

BSidesCharm 2026 – Year #10!

Thank you for your interest in sponsoring BSidesCharm 2026. We greatly appreciate your support, which is vital to the continued success and positive impact of our cybersecurity community. The previous nine Baltimore events have significantly contributed to our shared goals, and we appreciate the continued interest from both new and returning organizations.

We are proud to share that our attendee participation continues to increase year over year with both new and returning attendees. We are committed to continuous improvement and are excited about what 2026 has to offer. As in previous years, we will cap ticket sales at the maximum possible number to ensure we meet venue capacity while comfortably accommodating our staff, volunteers, speakers, trainers, and sponsors.

The 2026 program will maintain the high standards of our past events, featuring at least two talk tracks, dedicated training sessions, and hands-on workshops. The popular Hiring Village, providing valuable services such as resume reviews, mock interviews, and a space for actively hiring sponsor organizations, will also return at full capacity. This document details our 2026 sponsorship opportunities, offering various levels with benefits similar to those of previous years. Beyond the tangible benefits, we believe that the most significant aspect of your sponsorship is the opportunity to directly contribute to the community and facilitate growth and learning for others in the cybersecurity field.

We graciously request your continued support for our event. Thank you once again for considering BSidesCharm 2026. We look forward to partnering with you.

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

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 Goals

Major conferences focus on the current hot topics in information security. BSides events explore those topics and more through attendee involvement. Rather than rushing speakers away after their talks, at BSides events, the conversations continue, and new ideas are born. Sponsoring lets you be part of that conversation! Notable takeaways include:

- 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

Target Audience

BSidesCharm welcomes anyone interested in the security community. BSidesCharm is an event for all levels of experience and backgrounds – from industry professionals looking to enhance or expand their current security skill set to students seeking potential career opportunities in the security community to industry leaders looking to share their vast experience. 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 draw on throughout their careers.

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. Carried over to 2022.
- 2022: BSidesCharm held – 1,072 tickets sold, 570 people checked in
- 2023: BSidesCharm held - 1,050 tickets sold, 970 people checked in
- 2024: BSidesCharm held - 880 tickets sold, 950 people checked in!
- 2025: BSidesCharm held - 1050 Tickets **SOLD OUT!**

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

BSides Ethos

Frameworks

We aim to give people more choices by removing common conference barriers and expanding options for speakers, topics, and events.

Participation

BSidesCharm is not composed of members but rather of 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 make another great BSides event possible.

Media Coverage

Since the first event, BSidesCharm has received mass media attention and has been discussed in various online outlets, podcasts, forums, and blogs. Most individual BSides events have dedicated X feeds active not only during the event but throughout, or are discussed in many online outlets, podcasts, forums, and blogs. Most individual BSides events have dedicated X feeds that 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 with one another to build connections and friendships while networking with industry professionals. We ensure we include both the emerging workforce and the most skilled to provide ample opportunities for all.

We recognize the value of engaging a smaller audience and being the big fish in a small pond. Every organization has different goals and priorities, so we offer different levels of

participation for individuals, groups, and organizations. 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 list of direct benefits you may see as an event sponsor.

- Brand recognition and awareness: Depending on the sponsorship level, you may recognize your brand placement on t-shirts, signs/posters, event websites, lanyards, or coffee. Other creative custom brand opportunities may exist, including banners and villages.
- Big fish, small pond: For some, sponsoring a large event is beyond their price range, leaving them with no option to communicate their message. BSidesCharm is different! This small-community atmosphere brings together active, 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.
- Stay in touch with the industry: 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 to solicit feedback and bring a 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 voted upon by the industry. There is no magic to how it works, but we believe that listening to the underground can help you prepare and 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 the sponsorship packages that let you show your support and brand it.

2026 Sponsor Packages

| Sponsor Package Details | Bronze | Silver | Gold | Platinum |
|--|--------|------------------------|------------------------|--------------|
| | \$750 | \$1500 | \$3500 | \$5000 |
| Number available ¹ | 5 | 5 | 10 | 2 |
| Thank you at the 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 | | ¼ page block | ½ page block | 1 page block |
| Table in Sponsor Village | | | 1 table | 1 table |
| Table in Hiring Village ³ | | +\$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 |

Other sponsorship packages:

- **Lanyards:** \$2,500

This package includes the sponsor logo alternating on lanyards with the BSidesCharm logo, two passes, ¼ page ad block, logo on event materials and t-shirts, option to add Hiring Village, thank you at opening and closing ceremonies

¹ The overall budgeted expenses will limit the number of available sponsor packages. If expenses are adequately covered, sponsorship may close earlier than expected

² Sponsor logos will only be included on attendee shirts

³ A Hiring Village table is included in the Platinum package. Any sponsor can add Hiring Village to any Silver and Gold packages.

- **Coffee sponsor:** Sponsor may provide cups and napkins with the company logo and a custom QR code. Each option below is for a single day of the event. If you are interested in a full weekend sponsorship, please let the sponsor team know.
 - Full-Day: \$2,500: This package includes sponsor logo on event materials and t-shirts, small custom signage, two passes, the option to add Hiring Village, and a thank-you at the opening and closing ceremonies.
 - Half-Day: \$1,250: This package includes sponsor logo on event materials and t-shirts, small custom signage, one pass, and a thank-you at the opening and closing ceremonies.
- **Schedule Banner:** \$500 - banners placed outside of the primary talk tracks. This package includes: Logo on event materials and t-shirts, thank you at opening and closing ceremonies
- **Custom package:** Agreed upon amount and type of sponsorship. Be creative; we are open to customizing a package for you!

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 the Sponsor Village and the 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.

Hiring Village vs Sponsor Village

The Sponsor Village is in a prime location that allows interaction with all the attendees. Hours for the Sponsor Village are the same as the event's hours. ***The Hiring Village will run only on Saturday.*** Sponsors can meet directly with attendees interested in job hunting, career advice, or simply learning about available career opportunities.

Regardless of the table location, we aim to provide ample foot traffic around each table. We ask that sponsors consider offering giveaway items and holding prize drawings at their tables to encourage attendees to share their contact information. 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

- Other - please coordinate other modes of payment through the BSidesCharm Sponsor Team sponsors@bsidescharm.org

Please submit the following items to reserve a sponsorship:

- Signed agreement with **ALL** information filled out
- 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 or if proof of funds scheduled or extracted to BSidesCharm is not provided to BSidesCharm within 60 days of the invoice date. If a new sponsor returns the signed Sponsor Agreement inside the 60-day window before the 2026 BSidesCharm event, full payment or proof of incoming funds must be received before the first day of the event for Sponsor badges to be picked up.

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.

Deadlines

We must adhere to deadlines to meet our production times for printed material. Payment and all materials (web logo, print logo, program ad) are due no later than 8PM EST on **February 13, 2026**, which signals the end of our standard sponsor drive window. We will not delay printing production for late or missing submissions, and we will not guarantee sponsor content if this deadline is not met.

Late Sponsorships

Space and budget permitting, we will gladly accept late sponsors up until March 6, 2026; however, we cannot guarantee that sponsor information will appear in or on any printed materials.

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 2026".
3. **Production Timeline:** For Organizer to fulfill all promotional benefits for Sponsor, Sponsor agrees to meet all Organizer-published submission deadlines during the standard sponsor drive window. Organizer must receive

Logo(s), Ad (if applicable), and Banner display (if applicable) before publishing 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 noted within the Sponsor Package table above and this Sponsorship Agreement. It is Sponsor's responsibility to notify Organizer of any concerns with usage of Sponsor's trademark/logo/tagline.
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 Sponsor 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. If Organizer receives the signed Sponsor Agreement outside of the standard sponsor drive window, full payment must be received before day one of the event.
8. **Refunds:** Organizer will not provide Sponsor any refunds after event publishing orders are finalized.
9. **Non-endorsement:** The use of Sponsor's name within Organizer 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 not provide any event attendee's contact information 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 not 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 X (Formerly 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 (\$5,000)

☐ Gold* (\$3,500)

☐ Silver* (\$1,500)

☐ Bronze (\$750)

☐ Hiring Village Add-On* (\$500)

☐ Lanyard (\$2,500)

☐ Coffee (\$1,250 - \$2,500)

☐ Schedule Banner (\$500)

☐ Custom (TBD)

*The Hiring Village Add-On is currently available for Gold and Silver level sponsorships