



BSides Canberra 2017
April 13-14, 2018
info@bsidesau.com.au
@bsidescbr
<http://www.bsidescbr.com.au>

BSides Canberra 2018 – Third time is a charm!

Thank you for your interest in sponsoring the Security BSides event in Canberra – BSides Canberra 2018! Following the success of both BSides Canberra 2016 and 2017, we are happy to be announcing our third conference.

BSides Canberra will run immediately after the annual ACSC Conference and is expected to draw a large number of Infosec professionals and enthusiasts from around Australia and overseas. In 2016 we sold out to capacity of 360 people. In 2017 we extended our space to 700 and sold out to capacity 6 weeks before the conference start, with 250 people on a waitlist.

In 2017 we had 38 staff and 45 speakers and hosts that were selected in a competitive CFP round. Our CFP received 155 submissions, giving us an acceptance rate of 19% - ensuring that we had high caliber presentations.

In 2018 we are upgrading our venue to Exhibition Park in Canberra (EPIC). We have booked the Conference Centre and the Coowong Pavilion, giving us space for 1800 delegates. The BSides Canberra 2018 program will consist of 1 presentation track, 1 workshop track (hardware & RF), a breakout facility for the CTF, and additional rooms and content. Since our goal is to keep the event as low-cost as possible to participants, we ask that you, our sponsors, continue to generously support our event.

This package contains our 2018 sponsorship information. We have put together multiple levels of sponsorship, each with their own benefits. Of course the greatest benefit 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](https://twitter.com/bsidescbr). Thank you for your consideration.

Silvio & Kylie
BSidesCanberra Co-Directors



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BSides Information

Security BSides is a framework of international events that enables individuals to expand the spectrum of conversation beyond the confines of traditional media. Frameworks such as BSides allow individuals to drive the event, shape the media, and most importantly encourage participation.

BSides timeline

- 2009: BSides was born when a number of quality speakers were unable to find space in a mainstream conference
- 2010: The first BSides event was held in Europe
- 2011: More than 20 BSides events held worldwide, including new events in US, India, Hong Kong and Australia
- 2012: More than 25 BSides events held worldwide, including new events in US, Africa and Brazil
- 2013: More than 40 BSides events held worldwide
- 2014: On track for more than 40 BSides events worldwide
- 2015: The 200th BSides event is held in June
- 2016: The first BSides Canberra event is held in Australia – selling out capacity with 360 registrations!!

BSides facts

- Thousands of people have attended and written about their experience at BSides events
- Always community organized, volunteer driven and corporately funded
- Focus is on expanding the spectrum of conversation
- Provides a voice to the next big thing

Target Audience

BSides Canberra has established that it is open to everyone interested 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 learn about technical computer security issues and connect with those who are having them.

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. Last year BSides Canberra was covered by Tripwire and The Register. The BSides Canberra twitter hashtag became trending in the Canberra region and within Australia.



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BSides 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



Metlstorm @Metlstorm · 10h

I had forgotten how much fun hacker cons can be when there's a lot of "not my problem" 😬 thanks @BSidesCbr! Love your work.

5 4 46



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



Chris Eagle @sk3wl · 11h

@TheColonial @BSidesCbr Thanks for a great CTF. It was really a pleasure to participate. I'm already looking forward to next year!

2 2 8



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BSides 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

Kevin Alcock @kevinnz Apr 16

@BSidesAUstralia Thank you **#BSidesCbr** for making an awesome event!

Dilesh Mistry @silverlywind Apr 16

So much fun was had @BSidesAUstralia until next time. Shoutout to everyone.  **#BSidesCbr** #silviocon

Kate Pearce @secvalve Apr 16

Thanks all the awesome ppl who made **#bsidescbr** happen, thanks to all I caught up with or met. T'was awesome! G'night till next time!

Dr Ratton @docratton Apr 16

First early night in a week & by early I mean not 3am. Thanks #acsc2016 and **#BSidesCbr** for a fun filled security week.

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

Reasons to Show Your Support

We recognize 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 may see as an event sponsor.

- **Brand recognition and awareness:** Depending on the level of sponsorship, you may recognize your brand placement on some or all of the following: signage, lanyards, website, or attendee badges. Based on your level of participation, creative and custom branding may be arranged including transportation, banners, and podcast interviews.
- **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 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” will be, but these events are community driven with presentations voted upon by the industry. 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.

We see the benefit in support not in the cold call connection, but in the live interactive engagement of individuals. 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	*	*	*	3	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



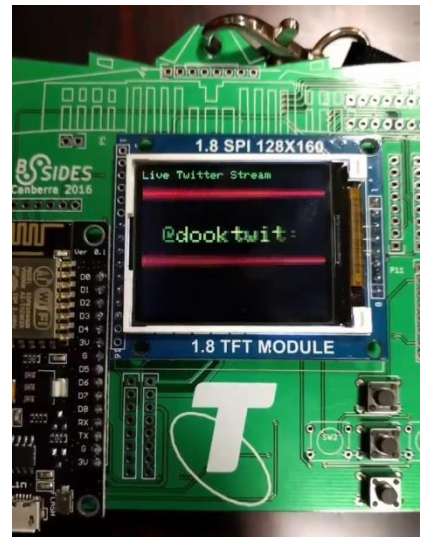
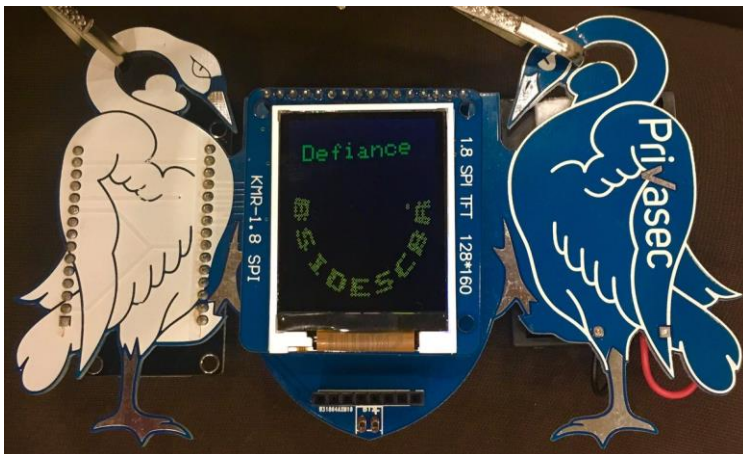
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Number of passes	2	4	4	6	10
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* - The number of available sponsor packages will be limited by the overall budgeted expenses. If expenses are adequately covered, sponsorship may close early.

Other sponsorship packages:

- Party: \$8000 (Placement of sponsor-provided banners at party) (2 available – can be shared)
- Sponsored Lunch: \$10,000 (2 available – can do partial sponsorship)
- Lanyards: \$5000 (sponsor logo within design)
- Hardware Delegate badges: \$10,000 (1 available) (previous badges displayed below)
- Lockpicking & Physical Security Workshop: \$5000 (Placement of a sponsor-provided banner in workshop – for both days)
- Custom package: Agreed upon amount



Payments:

- Methods
 - Paypal (preferred method)
 - 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
 - page dimensions and print details will be passed along shortly



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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 Feb 10, 2018. 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 Feb 10, 2018, 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



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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: _____	\$ _____	