

BSides Buffalo 2027 – Hack Around And Find Out!

June 5, 2027

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 sixth annual event will be held on Saturday, June 5, 2027, 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.

In the years since then, BSides conferences have sprung up in cities around the globe, with over 1000 events so far spanning 65 countries. 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 largest community-driven information security conference in Western New York. 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’ve built on that success every year since, selling out of all our tickets in 2024 and 2025 and adding more and more activities – last year we sold well

over three hundred tickets, added a third track of speakers, and had record attendance in the soldering and lockpicking rooms.

Given the trend, we're expecting to sell four hundred tickets for 2027, maintaining our status as the largest information security event of the year in Buffalo.

If you'd like to see some of the talks from past events, they're all posted on our YouTube channel:

> https://www.youtube.com/@bsidesbuffalo1851/

What's coming in 2027?

- For the last three years, in order to drive more traffic to the Gold Sponsor tables, we issued "stamp cards" to all attendees – collecting all the stamps would enter the attendee into a prize raffle at the end of the day. This was very successful, with our return sponsors all reporting much higher engagement than in the past, and we'll be doing it again.
- In addition to the Gold Sponsor tables, we'll also have space set aside for local technology non-profit groups so they can introduce themselves to attendees and make those vital connections that strengthen our local tech community.
- Once again, we'll have two tracks of speakers, one of which is a cybersecurity fundamentals track called "Introsec" with valuable information aimed at students, career switchers, and other people new to the field. The other is the more advanced technical content that experienced security practitioners and BSides attendees would expect.
- As always, our friends from TOOOL Rochester will be running a lockpicking clinic all day, and we'll be bringing back the Capture The Flag contest and the soldering workshop.
- We're making a concentrated effort to reach out to the cybersecurity students at colleges and universities in the area, issuing free tickets in exchange for their resumes, which we will distribute to the sponsors. This is an excellent chance for the students to network and make connections, and for the sponsors to meet the next generation of Western New York cyber talent.
- We had our first panel session in 2025 and it was very well-received; we're looking to add more this year, including a "hiring and HR" panel to answer questions for all of the people new to our industry trying to get their foot in the door.

Reasons to Support

BSides Buffalo is the single largest information security event of the year in the Buffalo/Niagara region. It draws skilled practitioners and security professionals from both Western New York and Southern Ontario for a day of networking and training that they can't get anywhere else.

In keeping with the precepts of BSides events, we work very hard to make these events accessible and inexpensive for the attendees, which means that we are dependent on our sponsors to make them possible.

As a sponsor, this is a unique chance to make connections with a population of analysts, engineers, and architects who are generally very difficult to reach all in one place. 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. Sponsoring this event helps to establish your reputation as a supporter of the local technology community, among the people who make the technical decisions in their organizations.

Basic Sponsorship Levels

	Bronze ($500)	Silver ($1500)	Gold ($2500)
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 Social Media	**	**	**
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.

Lunch Sponsor – We provide box lunches and drinks for all attendees, including vegetarian and gluten-free options. If you'd be interested in sponsoring the lunch for an additional $4000, we'll put up signage and make multiple announcements.

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 $600.

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 $750.

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.