



Security **BSidesLondon**: Sponsorship Kit

... building security from the grassroots

3rd June 2015

ILEC Conference Centre
47 Lillie Road, London, SW6 1UD

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BSidesLondon Welcome

Thank you for your interest in sponsoring Security B-Sides London (BSidesLondon).

It is pretty amazing that we are about to run this conference for the fifth consecutive year and that the need for BSides events is growing all over the globe with new events programmed for next year in Europe and here in the UK.

Year of Change

Our sponsors are important to us, we listen to your feedback on how to make things better and meet your needs! So this year will be a year of change, as I am sure you know the date has moved to continue to be alongside that «other conference»...

But we are also moving locations! The event is being held at the ILEC as it provides better logistics. It also allows to provide a better space for you the sponsors. There will be two dedicated sponsor areas: one open area for all sponsors providing financial support; another for all community sponsors

Why BSidesLondon?

If you or your staff has attended to one of the previous BSidesLondon they can testify of their overall quality. Our success has been due to the fact that no other event caters the local UK information security industry like we do and no other involves the Infosec community like we do.

BSidesLondon combines security expertise from a variety of platforms in search of the “next big thing” in information security. Like other BSides events, BSidesLondon is an open platform that give security experts and industry professionals the opportunity to share ideas, insights, and develop longstanding relationships with others in the community. It is a rare opportunity to directly connect and create trusted relationships with key members of the community.



Although the event itself is free to participants, the cost of hosting such an event is borne by the organisers. This package contains sponsorship information for BSidesLondon14. We have put together different levels of sponsorship and their benefits. Of course the greatest benefit is that of giving back to the community and enabling others to grow and learn.

Please do not hesitate to contact us if you have any questions or requests. You can reach us via, email at londonevents@securitybsides.org.uk and Thomas Fischer, one of the Directors and this year's sponsor coordinator, can arrange for a teleconference to discuss any queries you may have. He can be contacted by emailing thomas@securitybsides.org.uk or in twitter via dm @FVT or @BSidesLondon.

Thank you for your consideration. We value your participation at this and other Security B-Sides events.



the @BSidesLondon team

All the photos in this publication are courtesy of Jamie Duxbury, one of our members and last year's AV coordinator. <http://www.webtrickery.com/?p=246>

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.

- 2009: Launched in the United States.
- 2010: BSides breaks into the global space with the first European event.
- 2011: BSidesLondon is born. Globally we put up more than 66 events, in 39 cities, in 10 countries, on 5 continents.
- 2013: over 500 attended BSidesLondon and around the world, thousands of people have attended and many have written about their experience at BSides events.

Read more at: <http://www.securitybsides.com/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 giving a voice to the "next big thing"

BSidesLondon – The 2015 Event

June 3rd 2015, 09:00 am until late...

2 or 3 schedule tracks (CfP will be announced before end Feb 2015)

Rookie track – returning with more new talent

Unconference Track

Workshop rooms

Discussion tables

And more....

Yes that is right, June 3rd 2015 coincides with the second day of InfoSecurity Europe and while we are not related to them in any way, we are proud to be their b-side. As you all know, Infosecurity Europe are large, and very popular; they know what they are doing and indeed do their job very well. We however, cater for a smaller audience formed of makers and breakers of security. We are not an exhibition centre we are a conference.

Our content is not dictated by anyone but the participants. You as a sponsor are able to take part as one of the crowd. Your technical staff is welcome to join in the conversations, this is not a selling show, with us you roll your sleeves and dive right in.

Those with a ticket select the talks. Nowhere else do participants have the power to decide what they will listen to or discuss on the day. The security community proposes their talks (anyone one from your team can do so) and if selected, the talks are scheduled into parallel tracks (feel free to check what was on offer in previous events the range of topics and speakers has been amazing).

In the spirit of freedom there is always an “unconference track” which allows talks to be offer on the day in a free-form way.

There are plenty of people with knowledge but little opportunity to take the podium, we are also running a “Rookie track”. These are not rookies in the security area, they are simply rookies in the speaking circle.



We believe in education and sharing so workshops or master classes are also offered to cater for smaller groups. These workshops are not chosen by participants but selected by the BSidesLondon core group. If you or your colleagues have something hands- on that you can share, please feel free to submit a proposal.



Like other BSides events around the world; BSidesLondon's events, are free and community organized. They are put on by local individuals, with the express goal of enabling a platform for information dissemination and knowledge sharing. We aim to encourage participation by removing barriers to engagement and providing a wide range of speakers, topics, and events. Last year we had just over 500 participants and judging by their comments every single one got something out of it.

Putting an event of this magnitude is always a challenge but we are used to it so we know we can deliver but we need you! We need your financial support and we need your participation so that the next event is another successful one.

Past speakers include famous hackers, CISOs, nominees and winners of prestigious industry awards.

We have included the links to the booklets of our two previous events so you can see who presented but remember, apart from those selected to talk, there were many many more who also submitted.

Want to see what we have done in the past?

Take a look at our booklets:

BSidesLondon14 <http://bit.ly/BSidesBook14>

BSidesLondon13 <http://bit.ly/BSidesBook13>

BSidesLondon12 <http://bit.ly/BSidesBook12>

BSidesLondon 11 <http://bit.ly/BSideSLDNBook11>

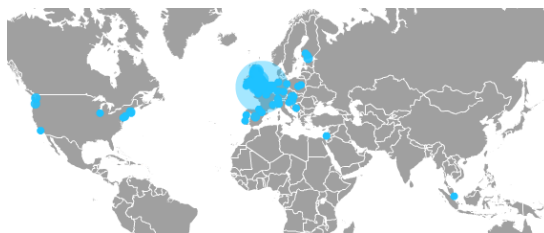


Who is the Target Audience you may ask...

We are lucky to appeal to a wide range of people and on the day every single one comes to the event willing to talk willing to share. BSidesLondon audience ranges from CISOs to students and on the day you will see them enjoying a conversation with hackers, professors, as well as buyers and sellers of security. We do not concentrate in what is fashionable, we discuss what is important to the participants. Topics vary and on stage you will see physical, network and application security represented alongside social engineering, risks and business continuity.

Every BSides event is distinct, we target the industry professional looking to offset or augment their current security skill set with that of the next-big-thing conversations. These are industry leaders, thought leaders, information security professionals, and students who wish to expand their body of knowledge. Last year we welcomed 600 registered individuals with 200 more on our waiting list *and this despite a Tube Strike*.

Our participants came from all over the UK and Europe, all genders and age range. Our demographic analysis showed that they came from various backgrounds in different sectors and verticals. Their common goal is to learn about emerging issues and connect with those who are having them. *Additional Statics can be provided upon request.*



Unlike other events where the speaker is usually rushed in and out, in BSidesLondon there is a community feel which is conducive to a more intimate environment for the attendees to directly engage the speaker before, during, and after their talk or presentation.

Participants are looking for more than just information; they are looking to make connections they will call upon throughout the rest of the year. The speakers are part of the community and as such they want to play, engage, stay, get to know people. Our motto is “building security from the grassroots”.



Sponsorship = Participation

BSidesLondon is not made up of attendees but participants, each one of whom contributes in some way: some people bring hardware, others organizational skills, or their friends. As a sponsor, you are offering to bring other resources that help fuel the conversation.

Security BSides UK and the BSidesLondon team are committed to providing a safe, supportive and harassment-free conference experience for everyone. As members of the infosec community, we welcome everyone regardless of gender, sexual orientation, disability, physical appearance, body size, race, or religion.

Sponsoring enables you to engage in the conversation and interact with those participants of interest to you and your business. The organizers hope your interest and engagement will enable another great BSides event.

BSidesLondon needs you!

We said it at the beginning and we say it again, to make all of this happen we need your financial support. BSidesLondon like other community events cannot happen without companies and individuals like you behind us.

We need your financial and creative backing every step of the way do help us bring a bigger and better event...to all.

Closer sponsor participation

Last year we all enjoyed the work that some of our sponsors put into the event. We saw technical challenges, CV clinics, workshops, video games and cracking safes. In our view these activities greatly contributed to better relationships between the supporting companies and participants. We would like to further improve on this and offer sponsors the opportunity to plan with us how you want to contribute to the main event but also how you see yourselves collaborating with other

BSidesLondon activities throughout the year.

Challenges and games are not only fun but a way we use to engage with participants outside the events; these are produced by friends some of who happen to be sponsors and usually have great prizes. The collaboration with other cons has been great and it continues to expand.

A level of support and sponsorship to suit your needs.

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 and taking your comments into consideration we have also adapted the Sponsor's packages.

BSidesLondon is like a small family, please talk to us if you want to discuss how to participate. We are keen to hear your ideas and suggestions; we will do our best to make things work to ensure the event will be a great experience for everyone.

You will notice the difference when working with us compared to any other commercial events. You are more hands on, more than signing a cheque you can roll up your sleeves and help to build the day.

Contact us at <mailto:londonevents@securitybsides.org.uk> if you would like to discuss sponsorship details (or anything else).

Let's talk money Sponsorship levels

PLATINUM "Leading sponsor" (£5000) 5 sponsors per event

- Company logo will appear in;
 - BSidesLondon's Main Event Banner
 - Screensavers at the main event
 - BSides Global Wiki
 - BSidesLondon website plus;
 - Logo will link to the sponsor website
 - a quote & description of services to appear in BSidesLondon14 sponsors page.
- Acknowledgement through the digital media:
 - Mentioned in press releases once when announcing the sponsorship. We also authorize you to make announcements concerning sponsorship once the BSides has reviewed and approved the message.
 - BSidesLondon blog via media Partner
 - Mentioned in webcast and podcasts (pre & post event) if possible
- Printed materials:
 - Share half of a page in Conference Program Booklet which is used extensively by all conference
 - Logo will appear in posters displayed around the conference centre
- On the day of the event:
 - Complementary exhibit space* to run conference activity*
 - Six (6) Complimentary *Guest* conference passes
 - Ten (10) Exhibitor conference passes
 - Approved material may be placed on swagbag at conference

GOLD "Contributing Sponsor" (£2000) 10 sponsors per event

- Company logo will appear in;
 - BSidesLondon's Main Event Banner
 - Screensavers at the main event
 - BSides Global Wiki
 - BSidesLondon website plus;
 - Logo will link to the sponsor website
 - a small description of the company will appear in BSidesLondon14 sponsors page.
- Acknowledgement through the digital media:
 - Mentioned in press releases once when announcing the sponsorship. We also authorize you to make announcements concerning sponsorship once the BSides has reviewed and approved the message.
 - BSidesLondon blog via media Partner
- Printed materials:
 - Logo and name will appear in the sponsor's page in Conference Program Booklet which is used extensively by all conference
- On the day of the event:
 - Complementary space, including a table, limited to a "pull banner" in one of the communal spaces on the day of the main event

- Logo will appear in poster displayed around the conference centre
- Three (3) Complimentary Guest conference passes
- Seven (7) Exhibitor conference passes
- Approved material may be placed on swagbag at conference

“Connecting the Underground” (£501 to £1000)

Designed for the smaller company or individual who wants to show their love for the community and their support for events like ours.

- Company logo will appear in;
 - Screensavers at the main event (smallest)
 - BSides Global Wiki
 - BSidesLondon website plus;
 - Logo will link to the sponsor website
- Printed materials:
 - Company name or small logo will appear in the general thanks to sponsors in Conference Program Booklet which is used extensively by all conference
- On the day of the event:
 - Two (2) Complimentary Guest conference passes
 - Two (3) Exhibitor conference passes
 - Approved material may be placed on swagbag at conference

The “Grass root” supporter (£100 individuals or £500 companies)

The foundation upon which all BSides are built. The donations are not made with the hope of a financial gain by the sponsor, but rather to make the statement that they support BSidesLondon.

- Grassroot donors will be thanked via the screensavers and posters at main event
- Names will appear under grassroot supporters thank you page of the event website
- One (1) complimentary conference pass

Community members (non-profits and community groups)

If you are another non-for profit organisation working in security or technology please talk to us as we are keen to expand our network of friends within the community. Collaboration for the benefit of the infosec community is what it is all about.

Want more exclusive exposure?

There are other means of sponsorship as well. You may not want or be able to do a full sponsorship but you can still get you name out there! Add any of these to your sponsor package!

- The After Party
- The catering
- Buy the drinks (happy hour)
- Get your logo in the swagbags
- Provide the WiFi
- Arrange for the Video production

	Cost £	Exhibition Space* (table/stall)	Conference Activity** (at table/stall)	Conference participation via our planned activities	Press release mention	Webcast/Podcast mention	Logo in Event Banner	Logo in Slides	Thank you during announcements	Event booklet	Available slots	Total Conference passes
“Leading sponsor” (Platinum)	£5000	Y - area	Y	Y	Y	Y	Y	Y	Y	1/2 page	5	16
“Contributing sponsor” Gold	£2000	Pull banner + small table			Y		Y	Y	Y	Y***	10	10
“Connecting the underground”	£501 £1000							Y	Y	Y****	Unlimited	5
“Grassroot supporter”	£100 £500									Name Only	Unlimited	1
“Community members “ (non-profits and community groups)	0	Y		Y				Y		Logo	Unlimited	1

****exhibit space & conference activities** platinum packages***

Remember we are not a vendor driven event and the small space allocated to your company is best used to engage our participants. Core partner has larger space and selection priority. Send your proposal of what you want to do to Thomas for approval.

*** Logo only

**** Company name or a small logo

Additional sponsorship packages talk to us re. costs

BSidesLondon – The Group

Security B-Sides London is registered with Companies House under ‘Security B-Sides UK Ltd’ and is governed by a group of volunteers who act as directors of the company, along with an executive board (to provide oversight of finances and other operational issues).

Registered company: Security B-Sides UK Ltd.

Registered in England No. 7819040

Registered Office: 145-157 St John Street, London EC1V 4PW

We are a non-profit company but we are not a registered charity.



Following UK legislation we will be submitting annual reports and accounts.

Non-profit means no one in the group gets a financial benefit or remuneration and any surplus monies are put towards Security B-Sides UK’s social purpose as defined in the company Memorandum & Articles of Association. Last year’s left over monies were donated to AbilityNet.

We are accountable to the community through our membership. Please do enquire if you want to become a member.

Despite being a group of volunteers we recognise the importance of maintaining high ethical and moral standards. We aim to follow good business practice at all times. No member of Security B-Sides UK Ltd. receives remuneration for their services to the organisation. Furthermore, no-one shall, directly or indirectly, receive any profits from their position as directors.

The directors are responsible for ensuring that the company meets its statutory and other obligations and all the members take responsibility for policy and other decisions and ensure that the group is achieving its aims and monitors the activities of the directors. You can find more about us, the global organisation, or other BSides events around the world by visiting the websites or following us on twitter.

Global BSides	BSidesLondon
	
<p>www.securitybsides.com info@securitybsides.org twitter.com/securitybsides</p>	<p>www.securitybsides.org.uk londonevents@securitybsides.org.uk twitter.com/bsideslondon Twitter event Tag: #BSidesLondon2014 www.linkedin.com/groups/BSides-London-3217976</p>