



BSidesCharm 2020  
April 4-5, 2020  
Sheraton Baltimore North, Towson, MD  
sponsors@bsidescharm.com  
@bsidescharm  
<https://www.bsidescharm.org>

## **BSidesCharm 2020 – Year #6!**

Thank you for your interest in sponsoring BSidesCharm 2020! Following the success of the first five Baltimore events, as well as more BSides events worldwide, we are happy to see continued growth in the security community.

We were extremely pleased with the attendance for the most recent BSidesCharm in April 2019. 1,140 people checked in over the 2-day event – including attendees, staff, speakers, trainers and sponsors. That easily makes BSidesCharm one of the largest security events in Maryland and also one of the largest Security BSides events worldwide! The 1,100 tickets were claimed even faster last year. The ticket sales were spread over 3 dates and all of the tickets were claimed in a combined 16 minutes!

The 2020 program will be similar to our past events – at least 2 talk tracks, several training sessions and hands-on workshops, like CTFs and Lockpick Village. We will also bring back our Hiring Village!

For 2020, we are planning to release the same number of attendee tickets as last year - 1,100. That is about the capacity limit at the Sheraton Baltimore North in Towson, MD.

This document contains our 2020 sponsorship information. We have put together multiple levels of sponsorship, each with their own benefits - very similar to previous years. Of course the greatest benefit is that of giving back to the community and enabling others to grow and learn. We graciously ask that you, our sponsors, continue to support our event.

**Major change for 2020:** BSidesCharm Inc was formed in 2019 as an official 501(c)(3) non-profit organization! BSidesCharm is still the same conference, with many of the same people, just a slightly different supporting organizational structure - using a Board of Directors rather than single person LLC.

Visit [www.BSidesCharm.org](http://www.BSidesCharm.org) for the most up to date information. If you have questions about anything, feel free to contact us at [sponsors@bsidescharm.com](mailto:sponsors@bsidescharm.com) (email) or [@bsidescharm](https://twitter.com/bsidescharm) (twitter). Thank you for your consideration for BSidesCharm 2020!

BSidesCharm Inc, Board of Directors



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## **BSides Background**

Security BSides is a framework of events that enables individuals to expand the spectrum of conversation beyond the confines of traditional media. Frameworks such as BSides allow individuals to drive the event, shape the media, and most importantly encourage participation. BSides are 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 an 'open spaces' format. This varies from structured presentations to smaller break-out groups, but both provide a direct connection between the speakers and the audience.

### **BSides time-line**

2009: BSides was born when a number of quality speakers were unable to find space in a mainstream conference  
2010: The first BSides event was held in Europe  
2014: More than 40 BSides events held worldwide  
2015: BSidesCharm comes to Baltimore, MD - 299 people check in!  
2015: The 200<sup>th</sup> global BSides event is held in June  
2016: BSidesCharm held - 611 people check in!  
2017: BSidesCharm held - 885 people check in!  
2018: BSidesCharm held - 1,079 people check in!  
2019: BSidesCharm held - 1,140 people check in!

### **BSides facts**

- Thousands of people have attended and written about their experiences
- Always community organized, volunteer driven and corporately funded
- Focus is on expanding the spectrum of conversation
- Provides a voice to the next big thing

### **Stay up to date**

Information about past, current and future Security BSides events is available through the BSides portal: <http://www.securitybsides.org/>

## **BSides Goals**

Major conferences focus on the current hot topics in information security. BSides events explore those topics and even more by getting involvement from all who attend. Rather than rushing speakers away after their talks, at BSides events the conversation continues. New ideas are born that could very well be the topics at future major conferences. Sponsoring allows you to become part of that conversation!



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## Target Audience

While each BSides event is distinct, we welcome anyone who has an interest in the security community. BSidesCharm is an event for all levels of experience and all different backgrounds – from industry professionals looking to offset or augment their current security skill set to students looking for potential career opportunities in the security community to industry leaders who are looking to share their vast experiences. One thing they all have in common is a desire to connect with others in the community and discuss emerging issues. These are connections and experiences they can call upon throughout their career.

## BSides Ethos

### Frameworks

Traditional media exist as constrained systems and must operate within the bounds to which it has defined itself. Physical events constrain themselves with space and time but frameworks permit the continuous creation of individual events. Our goal is to provide people with options by removing common conference barriers and by providing more options for speakers, topics, and events. The initial event in Las Vegas spawned a wave of new events throughout the United States and around the world.

### Participation

BSides is not made up of members but rather participants. Each person who participates in BSides brings to it 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, interact with attendees, and 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 event.

### Media Coverage

Since the first event, BSides has gathered mass media attention and has been written up or talked about in many different on-line outlets, podcasts, forums and blogs. Most individual BSides events have dedicated twitter feeds which are quite active not only during the event, but throughout the year.

## Support and Sponsorship

### The Value of Sponsorship



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The goal of BSides is to offer rather small, intimate 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 being the big fish in a small pond. Every organization will have different goals and priorities, which 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.

### **Reasons to Show Your Support**

We recognize your desire to not only support a great event, but also to see return on your investment. The following are 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 on some or all of the following: t-shirts, signs/posters, event website, lanyards or lunch sessions. Based on your level of participation, creative and custom branding may be arranged including transportation, banners, and podcast interviews.

Big fish, small pond: For some, sponsoring a large event is not within their price range, leaving them with no option for communicating their message. BSides is different! This small, community atmosphere brings together active and engaged participants who want to absorb information. Sponsoring a BSides event enables you to be that big fish in a small pond and better communicate your message to an active audience.

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 whom you want to engage in order 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.

We see the benefit in support not in the cold call connection, but in the live interactive engagement of individuals. Here are all the various sponsorship packages that enable you to not only show your support, but also brand that support.



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<b>Sponsor Packages</b>	<b>Bronze \$750</b>	<b>Silver \$1500</b>	<b>Gold \$3000</b>	<b>Platinum \$6000</b>
Number available [1]	*	*	*	2
Thank you at event opening and closing	X	X	X	X
Logo on event website and materials	X	X	X	X
Logo on attendee t-shirt (if t-shirts produced) [2]	X	X	X	X
Ad space in event booklet (if booklet produced) [3]		¼ page block	½ page block	1 page block
Table in Sponsor Village			1 table	1 table
Table in Hiring Village [4]		+\$500 (add-on)	+\$500 (add-on)	1 table
Number of passes	2	2 (+2 w/ HV add-on)	4 (+2 w/ HV add-on)	7

[1] – The number of available sponsor packages will be limited by the overall budgeted expenses. If expenses are adequately covered, sponsorship may close earlier than expected.

[2] – Sponsor logos will not be included on shirts for event staff.

[3] – Event program ad space dimensions and specifications will be provided separately.

[4] – A Hiring Village table is included in the Platinum package. A Hiring Village table can be added to Silver and Gold packages.

**Other sponsorship packages:**

- Lanyards: \$2,500 (sponsor logo alternating on lanyards with BSidesCharm logo)
- Banner: \$500 per banner placed within event spaces
- Custom package: Agreed upon amount

**Tables in the Sponsor Village and/or Hiring Village**

For those sponsoring at the upper levels, you will have an opportunity for table space in the Sponsor Village and/or the Hiring Village. Sponsorship at the Platinum level will enable you to staff tables in both Sponsor Village and Hiring Village. Gold sponsors will have a table in Sponsor Village, with an option to purchase a Hiring Village table for an additional \$500. Silver sponsors do not get a Sponsor Village table, however, they may purchase a Hiring Village table for an additional \$500.



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What is the difference between the two areas? The Sponsor Village is in a prime location that allows for interaction with all the attendees. Hours for the Sponsor Village are simply the hours of the event. The Hiring Village is Saturday only, and Sponsors will have the opportunity to meet directly with attendees who are interested in job hunting or career advice or just learning what career opportunities are available.

Regardless of the table location, we aim to provide for ample foot traffic around each table. We ask that sponsors consider having give-away items and holding prize drawings at their tables. We will gladly announce prize winners at closing or between talk sessions. More details regarding both Villages will be provided to those sponsors closer to the event dates.

#### **Payment Methods:**

- Check – mail to **BSidesCharm Inc**, PO Box 1776, Eldersburg, MD 21784 (**NEW for 2020!**)
- ACH deposit – we will provide account information
- Paypal – we will provide account information

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#### **Please submit the following items in order to reserve a sponsorship:**

- Signed agreement (last 2 pages of this document) with **ALL** information filled out
- Logo for event website: .jpg or .png file
- Logo for T-shirt (single color): .eps or .pdf file (or .jpg)

Once we receive the signed agreement, we will generate a payment invoice. Full payment is due upon receipt of that invoice. If full payment is not received within 60 days of the invoice date, we can cancel the sponsorship.

Once we receive the full payment, we will generate a receipt and place your logo on the event website and include the logo in other event materials.

In order to meet our production times for printed material, we must adhere to strict deadlines. Payment and all material (web logo, print logo, program ad) is due no later than 4PM EST on **February 7, 2020**. We will not hold up printing production for late or missing submissions. Space and budget permitting, we will gladly accept sponsors after this deadline, but we will not guarantee sponsor information will appear in or on any of the printed material.



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## Support Terms and Conditions Agreement

1. **Sponsorship Agreement:** between the event-specific Security BSides organizer ("Organizer") and ("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 BSidesCharm 2020".
3. **Production Timeline:** In order for Organizer to fulfill all promotional benefits for Sponsor, Sponsor agrees to meet all Organizer published submission deadlines. Logo(s), Ad (if applicable), Banner display (if applicable), must be received prior to published deadlines. Deadlines will not be extended to accept late material.
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 Support Package section above 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:
  - a. The web pages associated with Organizer and Security BSides
  - b. Sponsor benefit items Organizer detailed on the Support Package section
  - c. Any event materials, such as banners, programs, lanyards, etc.
6. **Web Reference:** Sponsor may publish an Internet hyperlink from Sponsor's website to the Organizer and Security BSides 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 to the Organizer is due upon invoice from Organizer. If payment is not received within 60 days of invoice, Organizer may cancel sponsorship. Sponsor information will not be included on event material until full payment is received by Organizer.
8. **Refunds:** Organizer will not provide Sponsor any refunds after printed materials have been ordered.
9. **Non-endorsement:** The use of Sponsor's name within BSidesCharm or Security BSides websites does not constitute endorsement of the Sponsor, the Sponsor's services, products or programs by Security BSides or Organizer. Additionally, the Sponsor is not permitted to represent in any manner that such products, services, or programs have been endorsed by Security BSides or Organizer.
10. **Non-exclusivity:** Neither Security BSides 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 BSides or Organizer.
11. **Attendee contact information:** Organizer will not provide contact information for any event attendee to Sponsor under any circumstances.



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12. **Speaking and training slots:** All non-keynote speaker, training and workshop slots are filled through a Call for Participation (CFP) selection process. Sponsor is not entitled to automatic speaker, training or workshop slots.
13. **Sale of merchandise:** Sponsor must obtain and satisfy all necessary licensing and certificates in order to sell merchandise. If selling merchandise, Sponsor must provide to Organizer proof of applicable license(s)/certificate(s) prior to the event.
14. **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, Security BSides, 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.
15. **Force Majeure:** Neither Security BSides, 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.
16. **Rejection:** Security BSides and Organizer reserve the right to reject a potential Sponsor for any reason.
17. **Entire Agreement:** This and all attachments here to, constitute the entire Sponsorship Agreement.

By signing below, Sponsor agrees to all terms and conditions presented above.

Sponsor Organization Name	Sponsor Twitter Information
Sponsor POC Name and Title (Printed)	Sponsor POC Signature and Date
____ Jeffrey L. Brocius BSidesCharm Inc, Treasurer (Printed)	_____ BSidesCharm Inc, Treasurer Signature and Date

Please select your level of sponsorship:

\_\_\_\_ Platinum (\$6,000 USD)

\_\_\_\_ Gold (\$3,000 USD)    \_\_\_\_ Add Hiring Village table (+\$500 USD)

\_\_\_\_ Silver (\$1,500 USD)    \_\_\_\_ Add Hiring Village table (+\$500 USD)

\_\_\_\_ Bronze (\$750 USD)

\_\_\_\_ Lanyard (\$2,500 USD)

\_\_\_\_ Banner (\$500 USD)

\_\_\_\_ Custom \_\_\_\_\_ (\$ \_\_\_\_\_ USD)