



BSIDESOK 2021 SPONSORSHIP KIT

April 30, 2021

The premier
information
security conference
in the state of
Oklahoma.

WELCOME

EVENT:

BSidesOK2021– April 30

Security BSides is a community-driven framework for building events for and by information security members. Since 2009 it has changed the face of InfoSec conferences around the world, with over hundreds of events every year. BSidesOK is the Okie's twang' on this exciting movement.

BSidesOK strives to be an open platform that gives security experts and industry professionals the opportunity to share ideas, insights, and develop long standing relationships with others in the community. It is a rare chance to directly connect and create trusted relationships with key members of the information security community.

Since 2015, BSidesOK has brought in attendees from not only Oklahoma but also Kansas, Arkansas, Texas, Missouri, and beyond. In 2020, we switched to a virtual format and recorded nearly 1,000 attendees. We expect similar numbers again for 2021. If you're looking to be known in Oklahoma or want to engage more with the area's most technical information security practitioners, then this is the place to be.

The event is available at no cost to participants thanks to the gracious contributions by our sponsors, YOU. It is that which enables this great and powerful service to the information security community in ALL of Oklahoma and parts of the surrounding states. And of course this is also a great opportunity to serve current clients and grow new ones.

Please do not hesitate to contact us if you have any questions about BSidesOK. You can reach us via email at sponsors@bsidesok.com - Thank you for your consideration.

**Sincerely,
The BSidesOK Team**



BSIDES INFORMATION

➤ WHAT IS SECURITY BSIDES?

Each BSides is a community-driven framework for building events for and by information security community members. The goal is to create opportunities for individuals to both present and participate in an intimate atmosphere that encourages collaboration. It is an intense event with discussions, demos, and interaction from participants. It is where conversations for the next-big-thing are happening.

➤ HISTORY OF SECURITY BSIDES

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.

Thousands of people have attended and written about their experience at BSides events. Read more at: <http://www.securitybsides.org/Media>

CORE BSIDES GOALS

➤ PROMOTE COMMUNICATION

The goal of each BSides event is to provide a forum where communication and collaboration can occur without the corporate baggage of commercial events.

While large mainstream conferences tend to focus on the current hot topics in the information security industry, BSides events explore the fringe of conversation and focus on what could be the next big thing. Conversations have ranged from hardware hacking to gender issues, twitter hacking to proximity-based identity theft. We aim to give a platform to the conversation that is happening just below the surface. Sponsoring enables you to engage that conversation!

➤ REACH THE TARGET AUDIENCE

BSides serves the industry professional looking to augment their industry knowledge with cutting edge conversations. Typically this includes industry leaders, thought leaders, security professionals, and even students who wish to expand their depth and body of knowledge and network. Attendees have a wide variety of backgrounds in multiple sectors and verticals with a shared goal to learn about and discuss emerging security issues and connect with others already having the conversation.



➤ ENGAGE

Unlike other events where the speaker is rushed in and out, BSides provides a small and intimate environment for the attendees to directly engage the speaker before, during, and after their talk or presentation. BSides attendees are looking for more than just information; they are looking to make connections they will call upon throughout the rest of the year.

Previous
sponsors have
included:



➤ PARTICIPATION

BSides is not made up of members but participants. Everyone who participates in the events brings something to contribute. Some bring hardware, organizational skills, and others bring their friends to fuel the conversation. Sponsoring enables you to be a part of the conversation, interacting with attendees. As our thanks, we are committed to connecting you with those attendees of interest to you and your business. By making your participation successful, organizers hope to enable future BSides events.

➤ REASONS TO SUPPORT

The goal of Security BSides is to offer events where all participants can engage each other to help develop connections, friendships, and network with different industry professionals. We recognize the value in engaging a smaller audience and providing the opportunity for sponsors to be a big fish in a small pond. We specifically design different options so that any sized organization can participate and support this event. The following is a list of direct benefits you may see as an event sponsor.

➤ MAXIMIZING THE VIRTUAL OPPORTUNITY

Virtual cons aren't the same as in-person events. Without a booth, it's critical that sponsors actively engage attendees. We do NOT provide attendee lists to sponsors, and have lowered the sponsorship costs accordingly, but we still want to help you maximize your investment! Here are some ideas to get you thinking:

- Watch the talks and participate in the online chat.
- Ask probing questions to stimulate conversations.
- Offer a free t-shirt or other swag to attendees that sign up on your website.
- Host a scheduled give away for folks that want to sign up on your website.
- Offer a Zoom link with live team members available to chat about your offerings.

We're generally open to ideas, as long as you're respectful about it. Don't over-spam the chat or abuse the attendees. If you don't have internal infrastructure for creating a form on your website, Google Forms is free and extremely easy.





SPONSORSHIP PACKAGE OPTIONS

To accommodate our virtual format this year, we've simplified our package offerings and lowered the cost. We expect significantly more attendees, but recognize that virtual conferences limit sponsor interaction.

NOTE: Sponsors do not receive a copy of attendee details. We encourage you to use give-aways or offers in the conference chat to draw attendees to your website.

VIRTUALLY AWESOME PACKAGE - \$1,000

- Exclusive verbal recognition during opening remarks.
- Sponsor Logo on the back of the shirt.
- One pre-approved attendee bag insert or swag item
- A pre-recorded 5 minute video that will play between talks
- Access to conference chat rooms and talks to engage attendees
- Recognition on conference-screen backgrounds between talks.
- Special tweet to recognize your support.
- Logo on event website.

THE SHOW MUST GO ON PACKAGE - \$500

- Access to conference chat rooms and talks to engage attendees
- Recognition on conference-screen backdrops between talks.
- Special tweet to recognize your support.
- Logo on event website.



BSidesOK 2021 Sponsorship Terms and Conditions Agreement

- 1 **Sponsorship Agreement:** between the event-specific BSidesOK organizer ("Organizer") and sponsor ("Sponsor") is valid for six (6) months after execution.
- 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 BSidesOK 2021"***.
- 3 **Production Timeline:** In order for Organizer to fulfill all promotional benefits for Sponsor, Sponsor agrees to meet all Organizer related submission deadlines:
 - 1 Trademark/Logo and Sponsor URL will be sent within 10 business days from the date this Sponsorship Agreement is fully executed.
 - 2 Attendee bag inserts &/or swag items must be received by Organizer at least two (2) weeks prior to the conference.
 - 3 Logo's will not be displayed or included on any printed materials until payment has been received. If payment is received after the printing date cut-offs, logos will not be included. Printing cut-off is generally 30 days prior to the conference; but depends on the item and may be greater than 30 days.
- 4 **Sponsor Benefits:** Sponsor will receive all benefits outlined in the respective sponsorship level above. Cancellation of sponsorship by failure to pay the agreed upon fee or by termination of this agreement will result in the forfeiture of all benefits. All benefits may be modified or adjusted by the conference as necessary for the successful completion of the conference with notice and agreement by both parties.
- 5 **Attendee Lists:** Attendee information is **NOT** provided to Sponsors.
- 6 **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.
- 7 **Sponsor Trademark Usage:** Notwithstanding the Sponsor Trademark Usage Agreement, 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:
 - 1 The Web banner ad to be posted on the event and BSidesOK Web pages
 - 2 Sponsor benefit items Organizer referenced in the BSidesOK 2021 Sponsorship Kit.



- 3 Any Exhibit Hall promotional banner and signage/lanyard, on the back of the t-shirt, etc.
- 8 **Web Reference:** Sponsor may publish an Internet hyperlink from Sponsor's website to the event-specific and BSidesOK 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.
- 9 **Payment:** Full payment must accompany this application and Sponsorship Agreement and be received by Organizer. Payment can be sent via PayPal or via check. Failure to pay full balance will subject sponsorship to cancellation.
- 10 **Non-endorsement:** The use of Sponsor's name within BSidesOK or event-specific websites or mailing lists does not constitute endorsement by BSidesOK 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 BSidesOK or Organizer.
- 11 **Non-exclusivity:** Neither BSidesOK or Organizer awards exclusive sponsorship or establishes exclusive relationships with Sponsors. Sponsor shall not imply that such a preferential relationship exists between Sponsor and BSidesOK or Organizer.
- 12 **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, BSidesOK, 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 BSidesOK, 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.
- 14 **Rejection:** BSidesOK and Organizer reserve the right to reject a potential sponsor for any reason.
- 15 **Entire Agreement:** This and all attachments hereto, constitute the entire Sponsorship Agreement.



BSidesOK 2021 Sponsorship Terms and Conditions Agreement

Sponsorship Level

VIRTUALLY AWESOME PACKAGE - \$1,000

THE SHOW MUST GO ON PACKAGE - \$500

Sponsor Name _____

Primary Contact

Name _____

Phone _____

Email _____

Authorized Signer Name

Date

Signature

BSidesOK Organizer

Date

