



June 1, 2024

Canisius University, Science Hall

<https://www.bsidesbuffalo.org>

Sponsorship Information

Thank you for your interest in sponsoring BSides Buffalo!

BSides Buffalo is a grassroots, non-profit technology conference supporting the Western New York community. Our third annual event will be held on Saturday, June 1, 2024, in the recently-renovated Science Hall on the campus of Canisius University in Buffalo, NY.

Our goal is simple – to bring together technical students, hobbyists, and practitioners from across the area for an exciting and enjoyable day of learning, networking, and professional development. The event is an open and welcoming space for everyone from experienced CISOs and engineers with years of experience to students and hobbyists just beginning their career journeys and looking to meet the companies and leaders in the local infosec community.

As with BSides conferences in general, our goal is to be as accessible as possible and keep prices low for attendees. With that said, there are significant expenses involved in hosting an event of this size and we rely on the generosity of our sponsors to make it possible. Thanks again for your interest!

I hope that this document answers any questions that you have, but if you require more information or clarification please don't hesitate to reach out – I'm available at matt@bsidesbuffalo.org.

Thanks for your consideration,

Matt Gracie

Founder and Lead Organizer

BSides Buffalo

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 800 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.

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?

BSides Buffalo is the only community-driven information security conference in Western New York in 2024. 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.

Western New York has a large and vibrant technology community, ranging from established enterprises in fields like finance and manufacturing to the innovative startups popping up every year. This is the only event that draws in security practitioners from all these different places.

Who attends a BSides conference?

Attendees at a BSides conference tend to be more on the technical practitioner side of information security, rather than management or compliance. The topics for the conference talks are focused on technical research and implementation, and the other activities like the Capture The Flag contest or the lockpicking village also cater to that same audience. Some sponsors see these events more as a recruiting opportunity than a sales one, since it's rare to have a chance to meet so much engineering talent in one place.

How have past events gone?

Our first event in 2022 sold nearly 150 tickets, and the reviews were overwhelmingly positive – we had multiple tracks of speakers, sponsor space, lockpicking, a Capture the Flag competition (shared with our friends from BSides San Francisco) and more. We built on this success in 2023, selling nearly 200 tickets for an event that included all of that along with an expanded community groups room for our

friends in the nonprofit community, some new swag, and additional food and drink options for our attendees.

Given those ticketing trends, we're expecting to sell about 250 tickets this year, including the tickets that are issued at no charge to students and job seekers in exchange for copies of their resumes. We then share those resumes with our sponsors so you can have a head start on recruiting the next generation of Western New York cyber talent.

What's new for 2024?

We've got a few improvements coming in 2024 as well.

- In order to drive more traffic to the Gold Sponsor tables, we'll be issuing "stamp cards" to all attendees – if they get the card stamped by every sponsor, they can use it to enter a prize raffle at the end of the day.
- We're organizing a soldering workshop for attendees who would like to put together a simple electronic project under the tutelage of an experienced hardware hacker. This will be a free option for all attendees who are interested.
- Instead of a full printed program, we'll be shifting to a printed schedule in the swag bags along with an online program with more details about the speakers and their talk content.
- This year we're starting a cybersecurity fundamentals track called "IntroSec" – we get so many attendees who are new to the field and would really benefit from a day of learning about the basics that are necessary table stakes for success.

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.

Basic Sponsorship Levels

	Bronze (\$500)	Silver (\$1000)	Gold (\$2000)
Attendee registration information (opt-in)	**	**	**
Resumes from students and job seekers	**	**	**
Include advertising material in swag bags*	**	**	**
Logo on event web site	**	**	**
Sponsorship Announced on Twitter/Mastodon	**	**	**
Logo on event slideshow	**	**	**
Logo on printed schedule	**	**	**
Logo on event signage		**	**
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:

Coffee/Snack Sponsor – If you'd be interested in providing the all-important morning coffee or afternoon snacks for the volunteers and attendees at the conference, we'd certainly be grateful. This sponsorship would be an additional \$300 (or \$600 for both coffee and snacks) and include signage and an announcement thanking you for your support.

Lanyard Sponsor – If you'd like to provide badge lanyards for the event with your corporate logo on them, we'd be happy to use them and hand them out to all attendees. If you'd prefer that we provide them, we can have them printed and distributed for \$500.

Bag Sponsor – Much like the lanyards, if you'd like to provide tote bags with your corporate logo on them, we'd be happy to use them. If you would prefer that we print the bags up, we can add your logo along with the BSides Buffalo logo on our bags for \$600.

Badge Sponsor – For the first time this year, we're going to have electronic badges that will double as desk art after the event. If you'd like your name or logo printed on the backs of all the badges, we can do that for \$2000. Please consider that given the lead times involved in making custom electronics, we would need to establish this sponsorship by the end of February.

Soldering Kit Sponsor – Similarly, if you'd like your name or logo included on the kits that are being assembled in the soldering workshop, that can be done for \$2000. This would also need to be established by the end of February.

Door Prize Raffle Sponsor – If you have something you'd like to include in the end-of-day raffle, we'd be happy to do that!

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.