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COLUMBUS ★ OHIO

BSIDES

SECURITY CONFERENCE

2024

Now A 501c3
Non-Profit

September 19th - 20th 2024
96 Gender Rd, Canal Winchester, OH 43110

Sponsorship Prospectus

Audience:
Information Security Builders,
Buyers and Influencers

Projected Attendance:
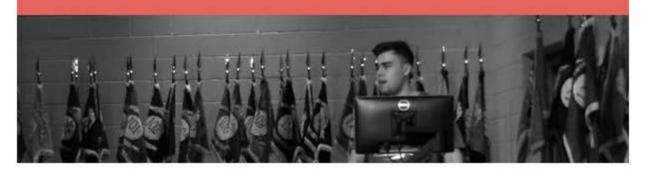An Exclusive 250
attendees

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.
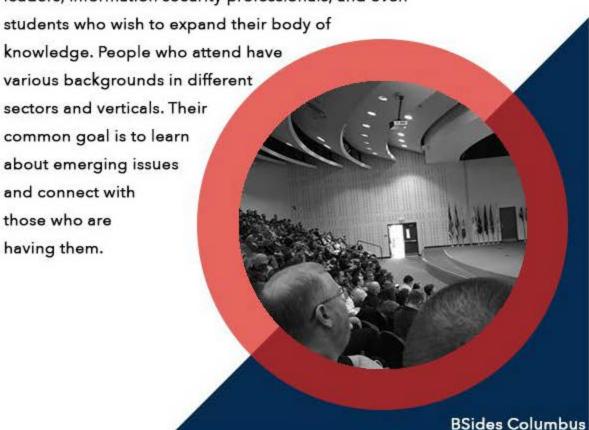
WHO IS BSIDES FOR?

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 2024 Sponsorship Breakdown

	Gold $5,000	Silver $3,500	Bronze $2,000
Attendee Passes	6	4	2
Items in Registration Bag	☑	☑	☑
Logo Listed on BSides Columbus Website	☑	☑	☑
Logo on BSides Columbus Welcome Banner	☑	☑	☑
Constant Verbal + Visual Recognition	☑	☑	☑
Sponsorship Booth	☑	☑	✗
Ability to bring Company banner to booth space	☑	☑	✗
Booth located in the Gold Sponsor Lounge (First Come, First Serve)	☑	✗	✗
Logo on Event T-Shirt	☑	✗	✗
Access to Opt-In Attendee List	☑	✗	✗

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