BSidesCharm 2023 – Year #7!

Thank you for your interest in sponsoring BSidesCharm 2023! Following the success of the first five Baltimore events and more BSides events worldwide, we are happy to see continued growth in the security community.

We were pleased with the attendance for the most recent BSidesCharm in April 2022, even after a two-year delay. Despite a two-year delay, 570 attendees, staff, speakers, trainers, and sponsor badges were claimed over the 2-day event – including several tickets purchased at the door. We are extremely grateful that most of the 2020 Sponsors and ticket-holders retained their investment for the 2022 event.

We expect the 2023 event to shine above others. We will cap our ticket sales at 1,100 tickets, allowing us to meet venue capacity alongside our staff, volunteers, speakers, and sponsors.

The 2023 program will be similar to our past events – at least two talk tracks, several training sessions, and hands-on workshops, including CTFs and Lockpick Village. The Hiring Village was extremely successful in 2022 and will return at full capacity in 2023.

This document contains our 2023 sponsorship information. We have put together multiple sponsorship levels, each with its own benefits, similar to previous years. Of course, the greatest benefit is giving back to the community and enabling others to grow and learn; we graciously ask that you, our sponsors, continue to support our event.

Thank you for your consideration for BSidesCharm 2023!

BSidesCharm Inc, Board of Directors

Visit www.BSidesCharm.org for the most up-to-date information. Contact us at sponsors@bsidescharm.org (email) or @bsidescharm (Twitter) with questions.

BSidesCharm Inc is an official 501(c)(3) non-profit organization

Security 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 format varies from structured presentations to smaller break-out groups, but both provide a direct connection between the speakers and the audience.

BSides Timeline
- 2009: BSides was born when several quality speakers were unable to find space in a mainstream conference
- 2010: The first BSides event is held in Europe
- 2014: More than 40 BSides events held worldwide
- 2015: BSidesCharm comes to Baltimore, MD - 299 people check in!
- 2015: The 200th global BSides event is held in June
- 2016: BSidesCharm held - 611 people checked in!
- 2017: BSidesCharm held - 885 people checked in!
- 2018: BSidesCharm held - 1,079 people checked in!
- 2019: BSidesCharm held - 1,140 people checked in!
- 2020: BSidesCharm postponed following Covid-19 health and safety guidelines
- 2022: BSidesCharm held – 1,072 ticket sold, 570 people checked 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 through involvement from all who attend. Rather than

rushing speakers away after their talks, at BSides events, the conversations continue, and new ideas are born. Sponsoring allows you to become part of that conversation!

Target Audience

BSidesCharm welcomes 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 skillset to students looking for potential career opportunities in the security community to industry leaders 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 boundaries defined. 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 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 worldwide.

Participation
BSidesCharm is not made up of members but rather participants. Each person participating in BSidesCharm brings something that benefits our local cybersecurity community. Some bring hardware, some bring organizational skills, and some bring their friends. Sponsoring enables you to engage with attendees and participate in valuable conversations. The organizers hope your participation will enable another great BSides event.

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

Support and Sponsorship

The Value of Sponsorship
The goal of BSidesCharm is to offer small, intimate events where all participants can engage each other to help develop connections and friendships while networking with different industry professionals.

We recognize the value of 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 designed several options for any sized organization to participate in and support this event.

Reasons to Show Your Support
We recognize your desire to support a great event and see a return on investment. The following is a list of direct benefits you may see as an event sponsor.

- <u>Brand recognition and awareness</u>: Depending on the sponsorship level, 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, BSidesCharm may provide creative and custom branding, including transportation, banners, and podcast interviews.
- <u>Big fish, small pond</u>: For some, sponsoring a large event is not within their price range, leaving them with no option for communicating their message. BSidesCharm is different! This small community atmosphere brings together active and engaged participants who want to absorb information. Sponsoring a BSidesCharm event enables you to be that big fish in a small pond and better communicate your message to an active audience.
- <u>Stay in touch with the industry</u>: BSidesCharm 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 you want to engage in soliciting feedback and bringing voice to your conversation.
- <u>Stay abreast on the next big thing</u>: 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 the live interactive engagement of individuals. Here are the various sponsorship packages that enable you to show your support and brand that support.

Sponsor Packages	Bronze $750	Silver $1500	Gold $3500	Platinum $7000
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. Any sponsor can add Hiring Village to any 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.

What is the difference between the two areas? The Sponsor Village is in a prime location that allows interaction with all the attendees. Hours for the Sponsor Village are simply the hours of the event. The Hiring Village will run on Saturday only. Sponsors will have the

opportunity to meet directly with attendees interested in job hunting, career advice, or just learning what career opportunities are available.

Regardless of the table location, we aim to provide ample foot traffic around each table. We ask that sponsors consider having giveaway items and holding prize drawings at their tables. We will gladly announce prize winners at closing or between talk sessions. The Sponsor Committee will provide more details regarding both Villages.

Payment Methods:
- Check – mail to **BSidesCharm Inc**, PO Box 167, Hanover, MD 21076
- ACH deposit – we will provide account information upon request
- Paypal – we will provide account information and/or an invoice through PayPal

Please submit the following items to reserve a sponsorship:
- Signed agreement with **ALL** information filled out (BSidesCharm will send this Agreement via DocuSign unless requested otherwise)
- Logo for event website and printing: .eps, .jpg or .png file preferred
  (1 – color, 1 – black and white)

Once we receive the signed agreement, we will generate a payment invoice. Full payment is due upon receipt of that invoice. BSidesCharm reserves the right to cancel the Sponsorship Agreement if full payment is not received within 60 days of the invoice date.

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

We must adhere to strict deadlines to meet our production times for printed material. Payment and all material (web logo, print logo, program ad) are due no later than 4PM EST on **February 3, 2023**. 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.

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 tagline on its marketing materials during the term of this Sponsorship Agreement: "Official Sponsor of BSidesCharm 2023".

3. **Production Timeline**: In order for Organizer to fulfill all promotional benefits for Sponsor, Sponsor agrees to meet all Organizer published submission deadlines. Organizer must receive Logo(s), Ad (if applicable), Banner display (if applicable) 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:
   1. The web pages associated with Organizer and Security BSides
   2. Sponsor benefit items detailed in the Support Package section
   3. 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 the invoice, Organizer may cancel sponsorship. Event materials will not include Sponsor information until Organizer receives full payment.

8. **Refunds:** Organizer will not provide Sponsor any refunds after ordered printed materials.

9. **Non-endorsement**: The use of Sponsor's name within BSidesCharm or Security BSides websites does not constitute an 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 Security BSides or Organizer has endorsed such products, services, or programs.

10. **Non-exclusivity**: Neither Security BSides nor 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 <u>not</u> provide contact information for any event attendee to Sponsor under any circumstances.

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 <u>not</u> entitled to automatic speaker, training, or workshop slots.

13. **Sale of merchandise:** The Sponsor must obtain and satisfy all necessary licensing and certificates 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**: If circumstances beyond the commercially reasonable control of Organizer interfere with, or prevent, 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 is delayed or prevented because 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 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

_____
BSidesCharm Inc, Treasurer (Printed)   BSidesCharm Inc, Treasurer Signature and Date

Please select your level of sponsorship:
_____ Platinum ($7,000 USD)
_____ Gold ($3,500 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)