

# Powered by GuidePoint Security



## 2023

Now A 501c3  
Non-Profit

96 Gender Rd, Canal Winchester, OH 43110

### Sponsorship Prospectus

**Audience:**  
**Information Security Builders,  
Buyers and Influencers**

**Projected Attendance:**  
**An Exclusive 200  
attendees**

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.



# 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 students 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 emerging issues and connect with those who are having them.



BSides Columbus

## 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.



BSides Columbus



## 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

Through the unique nature of this event, the list of speakers and attendees will be available online. We see the benefit in support not in the cold call connection, but in the live interactive engagement of individuals.



## BSides Columbus 2023 Sponsorship Breakdown

	<b>Gold \$5,000</b>	<b>Silver \$3,500</b>	<b>Bronze \$2,000</b>
Sponsorships Available	2	4	4
Attendee Passes	6	4	2
Items in Registration Bag	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Logo Listed on BSides Columbus Website	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Logo on BSides Columbus Welcome Banner	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Constant Verbal + Visual Recognition	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Sponsorship Booth	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<b>X</b>
Ability to bring Company banner to booth space	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<b>X</b>
Sponsorship Lounge Access	<input checked="" type="checkbox"/>	<b>X</b>	<b>X</b>
Logo on Event T-Shirt	<input checked="" type="checkbox"/>	<b>X</b>	<b>X</b>
Access to Opt-In Attendee List	<input checked="" type="checkbox"/>	<b>X</b>	<b>X</b>





## 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.



Interested in sponsoring? Please email [info@bsidescolumbus.com](mailto:info@bsidescolumbus.com)