



BSIDESOK 2019 SPONSORSHIP KIT

April 10-12, 2019

The premier
information
security conference
in the state of
Oklahoma.

WELCOME

EVENT:

#BSidesOK2019 – April 10 - 12

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 95 events around the world in 2018. BSidesOK is the Okie's twang' on this exciting movement.

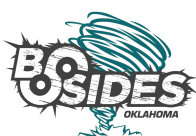
BSidesOK strives to be an open platform that gives security experts and industry professionals the opportunity to share ideas, insights, and develop long standing relationships with others in the community. It is a rare chance to directly connect and create trusted relationships with key members of the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

In 2015, BSidesOK brought in 141 attendees from not only Oklahoma but also Kansas, Arkansas, Texas, and Missouri. Our second year, we hit almost 250 attendees and maxed out the facility. Then in 2017, we moved to the Glenpool Conference Center and hit 340 attendees and in 2018 we were over 450! We are staying in Glenpool this year and hoping to hit 500 and max out this new facility. If you're looking to be known in Oklahoma or want to engage more with Oklahoma's most technical information security practitioners, then this is the place to be.

Although the event itself is free to participants, the cost of hosting such an event is born by the organizers and nurtured through 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. Of course the greatest benefit is that of giving back to the community and enabling others to grow and learn, but 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?

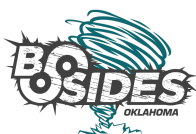
Each BSides is a community-driven framework for building events for and by information security community members. The goal is to expand the spectrum of conversation beyond the traditional confines of space and time. It creates opportunities for individuals to both present and participate in an intimate 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 borne 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 the United States.
2010:	BSides breaks into the global space with the first European event.
2011:	More than 20 events worldwide in US, Europe, India, Hong Kong, & Australia
2012:	More than 25 events worldwide with new events both Africa and Brazil.
2013:	40 events worldwide and over 100 events total since 2009
2014:	14 countries, 60 cities, 6 continents
2015:	Over 200 global events and BSidesOK first year!
2016:	BSidesOK sold-out!
2017:	BSidesOK almost outgrew an even bigger event center and added a day of highly technical training!
2018:	Llve tornado, axe throwing, and of course everything InfoSec sharing with over 450 attendees!!!

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



➤ **WHILE EVERY BSIDES EVENT IS UNIQUE, HERE ARE SOME THINGS THAT DON'T CHANGE:**

- Community organized, volunteer driven, and corporate funded
- Provide a forum to expanding the spectrum of conversation
- Focused on inclusivity and giving a voice to the “next big thing”

➤ **PROMOTE COMMUNICATION**

BSides events act as a compliment to other area events by creating long-tail spectrum events that complement the current or surrounding event. The goal of each BSides event is to provide a forum where communication and collaboration can continue while the level of conversation is able to increase.

While large mainstream conferences tend to focus on the current hot topics in 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 reaches out to 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 a 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.

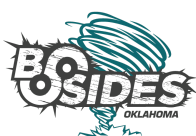
➤ **ENGAGE**

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.

Our list of prior speakers includes: Gene Kim, HD Moore, Dino Dai Zovi, Alex Hutton, Tim Keanini, Jonathan Cran, David Mortman, Val Smith, Egyp7, Bruce Potter, Ryan Linn, Mike Murray, Mike Bailey, Andy Ellis, Erin Jacobs, Jack Daniel, and many more.

➤ **CULTURE**

Traditional media exist as constrained system that must operate within the bounds to which it has defines 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 those barriers and providing more options of speakers, topics, and events. The initial event in Las Vegas spawned a wave of new events throughout the United



States and around the world. Plans are underway for international BSides events in Berlin, London, and New Delhi.



➤ 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, interact 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.

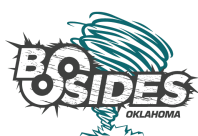
In under a year, Security BSides has attracted media attention and been written up in CSO Online, Network World, Computer World, Information Week, The Register, ZDNet, and Dark Reading magazines. In addition to the blog posts and podcasts, BSides has also received coverage from Hacker News Network (HNN), EFFector, and Cisco System Cyber Risk Report. Be part of the conversation and get swept up in the media. Many participants have been quoted and picked up by mainstream news sources including National Public Radio (NPR). Check out the entire list here:

- <http://www.securitybsides.org/Media>

Many BSides events are simulcast online. Your participation will reach an audience larger than simply those present. For example, at BSidesSF 2010, the online audience was up to 10x those present at the event. Although events are often simulcast, only some are archived for viewing, so being present is a key part of participation.

➤ 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.



SPONSORSHIP PACKAGE OPTIONS

The BSidesOK sponsorship is meant to be flexible and suite the needs of the sponsor, while providing services in the best interest of the attendees. Sponsorship is broken up in tiers that provide their own inherited benefits for providing that level of support.

DIAMOND PACKAGE OPTIONS (Limit 2 Sponsors) - \$5,000

- Recognition on conference-provided signage at event.
- Exclusive verbal recognition during opening remarks.
- 6' Vendor table with premium position.
- Special tweet to recognize your support.
- Logo on the upper back of shirt.
- Logo on event website.
- Participation in Vendor Passport promotion
- 1 Attendee bag insert &/or 1 swag item

PLATINUM PACKAGE OPTIONS (Limit 4 Sponsors) - \$3,000

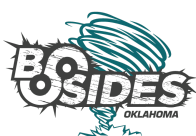
- 6' Vendor table with second best available positions
- Special tweet to recognize your support.
- Logo on the middle back of shirt.
- Logo on event website.
- Participation in Vendor Passport promotion
- 1 Attendee bag insert &/or 1 swag item

GOLD PACKAGE OPTIONS (Limit 6 Sponsors) - \$2,000

- Special tweet to recognize your support.
- Logo on the lower back of shirt.
- Logo on event website.
- 6' Vendor table

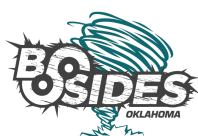
SILVER PACKAGE OPTIONS (Limit 10 sponsors) - \$1,500

- Special tweet to recognize your support.
- Logo on event website.
- 6' Vendor table



BSidesOK 2019 Sponsorship Terms and Conditions Agreement

- 1 **Sponsorship Agreement:** between the event-specific BSidesOK organizer ("Organizer") and sponsor ("Sponsor") is valid for the calendar year 2019 (12 month period).
- 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 2019"***.
- 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 **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.
- 6 **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 2019 Sponsorship Kit.



- 3 Any Exhibit Hall promotional banner and signage/lanyard, on the back of the t-shirt, etc.
- 7 **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.
- 8 **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.
- 9 **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.
- 10 **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.
- 11 **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.
- 12 **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.
- 13 **Rejection:** BSidesOK and Organizer reserve the right to reject a potential sponsor for any reason.
- 14 **Entire Agreement:** This and all attachments hereto, constitute the entire Sponsorship Agreement.



BSidesOK 2019 Sponsorship Terms and Conditions Agreement

X _____ X _____
Company Name **Date**

X _____ X _____
Name of Authorized Person **Signature**

X _____ X _____
BSidesOK Organizer **Signature**

Sponsorship Level	Cost
Diamond Platinum Gold Silver	\$

