

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.



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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.

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