Sponsorship Kit

The Security
Communities
Locally
Driven
Sponsor
Supported

Event: #BSides312 2027 (scheduled June 13, 2027)

Thank you for your interest in sponsoring BSides312!

As the security landscape in the US and abroad continue to evolve, more focus than ever is placed on information security professionals. Along with this focus, new faces are looking for ways to learn about the security industry. Often these folks begin their security journey with local BSides events, leading to an ever-growing number of BSides events worldwide.

BSides events combine security expertise from a variety of disciplines in search of the "next big thing" in information security. Also, BSides is an open platform that gives security experts and industry professionals the opportunity 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, which is why BSides is such a valuable experience for attendees.

Although the event itself is low cost to participants, the cost of hosting such an event is borne by the organizers. This package contains sponsorship information for BSides312 2027, including 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 via email at sponsors@bsides312.org if you have any questions. **We value your participation in BSides312 events and thank you for your consideration.**

Sincerely,
BSides312 Team

About.

What is Security B-Sides?

Each BSides is a community-driven framework for building events for and by information security community members. The goal is to expand the spectrum of conversation beyond the traditional confines of space and time. It creates opportunities for individuals to both present and participate 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-thing are happening.

History of BSides

BSides was born in 2009 when a number of quality speakers were rejected from a mainstream conference, not due to lack of quality but rather lack of space and time. Our mission is to provide people with options by removing common conference barriers and by providing more options for speakers, topics, and events.

2009: Launched in the United States.
2010: BSides breaks into the global space with the first European event.
2011: More than 30 events worldwide in US, Europe, India, Hong Kong, & Australia

Thousands of people have attended and written about their experience at BSides events. Read more at: http://www.securitybsides.org/Media

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 expanding the spectrum of conversation
- Focused on giving a voice to the "next big thing"

Stay up to date!

Goals.

Promote Communication



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 main stream conferences tend to focus on the current hot topics in 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, social media 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 professional 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 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.

Culture

Traditional media exist as a constrained system that must operate within the bounds to which it has defined itself. Physical events constrain themselves with space and time but frameworks permit the continuous creation of individual events. Our goal is to provide people with options by removing those barriers and providing more options of speakers, topics, and events. The initial BSides event spawned a wave of new events throughout the United States and around the world.

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 apart 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.

Media.

Media Attention



BSides International has attracted media attention and been written up in CSO Online, Network World, ComputerWorld, Information Week, The Register, ZDNet, and Dark Reading magazines. In addition to numerous blog posts and podcast placements, BSides International has also received coverage from Hacker News Network (HNN), EFFector, and Cisco System Cyber Risk Report.

Be part of the conversation and get swept up in the media. Many participants have been quoted and picked up by mainstream news sources including National Public Radio (NPR). Check out the entire list here: http://www.securitybsides.org/Media

Reasons to Support

The goal of 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.

Brand placement & awareness: Depending on the level of sponsorship you select, you may receive brand placement for some or all of the following: t-shirts, signage/lanyards, lunch sessions, or attendee badges. Creative and custom branding may be arranged including transportation, swag, banners, and podcast interviews.

> *"BSides312 made sense for us to come here and work with the community. I heard there's over 400 attendees, so we got to spend a lot of time with people here locally that use our platform and work with our organization. So, it was a great event for us."*
>
> - *Lance Wright*
> *SpecterOps*

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.

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.

BSides312 History

BSides312 held our first annual event in June 2024 at The Bottom Lounge. In 2026, we held our third event at the Irish American Heritage Center in Chicago's peaceful Mayfair neighborhood. Our team of 117 organizers, volunteers, sponsors, and speakers welcomed over **299 attendees** to dive into securing people, incident response, penetration testing, and more. Programming also included the opening keynote presented by Heidi Potter (*Community Doesn't Start With a Conference*). Community engagement included an exhibitor area, Capture the Flag contest and locksport challenges provided by Chicago TOOOL. In 2025, we introduced a new initiative; recording both speaking tracks. The recordings are being released on YouTube which feature Platinum and Gold sponsor logos within the videos.

We thank you in advance for your consideration in sponsoring BSides312 2027. Besides the invaluable potential to network with all levels of security professionals, sponsoring our event is also a wonderful way to support the local Chicago security community. Sponsorship package details are available on our website, though if you've got an idea for a custom sponsorship-let's talk!

Levels of Sponsorship

Bronze $1,500	Silver $3,000	Gold $4,000	Platinum $5,000	Diamond $10,000
• Logo on web-site • (2) Event pass • Social media mentions	• Bronze Level Plus • (3) Additional event passes • Logo on sign-age around the event • Announcements during the event • Logo on printed materials.	• Silver Level Plus • (3) Additional event passes • Mention in the media coverage • Logo on T-shirts • Banner place-ment with max-imum visibility • Logo on YouTube Vide-os • Event Booth	• Gold Level Plus • (4) Additional event passes • Bronze Level for 1 consecutive year	• Platinum Lev-el Plus • (10) Addition-al event passes • Gold Level for 1 consecutive year

Custom Sponsorship

BSides encourages participation from a wide range of organizations. If you have an idea on 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, logoed swag bags, transportation, food and beverage, contests and give-aways, media publicity or PR, and/or legal assistance.