

2023

Now A 501c3 Non-Profit

96 Gender Rd, Canal Winchester, OH 43110

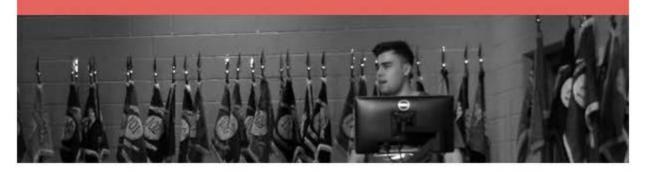
The BSides Columbus structure is designed to create a higher degree of interaction between attendees and Sponsors. Sponsoring BSides takes your message beyond the vendor booths. Our vendors send technical staff and thought leaders who discuss real-world problems and offer practical solutions. If you choose to be a part of an integral event that is crucial to the Central Ohio Information Security community, please be prepared to be a vital member of the conference, to develop personal relationships with potential clients, and to interact with the local leaders in Information Security.

Sponsorship Prospectus

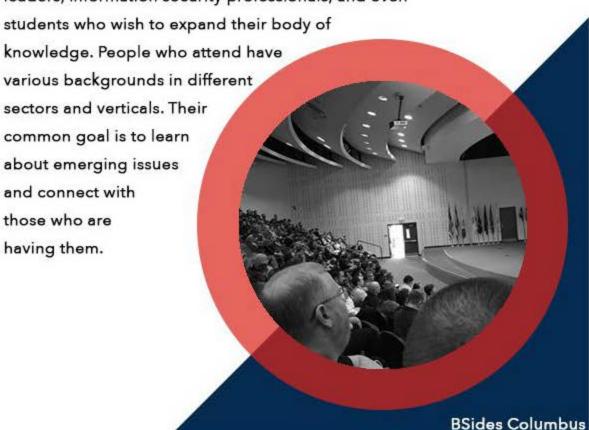
Audience: Information Security Builders, Buyers and Influencers

Projected Attendance:
An Exclusive 200
attendees

WHO IS BSIDES FOR?

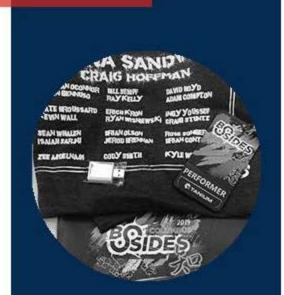


BSides Columbus targets the industry professional looking to offset or augment their current security skill set with that of the new developments in InfoSec. These attendees are industry leaders, information security professionals, and even



Brand Recognition and Awareness

As a sponsor, you will recognize your brand placement at some or all of the following: t-shirts, signage, lunch sessions, or attendee badges. Based on your level of participation, custom branding may be arranged including, but not limited to, transportation, banners, and podcast interviews.



Targeted and Direct Audience

Instead of marketing to the broader security community, BSides Columbus allows you to connect directly with the security practitioners who write about, talk about, recommend, and implement security products and services.



The Ideal Marketing Space For some, sponsoring large events is not within their price range leaving them with no option for communicating their message. BSides is just the place for you! This small, community atmosphere brings together active and engaged participants who want to absorb information. Sponsoring BSides Columbus enables you to be that big fish in a small pond and better communicate your message to an active audience.



Cost Effective Engagement How much does it cost to transport, setup, man, and breakdown a vendor booth? What is your opportunity cost for having key sales people tied to that booth for the duration of a conference?

The BSides model allows for direct involvement with the customer for deeper conversations about the challenges they face in a cost-effective fashion.

BSides Columbus



Stay in Touch with The Industry

BSides Columbus 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 who you want to engage to solicit feedback and bring voice to your conversation.

Live Interactive Engagement



BSides Columbus 2023 Sponsorship Breakdown

	Gold \$5,000	Silver \$3,500	Bronze \$2,000
Sponsorships Available	2	4	4
Attendee Passes	6	4	2
Items in Registration Bag	\checkmark	\checkmark	\checkmark
Logo Listed on BSides Columbus Website	$\overline{\checkmark}$	\checkmark	\checkmark
Logo on BSides Columbus Welcome Banner	\checkmark	\checkmark	\checkmark
Constant Verbal + Visual Recognition	\checkmark	\checkmark	\checkmark
Sponsorship Booth	\checkmark	\checkmark	X
Ability to bring Company banner to booth space	$\overline{\checkmark}$	\checkmark	X
Sponsorship Lounge Access	\checkmark	X	X
Logo on Event T-Shirt	\checkmark	X	X
Access to Opt-In Attendee List	\checkmark	X	X



In Conclusion

Major conferences focus on the current hot topics in information security.

BSides events explore the fringe of conversation and focus on the Next Big

Thing. The conversation has ranged from hardware hacking to gender issues,
from twitter hacking to proximity-based identity theft. BSides Columbus gives
voice to the conversation that is happening just below the surface, and
sponsoring enables you to engage that conversation.

