

# Sponsorship Prospectus



BSidesNYC is an information security conference coordinated by security professionals within the tri-state area as part of the larger BSides framework. The conference prides itself on building an environment focused on technical content covering various 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 cybersecurity. BSidesNYC, Inc is a 501(c)(3) registered in New York State.

## Venue

All past BSidesNYC events have been held at John Jay College on 59th Street, between 10th and 11th Avenues in Hell's Kitchen.

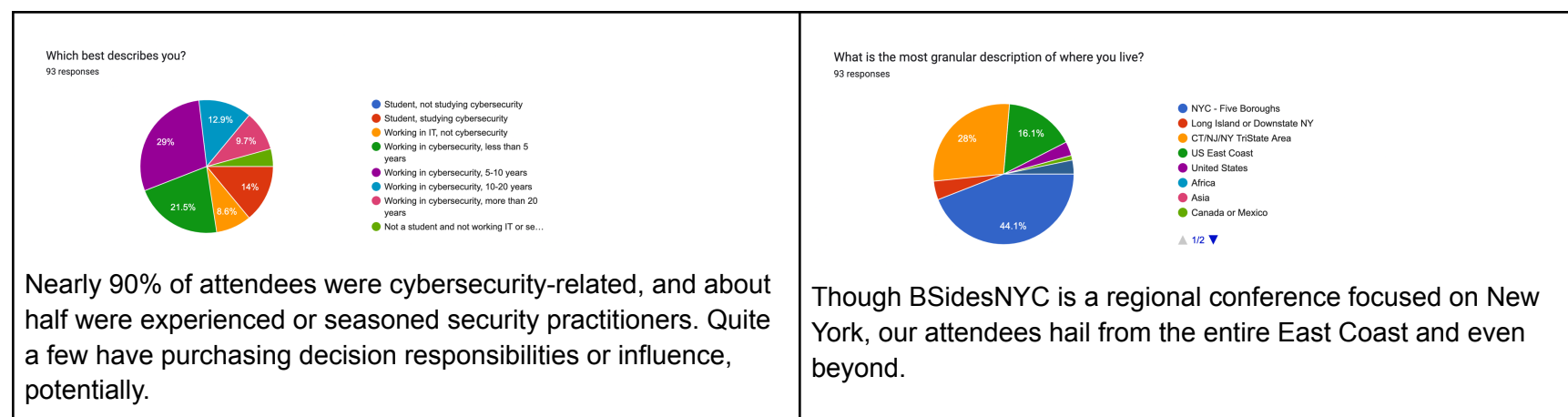


In the photo, you can see the Atrium and Mezzanine.

Please note that the venue is subject to change.

## A Look At Our Attendees

As a privacy-conscious, community-based conference, we do not collect any personally identifiable information from our attendees. However, we did conduct an anonymous survey in 2023.



Checkins for previous conferences are as follows:

Year	Check-ins
2016	368
2018	612
2023	779

## Key details for 2024

Date	October 19, 2024, One Day Only
Location	New York City, Borough of Manhattan
Email	bsides@bsidesnyc.org
LinkedIn	BSidesNYC
Mastodon	@BSidesNYC@infosec.exchange
X	@BSidesNYC
Programming	<p>In 2023 we had the following tracks:</p> <ul style="list-style-type: none"><li>• Red</li><li>• Blue</li><li>• Other colors</li><li>• Workshops</li></ul> <p>We also had villages and CTFs.</p> <p>In 2024, we will repeat all of the above and add an entrepreneur track.</p>

## Sponsorship Opportunities

As with any community-driven conference in cybersecurity, the event organizers do not collect personally identifiable information. There are no leads to be shared. However, sponsors are welcome to capture leads independently using their sponsorship. A prize giveaway is one popular method, for example.

## Sponsorship Levels

Below are the sponsorship levels and benefits:

- Gigabit, Limit 8, \$6000
- Megabit, Limit 18, \$3000
- Kilobit, No limit, \$1500

	Gigabit	Megabit (Limit 18)	Kilobit (No limit)
Logo on event signage	✓	✓	✓
Logo on BSidesNYC website	✓	✓	✓
Social media announcement	✓	✓	✓
Registration bag swag participation	✓	✓	✓
Sponsor Passport and raffle participation	✓	✓	✓
Table - Mezzanine		✓	
Table - Atrium	✓		
Sponsor badges	4	2	1

- Social media: BSidesNYC will post on all three channels with the sponsor's logo and tagging the sponsor, if available.
- Website: The sponsor's logo will be on the BSidesNYC website.
- Signage: The sponsor's logo will be on the main overview signage at the event.
- Bag swag participation: Each attendee will receive a bag including their badge and other goods. Sponsors may send reasonably sized swag to be included in the bag.
- Sponsor Passport: Eligible sponsors will be provided a stamp. Each attendee will have a card to collect stamps from sponsors. Attendees who received a stamp from each sponsor may enter into a raffle for a prize. BSidesNYC will provide the prize and announce the winner at the end of the conference.

- Table - Atrium: The sponsor will have a six-foot table in an area with high traffic throughout the day. There are no walls to hang signage. Sponsors may display tablecloths and self-standing banners. Though sponsors have had power in the past, it is not guaranteed.
- Table - Mezzanine: The sponsor will have a five-foot table in an area with less traffic. There are no walls to hang signage, but sponsors may display tablecloths and self-standing banners. Though sponsors have had power in the past, it is not guaranteed.
- Sponsor badges: A badge to attend the conference.

## Sponsorship Add-Ons

Sponsors at any level (kilobit, megabit, gigabit) are eligible for additional sponsorship opportunities.

- Water bottles, Limit 1, \$2250
  - BSidesNYC will co-brand a water bottle label with the sponsor.
  - BSidesNYC will purchase 2,000 water bottles.
  - Water bottles will be distributed to all the talk track rooms.
  - Attendees can take the bottles for free.
- Lanyards, Limit 1, \$2250
  - BSidesNYC will co-brand badge lanyards with the sponsor.
  - Lanyards will be distributed along with conference badges.
- Bag, Limit 1, \$1500
  - BSidesNYC will co-brand badge lanyards with the sponsor.
  - Bags will be distributed to all attendees.
- Lunch, Limit 10, \$2250
  - All attendees are given tickets to redeem a brown bag lunch.
  - For each unit of lunch sponsorship, we will affix a sticker of your choice onto 100 lunch bags.
  - Your sticker design may include the BSidesNYC logo.
  - Your sticker design is subject to BSidesNYC approval.
  - Your logo will be included in signage at the tables where attendees pick up their lunch.

## Sponsorship Process

1. Interested vendors should fill out this Google Form (<https://forms.gle/kkDbR5zomTdHFVBh9>) to start the process. The day you submit is noted as the Submission Date.
2. BSidesNYC will review the form submission.
3. If everything looks fine, you will receive a document to e-sign. The day this goes out is the Issue Date. You will have one calendar week to sign. Failure to sign within a week may result in loss of discounts or a different vendor taking precedence in the queue.
4. Once you've signed, you have two weeks to send the payment. Failure to pay within two weeks may result in loss of discounts or a different vendor taking precedence in the queue.

## Sponsorship Discounts

We offer two types of discounts:

1. Early-bird discount: Sponsors with a Submission Date before June 3, 2024, are entitled to a 10% discount.
2. Loyalty discount: Repeat sponsors are eligible for a discount based on the following schedule.

Sponsor since 2023	2.5%
Sponsor since 2018	5%
Sponsor since 2016	10%

Discounts are combined geometrically if a sponsor is eligible for both.

Discounts only apply to sponsorship levels, not sponsorship add-ons.

## The Fine Print

In the document to e-sign, you will find these terms and conditions:

1. Sponsorship Agreement: between the BSidesNYC organizer ("Organizer") and ("Sponsor") is valid from the date it is fully executed through the end of the sponsored event.

2. 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 BSidesNYC".
3. Production Timeline: In order for Organizer to fulfill all promotional benefits for Sponsor, Sponsor agrees to meet all Organizer related submission deadlines.
4. Sponsor Trademark Usage Agreement: Sponsor agrees to allow Organizer to use Sponsor's trademark/logo/tagline solely to perform and fulfill its obligations under his Sponsorship Agreement.
5. 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 ad to be posted on the event and BSidesNYC Web pages.
6. Web Reference: Sponsor may publish an Internet hyperlink from Sponsor's website to the BSidesNYC website, 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.
7. Payment: Full payment must accompany this Sponsorship Agreement and be received by the Organizer within two weeks of execution of this Sponsorship Agreement. Failure to pay full balance will subject sponsorship to cancellation.
8. Non-endorsement: The use of Sponsor's name within the BSidesNYC website or mailing lists does not constitute endorsement by BSidesNYC 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 BSidesNYC.
9. Non-exclusivity: BSidesNYC does not award exclusive sponsorship or establishes exclusive relationships with Sponsors. Sponsor shall not imply that such a preferential relationship exists between Sponsor and BSidesNYC.
10. 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 BSidesNYC as well as its 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.
11. Force Majeure: Neither BSidesNYC nor 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.
12. Rejection: BSidesNYC reserves the right to reject a potential sponsor for any reason.
13. Entire Agreement: This and all attachments hereto, constitute the entire Sponsorship Agreement.

## Redlining

BSidesNYC is a non-profit run entirely by volunteers. We are unable to accommodate redlines.