Information Security Conference

BSidesZagreb



Non-profit

Community-driven

conference for

Information Security Experts

powered by community

-- Thank you for your interest in sponsoring Security BSides --

Over the 10-year experience of Security BSides events emerging around the globe, the movement has shown the information security community continues to grow immensely and along with it, the number of BSides events worldwide continues to increase, each event drawing a bigger crowd. Following the success of numerous international-based BSides events, we are happy to introduce the Security BSides conference in Zagreb.

BSides events combine security expertise from a variety of platforms in search of the “next big thing” in information security. BSides is an open platform that gives security experts and industry professionals the opportunity and space to share ideas, insights, and develop long-standing relationships with others in the community. It is a rare opportunity to directly connect and create trusted relationships with key members of the community.

This package contains sponsorship information specific to BSidesZagreb. We have put together different levels of sponsorship and their 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 [at] bsideszagreb [dot] com.

Thank you for your consideration of supporting BSides initiative. Your participation is most valuable.

Sincerely,
The Security BSides Zagreb Organization Team

Event website: https://bsideszagreb.com
Email: info@bsideszagreb.com
Twitter: @BSidesZagreb, #BSidesZagreb

-------- About --------

What is Security BSides (BSides)?

Each BSides is a non-profit, community-driven framework for building events for and by information security community members. It creates opportunities for infosec enthusiasts and experts to present, participate, share knowledge, experience and ideas in an intimate atmosphere that encourages collaboration. It is an intense event with discussions, demos, and interaction from participants. It is where conversations for the “next big things” are happening.

History of Security BSides

BSides was born from the idea of lowering the barrier to entry of participation which would enable individuals to move from being passive audience members to being active participants in growing the information security community. We believe that making it easier for anyone to participate in everything will enable great things. What started as a small gathering of people at one event in 2009 has grown to this in the 10-year time:



The number of events continues to grow as participants realize they can create community anywhere, be it Boston or Budapest. See more: http://www.securitybsides.com/

While every BSides event is unique, here are some things that don’t change:

- Community organized, volunteer driven and corporate funded
- Provide a forum to expand the spectrum of conversation
- Focused on giving a voice to the “next big thing”.

-------- History of Security BSides Zagreb --------

Security BSides Zagreb was born in 2023 and was the first and only BSides event in Zagreb. Already the first event managed to host technically strong speakers from all around Europe and quickly became well-known and gained a strong reputation. The IT and infosec community interest in the first BSides Zagreb event had turned out to be enormous, resulting in all tickets being given away fast and having more than 100 participants attending. BSides Zagreb had grown into a widely recognizable and respectable event in the information security community. Despite the high interest, we have decided to keep the format of maximum 300 participants.













-------- Goals --------

Promote Communication

BSides events act as a complement to other area events by enabling long-tail spectrum that complement the current or surrounding event. The goal of each BSides event is to provide a forum where communication and collaboration can continue while the level of conversation is able to increase.

While large mainstream conferences tend to focus on the current hot topics in the information security industry, BSides events explore the fringe of conversation and focus on what could be the next big thing. Conversations have ranged from hardware hacking to gender issues, twitter hacking, and proximity-based identity theft. We aim to give a platform to the conversation that is happening just below the surface. Sponsoring enables you to engage that conversation!

Reach the Target Audience

BSides reaches out to the industry professionals looking to augment their industry knowledge with cutting edge conversations. Typically this includes industry leaders, thought leaders, security professionals, and even students who wish to expand their depth and body of knowledge and network. Attendees have a wide variety of backgrounds in multiple sectors and verticals with a shared goal: to learn about and discuss emerging security issues and connect with others already having the conversation.

-------- Format --------

Engage

Unlike other events where the speaker is rushed in and out, BSides provides a small and intimate environment for the attendees to directly engage with the speaker before, during, and after their talk or presentation. BSides attendees are looking for more than just information; they are looking to make connections they will call upon throughout the rest of the year.

Participation

BSides is not made up of members, but participants. Everyone who participates in the events brings something to contribute. Some bring hardware, organizational skills, and others bring their friends to fuel the

conversation. Sponsoring enables you to be a part of the conversation and interact with attendees. As our thanks, we are committed to connecting you with those attendees of interest to you and your business. By making your participation successful, organizers hope to enable future BSides events.

-------- Value --------

Reasons to Support

The goal of Security BSides is to offer events where all participants can engage each other to help develop connections, friendships, and network with different industry professionals. We recognize the value in engaging a smaller audience and providing the opportunity for sponsors to be a big fish in a small pond. We specifically design different options, so that any-sized organization can participate and support this event. The following is a list of direct benefits you may see as an event sponsor.

Stay in touch with the industry: BSides enables its supporters and participants to identify and connect with industry leaders and voices. Participants represent the social networking of security. They are the people you want to engage and solicit feedback from and who will give a voice to your conversation.

Be a part of the next big thing: Nobody knows what that “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 it does. We believe that listening to the underground can help prepare and equip you for whatever the next big thing may be.

Big fish, small pond: For some, sponsoring large events is not within their price range, leaving them with no ability to communicate their message. At BSides, we leave no one out. Sponsorship comes in all sizes and this community atmosphere brings together active and engaged participants who want to listen. As a sponsor you can be heard and share your message to an active and attentive audience.

-------- Sponsorship Options --------

Your Goals

Every organization will have different objectives and priorities, which is why we offer different levels of participation for every individual, group, or organization. The following are various support packages that enable you to promote your brand while showing your support.

Levels of Sponsorship

Supporting 500 €	Contributing 1000 €	Leading 2500 €	Gold 5000 €
2 event tickets	5 event tickets	10 event tickets	15 event tickets
Social media shout-out	Social media shout-out	Social media shout-out	Social media shout-out
Logo with hyperlink on event site	Logo with hyperlink on event site	Logo with hyperlink on event site	Logo with hyperlink on event site
	Announcements during the event	Announcements during the event	Announcements during the event
		Logo and link in email campaigns	Logo and link in email campaigns
			Banner placement with maximum visibility (banner roller you provide)
			Logo on conference accreditation

Custom Sponsorship

Security BSides encourages participation from a wide range of organizations. If you have an idea about a custom sponsorship, please let us know. We'll do our best to provide a way for you to get involved. Ideas may include, but are not limited to: the contribution of physical space, transportation, food and beverage, contests and give-aways and/or media publicity or PR.