



BSides Canberra 2019
March 15-16, 2019
sponsorship@bsidescbr.com.au
@bsidescbr
<http://www.bsidescbr.com.au>

BSides Canberra presents:

Cybernats 2019

Thank you for your interest in sponsoring the Security BSides event in Canberra – Cybernats 2019! Following on from the success of BSides Canberra over the last 3 years, we are happy to be announcing our fourth conference.

Cybernats is expecting to draw a large number of Infosec professionals and enthusiasts from around Australia and overseas. In 2016, we sold out to a capacity of 360 people. In 2017, we extended our space to a capacity of 700 delegates and sold out 6 weeks prior to the conference start date, with 250 people registering on a waiting list. In 2018, we sold out 2 weeks before the conference start date and hosted 1,900 people, making BSides Canberra the largest cyber security conference in Australia.

In 2019, we are upgrading our venue. The Cybernats 2019 program will consist of a presentation track, 2 workshop tracks (hardware & locksport), a breakout facility for the CTF, and additional rooms for extra content. Since our goal is to keep the event as low-cost as possible to the delegates, we ask that you, our sponsors, continue to generously support the event.

This package contains our 2019 sponsorship information. We have put together multiple levels of sponsorship, each with their own benefits. Of course, one of the greatest benefits is that of giving back to the community and enabling others to grow and learn.

Please do not hesitate to contact us if you have any questions or requests. You can reach us via email at info@bsidesau.com.au or via twitter using @bsidescbr. Thank you for your consideration.

Silvio & Kylie
BSides Canberra Co-Directors



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Cybernats Information

Presented by BSides Canberra, Cybernats is the largest computer security conference in Australia – with 1,900 people attending in 2018. This year, Cybernats will be able to accommodate up to 3,000 people.

Cybernats timeline

- 2016: The first BSides Canberra event is held in Australia – selling out to capacity with 360 registrations!
- 2017: BSides Canberra sells out again and doubles to 700 delegates.
- 2018: BSides Canberra changes venue to Exhibition Park – selling out with 1,800 online registrations 2 weeks before the conference. 80 additional registrations were released from the waiting list before the conference & approximately 20 registrations were sold during the conference. With 1,900 total registrations, BSides Canberra becomes the largest computer security conference in Australia (including professional conferences) .
- 2019: BSides Canberra hosts Cybernats 2019!



Cybernats facts

- Thousands of people have attended and written about their experiences at BSides Canberra.
- Always community organised, volunteer driven, and funded through sponsors.
- The focus is on expanding the spectrum of conversation.
- We provide a voice to the next big thing.

Target Audience

BSides Canberra has established that it is open conference to everyone vested in computer security. These are industry leaders, information security professionals, government organisations, and even students and hobbyists who wish to expand their body of knowledge. People who attend have various backgrounds in different sectors and verticals. Their common goal is to educate themselves on technical computer security issues and connect with those who are having them.



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Media Coverage

Since the first event, BSides has gathered mass media attention and has been written up or talked about in many different online outlets, podcasts, forums, and blogs. In 2018, BSides Canberra was covered by Tripwire and The Register. The BSides Canberra twitter hashtag has become trending in the Canberra region and within Australia during the conference.

BSides Canberra 2018 Feedback



Ricki Burke @CyberSecRicki · Apr 15

What a weekend! Congrats to @silvioesare, @kylieengineer, all the volunteers, @elttam plus everyone else involved, you successfully pull off the biggest AU infosec conference of the year. Thanks for having me! #BSidesCbr @BSidesCbr



Stephen A. Ridley @s7ephen · Apr 15

Replying to @silvioesare @BSidesCbr @kylieengineer

Awesome! Not surprising to me at all. Great energy at that con...great organizers :-) It will be double that next year



Darsh @drsh0 · Apr 15

I learnt so much during my time at @BSidesCbr. Deeply thankful to all the organisers, volunteers, presenters, and sponsors for making it happen 😊
Highlights: ASD keynote, PHV, hardware keynote, IOS analysis, and FOI.



Mercury ISS @mercuryiss · Apr 14

Thanks for having us @BSidesCbr a fantastic event and testament to the dedication of the organisers & spirit of the community.

“Overall the conference was a great experience and a great way to learn something and meet new people too. With attendance more than doubling each year there is no actual venue big enough in town to hold everyone, but who knows, maybe they can hack something together.” -
<https://www.stephenawells.com/5-interesting-things-i-learnt-at-bsides-canberra/>

“Overall, we’ll definitely come back next year and we look forward to catching up with the people we met and practicing our lock sport. As a person pretty new to the cybersecurity industry it was really



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good to see so many helpful attitudes and willingness to work and learn together.”

<https://nickhayden.com/blog/bsides-wrap-up/>

“This was the biggest community based hacking conference in Australia. And super cheap as well at only \$50. When [another conference] which I went to earlier is \$500 and I reckon this one is better.”

<https://www.youtube.com/watch?v=TyV5A7UyL0M>



Ryan Easte

Security Consultant (Security and Privacy Risk Services) at RSM Australia
3w



This weekend was spent at BSides Security Con in Canberra, the turn out was outstanding, somewhere around 1800 in attendance. Hardware hacking dominated the con with the offensive track not taking center stage so much as I have seen at other events which was refreshing. Unfortunately world political events tainted morning and afternoon socialising opportunities Saturday which erked me a bit but I met alot of really top people, both those young and excited, women, and the disabled but that's another topic ! **Elliott Brink** delivered his best talk yet on FOI to a crowd of 400+ demonstrating that this new attack vector should no longer be set aside in the "too hard basket" laughter and thunderous applause validates this observation. Thanks to **BSides Canberra** and all the sponsors but especially to the volunteers.



Warren J.

Cybersecurity Student at Flinders University
2w



I thoroughly enjoyed **BSides Canberra** I would like to thank all the Speakers, Volunteers, and Organisers for supporting the event, and making it amazing!

I'm very grateful of, and would also like to thank **Hackers Helping Hackers** for providing me with the opportunity to go to these events. They are all great people that spend their time helping people get into the information security community.

Thank you to all the sponsors of **BSides Canberra**, and **Hackers Helping Hackers**. Without their financial support these events, and programs would not be able to run.



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BSides Canberra 2017 Feedback

 **Patrick Gray** @riskybusiness · 10h
This actually happened. I have socks older than these kids and they're popping real 0day in the CTF gear. Awesome.

Code Cadets @CodeCadets
So yesterday we inadvertently found a 0-day at the @BSidesCbr CTF. Working with @__sw1tch__ @TheColonial on a security disclosure.

↳ 3 ↻ 8 ❤️ 48

 **Stephen A. Ridley** @s7ephen · 6h
I've learned that there are still pockets of soul in Infosec. Glimmers of how it used to be. The Aussie scene is where it's at.

↳ 4 ↻ 12 ❤️ 35

 **caseyjohnellis** @ aus @caseyjohnellis · Mar 17
...
@ACSCConference = australia's @blackhat
@BSidesCbr = australia's @defcon

two valuable, brilliantly run cons. proud of our scene!!!

↳ 1 ↻ 2 ❤️ 34

BSides Canberra 2016 Feedback

Geoff Carstairs @pr0cy0n Apr 16
Mad props to all the organisers of #BSidesCbr for putting on a fully great conference. Already can't wait for next year. @BSidesAUstralia

Liam @liamosaur Apr 16
#bsidescbr was a wild success. Props to everyone involved. See you all again next year <3

Michael McKinnon @bigmac Apr 16
A well deserved and truly heart felt standing ovation from everyone to close #BSidesCbr. Bravo to @BSidesAUstralia!



Support and Sponsorship

The Value of Sponsorship

Every organisation will have different goals and priorities which is why we offer different levels of participation for every individual, group, or organisation. We have specifically designed a variety of options for any sized organisation to participate and support this event.

Reasons to Show Your Support

We recognise your desire to not only support a great event, but also to see return on your investment. The following are a list of direct benefits you can see as an event sponsor.

- Brand recognition and awareness: Depending on the level of sponsorship, you may recognise your brand placement on some or all of the following: signage, lanyards, website, or attendee badges.
- Stay in touch with the industry: BSides enables its supporters and participants to identify and connect with industry leaders and voices. These participants represent the social networking of security. They are the people with whom you want to engage to solicit feedback and bring voice to your conversation.
- Stay abreast on the next big thing: Nobody knows what the “next big thing”. There is no magic to how it works, but we believe that listening to speakers can help prepare you and help identify what the next big thing might be.

Here are all the various sponsorship packages that enable you to not only show your support, but also brand that support.

Sponsor Packages	Bronze \$1500	Silver \$3000	Gold \$5000	Diamond \$10k	Platinum \$15K
Number available	*	*	*	4	2
Thank you at event opening and closing	X	X	X	X	X
Logo on event web site and materials	X	X	X	Sub-Prime Placement	Prime Placement
Ad space in event booklet		¼ page block	½ page block	¾ page block	1 page block
Sponsor provided, free-standing banner in plenary room					Prime Placement
Number of passes	2	4	4	6	10

* - The number of available sponsor packages will be limited by the overall budgeted expenses. If expenses are adequately covered, sponsorship may close early.

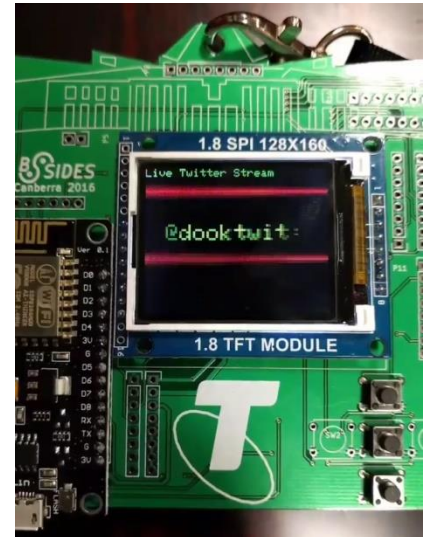
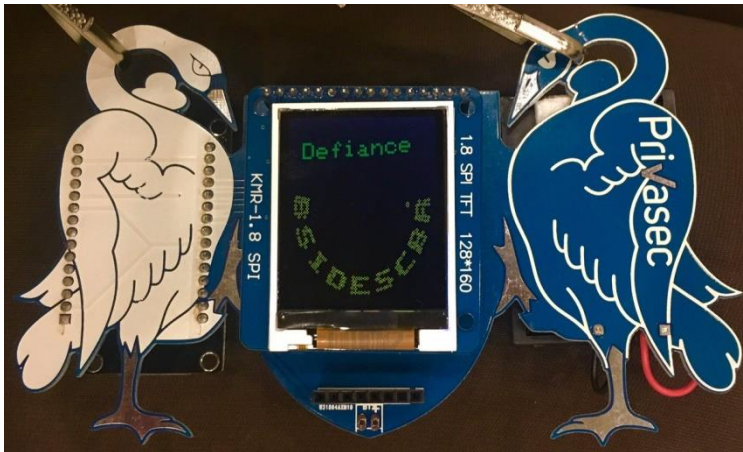


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Add-on packages:

These options can be added to a sponsorship tier to provide your company more coverage

- ~~Lanyards: \$5000 (sponsor logo within design) - taken~~
- ~~Hardware Delegate badges: \$10,000 (1 available) (previous badges displayed below) - taken~~
- Hardware Village: \$5,000 (Placement of a sponsor-provided banner in village – for both days)
- Lockpicking & Physical Security Village: \$5000 (Placement of a sponsor-provided banner in village – for both days)
- Merch Desk: \$1,000 (A desk for both days in our merch area)
Note: A desk that will do particularly well are those who sell items most people don't want to pay for with a credit card. Suggested items include Lock picks, RFID cloners, WiFi pineapples, etc. We want our attendees to be able to visit your table and walk away with pride over something tangible or something they just did that supports the hacker community.
- Prize Sponsor: to be negotiated
- Custom package: Agreed upon amount



Payments:

- Methods
 - Credit Card
 - Direct Deposit
- We will provide the appropriate mailing and/or account information with the invoice

Please submit the following items as soon as possible:

- Signed agreement (last 2 pages of this document) with sponsorship level filled out
- Logo for event web site: .jpg or .png file
- For Silver sponsors and above, an ad for the program booklet: .pdf or .jpg file



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- page dimensions and print details will be passed along shortly

In order to meet our production times for printed material, we must adhere to strict deadlines. All material is due no later than COB on Jan 10, 2019. We will gladly accept sponsors after this deadline, but there is no guarantee sponsor information will appear in any of the printed material.

Due to the popularity of BSides Canberra, it is likely it may hit capacity and become sold out. **If the names & details of the persons using the sponsor's passes have not been provided by Jan 10, 2019, and the event is sold-out, the tickets will be released for sale to the general public.**



Support Terms and Conditions Agreement

1. **Sponsorship Agreement:** between the event-specific Security B-Sides organiser (“Organiser”) 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 Security B-Sides”.
3. **Production Timeline:** In order for Organiser to fulfill all promotional benefits for Sponsor, Sponsor agrees to meet all Organiser related submission deadlines:
 - a. 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.
 - b. All items will be submitted 6 weeks prior to the event or production deadline.
4. **Sponsor Trademark Usage Agreement:** Sponsor agrees to allow Organiser to use Sponsor’s trademark/logo/tagline solely to perform and fulfill its obligations under the Sponsorship Kit and this Sponsorship Agreement.
5. **Sponsor Trademark Usage:** Notwithstanding Section 4 above, Sponsor agrees to allow Organiser the right to use Sponsor’s trademark/logo/tagline and graphics on all of the promotional benefits, including but not limited to:
 - a. The Web banner ad to be posted on the event and Security B-Sides Web pages
 - b. Sponsor benefit items Organiser detailed on the Support Package section
 - c. Any Exhibit Hall promotional banner and signage/lanyard, etc.
6. **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.
7. **Payment:** Full payment must accompany this application and Sponsorship Agreement and be received by Organiser. Failure to pay full balance will subject sponsorship to cancellation.
8. **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 Organiser 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 Organiser.
9. **Non-exclusivity:** Neither Security B-Sides or Organiser 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 Organiser.
10. **Attendee contact information:** Organiser will not provide any event attendee contact information to Sponsor under any circumstances.
11. **Limited Liability:** In the event that circumstances beyond the commercially reasonable control of Organiser interferes with, or prevents, Organiser from fulfilling, in part, or all of, Sponsor’s promotional benefits under this Sponsorship Agreement, Sponsor, by signing this Sponsorship



Agreement, holds Organiser, 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.

12. **Force Majeure:** Neither Security B-Sides, Organiser, 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.
13. **Rejection:** Security B-Sides and Organiser reserve the right to reject a potential sponsor for any reason.
14. **Entire Agreement:** This and all attachments here to, constitute the entire Sponsorship Agreement.

By signing below, you agree to all terms and conditions presented above.

 Sponsor (Printed Name)

 Sponsor (Signature)

 Sponsor (Company Name)

 Sponsor (Company Address)

 BSidesCanberra. Rep.(Printed Name)

 BSidesCanberra, Rep. (Signature)

Please select your level of sponsorship:

Packages	Amount	Select
Platinum	\$15K	
Diamond	\$10K	
Gold	\$5,000	
Silver	\$3,000	
Bronze	\$1,500	
Other: _____	\$ _____	