

Sponsorship Kit



BSidesNYC is an information security conference coordinated by security professionals within the tri-state area as part of the larger BSides framework. BSidesNYC held its inaugural conference in 2016 where it was attended by just under 400 professionals and sponsored by 13 amazing companies.

The conference prides itself on building an environment focused on technical content covering a wide range of security topics - from offensive security to digital forensics and incident response. Attendees experience hands on workshops in hardware hacking, lockpicking and embedded device testing. Beyond the workshops, the conference organizers have also held sessions on entrepreneurship and partnered with organizations that support people of color and women in cyber security.

Audience

Prior conferences have drawn in industry professionals across all vertical markets.

- **Industry:** Information and Network Security, IT/Telecommunications, and Financial Services
- **Roles:** Security Engineers, Developers, Managers, Director-level

Sponsorship Levels

BSidesNYC allows sponsors to gain lasting brand recognition to a more intimate level with perspective clients in the tri-state area by establishing themselves as a supporter of the local security community. An approved logo of your choice will be added to the corresponding items below.

Contact
bsides@bsidesnyc.org
www.bsidesnyc.org
@BSidesNYC

Event Information
Jan. 20, 2018 - 9am to 5pm
John Jay College
524 W. 59th St.
New York, NY 10019

#BSidesNYC

	Banner	T-Shirt	Website	Materials	Media Coverage
Platinum (\$2000)	X	X	X (Large)	X (Large)	X
Gold (\$1500)			X	X	X
Silver (\$1000)			X		X

Support Terms and Conditions Agreement

Sponsorship Agreement: between the event-specific Security B-Sides organizer ("Organizer") and ("Sponsor") is valid from the date it is fully executed through the end of the sponsored event (or a 12 month period for Global Sponsors).

Sponsor Marketing Use Agreement: Sponsor may use the following tag line on its marketing materials during the term of this Sponsorship Agreement: "Official Sponsor of Security B-Sides".

Production Timeline: In order for Organizer to fulfill all promotional benefits for Sponsor, Sponsor agrees to meet all Organizer related submission deadlines:

Trademark/Logo, Sponsor URL, Ad (if applicable), Banner display (if applicable), will be sent within 10 business days from the date this Sponsorship Agreement is fully executed. All items will be submitted one month prior to the event or production deadline.

Sponsor Trademark Usage Agreement: Sponsor agrees to allow Organizer to use Sponsor's trademark/logo/tagline solely to perform and fulfill its obligations under the Sponsorship Kit and this Sponsorship Agreement.

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: The Web banner add to be posted on the event and Security B-Sides Web pages Sponsor benefit items Organizer detailed on the Support Package section Any Exhibit Hall promotional banner and signage/lanyard, etc.

Web Reference: Sponsor may publish an Internet hyperlink from Sponsor's website to the event-specific and Security B-Sides 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 Sponsor.

Payment: Full payment must accompany this application and Sponsorship Agreement and be received by Organizer. Payment can also be sent via PayPal. Failure to pay full balance will subject sponsorship to cancellation.

Non-endorsement: The use of Sponsor's name within Security B-Sides or event-specific websites or mailing lists does not constitute endorsement by Security B-Sides or Organizer of the Sponsor, the Sponsor's services, products or programs. Additionally, the Sponsor is not permitted to represent in any manner that such products, services, or programs have been endorsed by Security B -Sides or Organizer.

Non-exclusivity: Neither Security B-Sides or Organizer awards exclusive sponsorship or establishes exclusive relationships with Sponsors. Sponsor shall not imply that such a preferential relationship exists between Sponsor and Security B-Sides or Organizer.

Limited Liability: In the event that circumstances beyond the commercially reasonable control of Organizer interferes with, or prevents, 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 B-Sides, 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.

Force Majeure: Neither Security B-Sides, 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 are delayed or prevented by reason of any act of God, fire, natural disaster, accident, act of government, or any other causes beyond its commercially reasonable control.

Rejection: Security B-Sides and Organizer reserve the right to reject a potential sponsor for any reason.

Entire Agreement: This and all attachments hereto, constitute the entire Sponsorship Agreement.

Sponsorship Level (Check One)

Platinum (\$2000.00)

Gold (\$1500.00)

Silver (\$1000.00)

Custom (Amount/Item) _____

Authorized Company Representative (print name)

BSidesNYC Representative (print name)

Authorized Company Representative (sign/date)

BSidesNYC Representative (sign/date)