is why we offer several levels of participation. As previously mentioned, our expectation is that sponsors are active and engaged in the event. Should any sponsor feel they can contribute to the event in ways other than those listed in this kit, we encourage you to present the idea as a custom sponsorship. Sponsors are welcome to gather participant contact information, however, in the spirit of our event and in accordance with our bylaws Security B-Sides MSP cannot directly give sponsors our mailing lists. The only exception to this rule is the After Party sponsor will get a list of after party attendee's.

Package	Core (web only) \$500	Silver \$1000	Gold \$2000	Platinum* \$2000+	CTF Host \$6000	After Party Host** \$7500
Two event tickets	X	X	X	X	X	X
Social Media shout out	X	X	X	X	X	X
Logo with hyperlink on Website	X	X	X	X	X	X
Logo and Link on email campaigns	X	X	X	X	X	X
Event Guidebook mentions***		X	x	X	X	X
Extra event tickets (2, 4, or negotiable)			2	4	negotiable	negotiable
Video Credit Mentions			x	X	X	X
Flyer on job board at event (you provide)	X	X	X	X	X	X
Additional Booth, banners at CTF contest					X	
Additional Booth, banners at After Party						X
After Party attendee list						X
Standard Booth		x				
Premium Booth (Prominent Location)			x	x	x	X
<i>Custom sponsorships as agreed upon, signed Sponsor Contract will serve as final list of amenities</i> <i>* Any monetary, content exchange, and A la carte items (or combination of) in value above \$2000 is considered a Platinum sponsor.</i> <i>**After Party is a private boat charter through Stillwater River boats (350 max attendance)</i> <i>*** Sponsorship contract and payment must be completed 1 month prior to event date to be guaranteed these amenities</i>						

For 2020 we have some exciting additional sponsorship opportunities. These are ways to get your name, logo, and message out to participants in additional ways.

A la carte sponsorship examples		
Add on	Price	# available
Logo on Lanyard with B-Sides MSP	1500	1
Named Activity/contest	500	TBD
Swag Bag Sponsor with B-Sides MSP	2000	1
Badge Sponsor	2500	1
Sponsored Beverage	500	6
<i>Custom A la carte sponsorships as agreed upon. A La Carte not limited to items listed</i>		

For Organizations sponsoring at base levels above, the following discounts apply to the A la carte options

- Gold – 10%
- Platinum – 15%
- Diamond – 20%

Please direct questions to Info@bsidesmsp.org, Thank You!