



## What is Security BSides?

Each BSides is a community-driven framework for building events for and by information security community members. The goal is to expand the spectrum of conversation beyond the traditional confines of space and time. It creates opportunities for individuals to both present and participate in an intimate atmosphere that encourages collaboration. It is an intense event with discussions, demos, and interaction from participants. It is where conversations for the next-big-thing are happening.

BSides was born in 2009 when a number of quality speakers were rejected from a mainstream conference, not due to lack of quality, but rather lack of space and time. Our mission is to provide people with options by removing common conference barriers and by providing more options for speakers, topics, and events.

While every BSides event is unique, here are some things that don't change:

- Community organized, volunteer driven, and sponsor funded
- Provides a forum for expanding the spectrum of conversation
- Focused on giving a voice to the "Next Big Thing"

BSides is a Global Community

- Security BSides Global portal - [www.securitybsides.org](http://www.securitybsides.org)
- Thousands of people have attended and many have written about their experience at BSides events. Read more at:  
<http://www.securitybsides.com/w/page/87930010/What%20BSides%20Means>
- BSides Media Coverage: <http://www.securitybsides.org/Media>

## BSides Delhi at a Glance

- BSides means community, conversation, content and career.
- BSides is a community built on interesting conversation, unique content, and ample career opportunities and guidance.
- You'll meet 300 - 400 members of the InfoSec community and perhaps connect with your newest client or next employee
- The first year of BSides Delhi will include Keynotes, technical talks (related to security), hands on workshops, unconference style discussions, panels and villages.
- To get involved email us at [info@bsidesdelhi.in](mailto:info@bsidesdelhi.in)
- More information at <https://bsidesdelhi.in>

**Date: October 27, 2017 (Friday)**

### **BSides Delhi Venue:**

Vivanta by Taj  
Sector 21, Metro Station Complex, New Delhi  
Delhi, India 110075

### **Target Audience:**

We target the industry professional looking to offset or augment their current security skill set with that of the next big-thing conversations. 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.



# Reasons to Support

The goal of BSides Delhi is to offer an event where all participants can engage each other to help develop connections, friendships, and network with different industry professionals. We recognize the value in engaging a smaller audience and providing the opportunity for sponsors to be a big fish in a small pond. We specifically design different options so that any sized organization can participate and support this event. The following is a list of direct benefits you may see as an event sponsor.

## Brand Recognition and Awareness

Depending on the level of sponsorship, you may recognize your brand placement at some or all of the following: t-shirts, signage/lanyards, brochures, an announcement prior to each presentation and on social media sites (Twitter, Facebook, etc.). Based on your level of participation, creative and custom branding may be arranged.

## Reach Your Target Audience

In its first year BSides Delhi will reach out to the industry professionals looking to augment their knowledge with cutting edge presentations and ideas. Typically, this includes industry leaders, thought leaders, information security professionals from the public, private and academic sectors, and even students who wish to expand their depth and body of knowledge

## Big Fish in A Small Pond

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

## Stay in Touch with the Industry

BSides Delhi 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

## Stay Abreast of The Next Big Thing

Nobody knows what the "next big thing" will be, but these events are community driven with presentations chosen by industry peers. Keeping in touch with the topics that are making waves at the ground level, will mean your company is prepared when the "next big thing" hits

## Media Coverage

Since its inception in 2009, BSides has gathered mass media attention and been written up in Forbes, CSO Online, Network World, Computerworld, Information Week, The Register, ZDNet, and Dark Reading magazines. In addition to the blog posts and podcasts, BSides has also received coverage from Hacker News Network (HNN), EFFector, and Cisco System Cyber Risk Report. For more please visit: <http://www.securitybsides.org/Media>

# Sponsorship Options

Sponsorship Type	Supporting Sponsor	Core Sponsor	Out of This World	Rockstar Sponsor	Thank You Reception Sponsor	Badge Sponsor
<b>Sponsorship Amount (USD)</b>	<b>USD 1500</b>	<b>USD 4000</b>	<b>USD 7500</b>	<b>USD 10000</b>	<b>USD 6000</b>	<b>USD 5000</b>
Logo on BSides Delhi Website	Yes	Yes	Yes	Yes	Yes	Yes
Logo on Wall of Support	Yes	Yes	Yes	Yes	Yes	Yes
Logo on Signage around event	Yes	Yes	Yes	Yes	Yes	Yes
Logo on Conference Program Guide	Yes	Yes	Yes	Yes	Yes	Yes
Logo on Lanyard	No	No	No	No	No	Yes
Logo on Conference Badge	No	No	No	No	No	Yes
Wall Banner Placement in Conference Area*	No	No	No	Yes	No	No
Advertisement in Conference Program Guide (recruiting focused)	No	No	Yes	Yes	Yes	No
Shout out on Social Media	Yes	Yes	Yes	Yes	Yes	Yes
Verbal Recognition during opening and closing note	No	Yes	Yes	Yes	No	No
6' table with two chairs for exhibition	No	Yes	Yes	Yes	No	No
Hiring Opportunity**	No	No	Yes	Yes	Yes	Yes
Invitation to BSides Delhi Thank You Reception	Yes	Yes	Yes	Yes	Yes	Yes
Conference Passes	4	7	10	15	7	6
BSides Delhi T-Shirts	2	5	7	10	5	5

\* Banners to be provided by Sponsors

\*\* Details of participants will be shared who select "Looking For Job" Option while registering for the event

Note: In addition to above benefits sponsor representatives will be requested to distribute prizes during various sessions and events at BSides Delhi

## Custom Sponsorship:

BSides Delhi encourages participation from a wide range of organizations. If you have an idea on a custom sponsorship please, let us know. We'll do our best to provide a way for you to get involved.



# Security BSides Ethos

Traditional media exist as constrained system and must operate within the boundaries it has defined for itself. Physical events constrain themselves with space and time but frameworks permit the continuous creation of individual events. Our goal is to provide people with options by removing those barriers and providing more options of speakers, topics, and events. The initial event in Las Vegas spawned a wave of new events throughout the United States and around the world. In 2016 seventy BSides events were held in 20 countries around the world.

**Goals.** BSides acts as a compliment to current events by enabling long-tail spectrum events that complement the current or surrounding event. The goal is to foster communication and collaboration while increasing the level of conversation.

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 gives voice to the conversation that is happening just below the surface, and sponsoring enables you to engage that conversation.

**Participation.** BSides is not made up of members but participants. Each person who participates in BSides brings to it something to contribute. Some people bring hardware, organizational skills, or some just bring their friends. You are offering to bring other resources that help fuel the conversation. Sponsoring enables you to engage the conversation, interact with attendees, and our commitment to connect you with those attendees of interest to you and your business. The organizers hope your participation will enable another great BSides event