



June 4, 2022

Canisius College

**Hosted by and for the Western New York Information
Security Community**

<https://www.bsidesbuffalo.org>

Sponsorship Information

Thank you for your interest in sponsoring BSides Buffalo!

BSides Buffalo is a first-time grassroots technology conference supporting the Western New York community. It will be a one day event, on Saturday, June 4, 2022, in the recently-renovated Science Hall on the campus of Canisius College in Buffalo, NY.

Our goal is simple – to bring together technical students, hobbyists, and practitioners from across the area for a day of learning, networking, and professional development. This event will be an open and welcoming space for everyone from experienced CISOs and engineers with years of experience to new students and graduates looking to meet companies and leaders in the local information security community.

While a goal of BSides conferences in general, and BSides Buffalo in particular, is to keep prices as low as possible for attendees, there are significant expenses involved in hosting an event of this magnitude and we rely on the generosity of our sponsors to make this happen. Thanks for your interest!

Please do not hesitate to reach out if you have any questions about BSides Buffalo. You can reach us at info@bsidesbuffalo.org.

Thanks for your consideration,

The BSides Buffalo Team

First things first – what is “BSides”?

The first BSides conference was held in Las Vegas, Nevada in 2009 – the intent was to host a simple event to showcase research in information security that had been rejected from the larger Black Hat conference not due to quality, but simply due to a lack of time on the schedule. It was a roaring success, and quickly evolved into a template for organizing community-driven information security conferences all over the world.

Since then, BSides conferences have sprung up in cities around the globe, with over 700 events so far. And while each event is unique and reflects the tastes and interests of the local community, they all remain similar in that they are inclusive forums welcoming to all attendees, driven by volunteers and supported by donations from sponsors.

While there have long been BSides events in nearby cities like Rochester, Toronto, Pittsburgh, and Cleveland, this will be the first one here in Buffalo. Given the large and growing technology community in Western New York, along with the colleges offering undergraduate and graduate programs in cybersecurity, we expect turnout to be high.

Security BSides has attracted media attention and been written up in CSO Online, Network World, ComputerWorld, Information Week, The Register, ZDNet, and Dark Reading magazines, amongst many others. In addition to blog posts and podcasts, BSides has also received coverage from Hacker News Network (HNN), EFFector, and Cisco System Cyber Risk Report. Please see the full list here: <http://www.securitybsides.com/w/page/19532810/Media>.

Why is BSides Buffalo unique?

First of all, BSides Buffalo is the only community-driven information security conference in Western New York in 2022. As such, it will draw a unique population of technology professionals and enthusiasts from the area who may not have the time or funding to attend conferences in more distant locations.

Second, unique among BSides, we will have a conference track dedicated to the intersection of open source software and art, helping to expand the audience and bring in a diverse group of attendees who might otherwise never attend a technology conference. It's going to be exciting!

Reasons to Support

The goal of Security BSides is to provide an environment where all participants have a chance for genuine, one-on-one engagement to develop relationships between attendees. If you choose a higher level of sponsorship, we can provide a table in a dedicated exhibitor space that will give you plenty of access to talk with the conference audience. And if you choose a lower level, we can get your name, logo, and promotional materials into their hands.

This is the only information security conference in Buffalo for 2022, so this is a unique chance to reach this audience.

Basic Sponsorship Levels

	Bronze (\$250)	Silver (\$750)	Gold (\$1500)
Include Advertising Material in Swag Bags*	**	**	**
Logo on event web site	**	**	**
Sponsorship Announced on Twitter	**	**	**
Logo on event slideshow	**	**	**
Logo on printed program (tiered)	**	**	**
Ad in printed program		Half-page	Full-page
Logo on event t-shirt		**	**
Table space at conference			**
Included tickets to conference	1	2	4

* If you have items to give away to the attendees (stickers, stress balls, that sort of thing) we'll happily put them in the bags for free, but you'll need to be an official sponsor to put advertising materials or product fact sheets in the bags.

Additional Sponsorship Opportunities

In addition to the basic sponsorship levels above, there are also a few more specialized opportunities available:

CTF Sponsor – If you'd be interested in hosting an Internet-based Capture The Flag competition during the event, that would be wonderful! Attendees will have access to a wireless network with their own devices as well as a computer lab provided by the college. This would come with the same benefits as a Gold sponsorship above.

Breakfast Sponsor – If you'd be interested in providing the all-important coffee and donuts for the volunteers and attendees at the conference, we'd certainly be grateful. This will come with all the benefits of a Silver sponsorship above, as well as an announcement and signage thanking the sponsor for breakfast.

Lunch Sponsor – If you'd be interested in providing lunch for the volunteers and attendees, that would be highly appreciated. This would come with the benefits of a Gold sponsorship above along with an announcement and signage thanking you and (if desired) a chance to address the attendees while they eat.

Lanyard or Bag Sponsor – If you'd like to provide the badge lanyards or swag bags with your logo on them, you can get your brand into the hands of everyone at the conference. This would also come with the benefits of the Bronze sponsorship level above.

Create-Your-Own Sponsorship – Do you have an idea for a unique sponsorship that isn't listed above? Send us an email and we'd be happy to talk about it! So long as it benefits the conference and the community as a whole, we're open to almost anything.