

BSides Columbus 2026 Sponsorship Prospectus

Powered by **GuidePoint Security**

Audience: Information Security Builders, Buyers, and Influencers

Projected Attendance: An Exclusive **275** Attendees

The BSides Columbus structure is designed to create a higher degree of interaction between attendees and sponsors. Sponsoring BSides takes your message beyond traditional vendor booths. Our sponsors send technical staff and thought leaders who discuss real-world problems and offer practical solutions. If you choose to be part of an integral event that is crucial to the Central Ohio Information Security community, be prepared to be a vital member of the conference—developing personal relationships with potential clients and interacting with 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 new developments in InfoSec. Attendees include industry leaders, information security professionals, and students who wish to expand their body of knowledge. Participants come from a variety of backgrounds and sectors, united by a common goal: learning about emerging issues and connecting with others who are actively facing them.

Brand Recognition and Awareness

As a sponsor, you will receive brand placement across event materials including t-shirts, signage, lunch sessions, and attendee badges.

Targeted and Direct Audience

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

2026 Sponsorship Details

For 2026, BSides Columbus is offering a simplified sponsorship model with a single sponsorship option to ensure equal exposure and engagement for all sponsors.

Sponsorship Cost	\$5,000.00
Total Sponsorship Slots Available	7
Guaranteed Sponsor Employee Passes	2
Additional Attendee Passes	3

Items in Registration Bag	Included
Logo Listed on BSides Columbus Website	Included
Logo on BSides Columbus Welcome Banner	Included
Constant Verbal & Visual Recognition	Included
Sponsorship Booth	Included
Ability to Bring Company Banner to Booth Space	Included
Logo on Event T-Shirt	Included
Access to Opt-In Attendee List	Included

Should sponsorship slots sell out, we can work with other prospective sponsors on a custom sponsor slot pending availability and space.

In Conclusion

Major conferences often focus on the hottest trends in information security. BSides events explore the fringe of conversation and focus on the next big thing. The conversation ranges from hardware hacking to emerging identity threats. BSides Columbus gives voice to the conversation happening just below the surface—and sponsorship enables you to engage directly in that conversation.

Interested in sponsoring? Please email info@bsidescolumbus.com