



# BSides Belfast 2024

## *Sponsorship Brochure*

Date	Thursday September 12th 2024
Venue	Europa Hotel, Belfast
Primary Contact Email	<a href="mailto:sponsors@bsidesbelfast.org">sponsors@bsidesbelfast.org</a>
Primary Contact	Andrew Bolster, Treasurer
Primary Social Media Handles	@bsidesbelfast    
Primary Social Media Hashtag	#BSidesBelfast2024

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## Version History

Version	Date	Notes
0.1	2023/11/02	Initial (AB)
0.2	2023/11/20	Updates (MS)
0.3	2023/12/05	Photo Updates (AB)

## BSides Belfast

BSides Belfast 2024 will be our sixth BSides event hosted in Northern Ireland. We are very excited to bring this event to the community again, and huge thanks for your interest in supporting this event.

Ireland both North & South are host to many major IT companies; in recent decades the influx of IT companies has also included many that are specifically working on cybersecurity, and while there are a growing number of gatherings for development and security related interests; BSides Belfast maintains its position as a central hub-event for these disparate groups and interests, supporting the community to share and grow their expertise together.



This is the sixth time we have held a BSides event in Belfast. Last year we returned with a hugely successful comeback event following a break due to the pandemic that reinvigorated and reestablished the conference as a staple of the Security BSides and wider Information Security calendars.

We are expecting between 600-700 attendees from around the island of Ireland, the UK, and Europe, and will be curating at least two tracks of talks and technical workshops.

With an organising committee drawn from the broad range of IT and Information

Security companies across Northern Ireland, we are well placed to curate the best that the region has to offer and to provide the community with opportunities to collaborate and network that no other event can. With support from other BSides event organisers, as well as the network of industry contacts our committee has, we are also planning to attract top-class international speakers.

We will also be providing rookie support to foster local talent and grow Belfast's reputation as "the cybersecurity city" via a range of hands-on workshops, in-advance speaker and facilitator preparation sessions and competitions as well as all the informal discussion that an event like this facilitates completes the package.

## History of Security BSides

BSides was born in 2009 when several quality speakers were rejected from a mainstream conference, not due to lack of quality but rather lack of space and time. They decided to host their own conferences for their talks – hence the name "BSides", in reference to additional tracks on music singles. Our mission is to provide people with options by removing common conference barriers and by providing more options for speakers, topics, and events.

- **2009:** Launched in Las Vegas, NV, U.S.A.
- **2010:** BSides holds the first European event.
- **2011:** First event in London which has since become a leading info security conference in the UK.
- **2014:** First BSides Manchester with the current BSides total equalling more than 160 events, in 74 cities, in 16 countries, on 6 continents.
- **2015:** Growing Strong with 200+ events all over the world
- **2016:** Belfast, Northern Ireland gets put on the map!
- **2017-2019:** BSides Belfast grows in attendance to over 500 attendees
- **2023:** BSides Belfast returns post-Pandemic!

The BSides events are community driven, thousands of people have attended and written about their experience at BSides events. Read more at:

<https://bsidesbelfast.org/media/>

## The Event

BSides Belfast will be held on Thursday the 12th September 2024 and will take place at the Europa Hotel in the heart of Belfast city. This is a location of great significance to us as it was where we first launched BSides Belfast almost 9 years ago. The success of the conference has allowed us to return and take advantage of their Exhibition Centre as well as the famous Grand Ballroom.



Built in 1971 the Europa is a symbol of Belfast's resiliency and is still one of the city's most recognizable landmarks. Having had a fantastic relationship with the Europa event venue staff on previous occasions we are delighted to be working with them again to bring this conference to fruition.

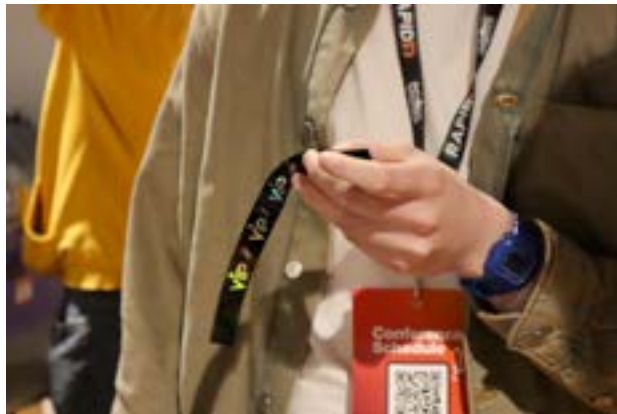
We are expecting 600-700 participants, an increase from 500 in 2023, which will include industry leaders, security professionals, security hobbyists, and students who wish to expand their depth and body of knowledge, as well as building their technical and professional networks.

This city centre venue is adjacent to both the Great Victoria Street train station and the Europa Bus Centre. The latter offers a link to

Belfast International and City Airports, and the hotel is minutes away from the pickup and drop off point for the Aircoach link to Dublin Airport. In cooperation with the hotel there will be a special discount rate on hotel rooms for conference attendees.





While not directly related to the event, attendees can also explore Northern Ireland with many famous landmarks such as the Giant's Causeway, Gobbins Coastal walks, Carrick-a-Rede rope bridge and even Game of Thrones related tours!



Attendees are provided with refreshments throughout the conference, and the post-conference afterparty is always a centre point of the cyber-security-social calendar.

As a sponsor you can have the opportunity to set up a stand in the Exhibition Centre space, chat with Attendees, distribute your company's promotional materials and have items on show for attendees to learn about you and your business. This is where we will be serving our refreshments and hosting some of our workshops, so there will be plenty of traffic throughout the day.

## Vital Statistics from 2023

Tickets Released	501
Ticket Views	6,711 from 1,256 unique visitors
Waiting List	103
Attendees	496
Attendee Gender Diversity (estimated)	19% female-identifying
Sponsor Attendees	79 from 17 sponsors
After-Party attendees	300
Sell-Out Times	Early Bird 1: 7 mins (50), Early Bird 2: 10 minutes (100), General Admission: 4 hours (250)
Social Media Impressions	 40.5k over the month of September; 16.8k on day  25k over month of September, 2k on day
CFP	78 submissions from 64 speakers 10 reviewers
Schedule	22 Sessions, 2 keynotes
Attendee Ticket Cost	£10
Merchandise price per-attendee	£20

## Sponsorship Packages

Every organisation will have different objectives and priorities, which is why we offer different levels of participation for every individual, group, or organisation. We

specifically design different options so that any size of organisation can participate and support this event.

We also understand that while all of our sponsors do wish to support the BSides concept and community, there also has to be a clear path to ROI. We have crafted sponsorship opportunities to maximise value for all levels of sponsorship.

Sponsorship Levels	Diamond*	Platinum*	Gold	Silver
Cost	£5000	£3000	£2000	£1000
Exclusivity	2	8	10	N/A
Exhibition Space	Double Trestle (12ft)	Single Trestle (6ft)	Half-Trestle (4ft)	N/A
Additional pop ups around venue	Multiple	Multiple	4	2
Recognition in Opening & Closing proceedings				
Conference Program Insert	Double Page	Full Page	½ page	¼ page
Logo on Website				
Social Media Promotion	 Custom Content			
Branding on Venue Signage	Extra Large	Large	Medium	Small
Logo on event T Shirts				
Complimentary passes	10	6	4	2

\*Applications for Diamond and Platinum sponsorship close 1st July 2024

\*\*After Party Sponsors will be included in T-Shirt logos and Opening/Closing recognition

## Additional Sponsorship Opportunities

In addition to the main sponsorship packages BSides Belfast will also offer a number of other sponsorship opportunities, allowing for further exposure for your company and allowing us to provide various services to the event.

### Gold + After Party – £5,000

Throw the best regional networking opportunity! Includes a “Gold” sponsorship, and requires attendees to visit your stand to claim their wristbands to attend the After-Party. Simple wristbands included, custom designs at sponsor-cost. Sponsor will



be included in T-Shirt designs and Opening/Closing recognitions. Previous After-Party sponsors brought their own custom After-Party T-shirts to distribute on their stand which was very effective.

### **Badges and Lanyard – £3,000**

BSides Belfast art on badge front, your company logo on back & dual branded with event logo and yours on the lanyard. Can be joined with any other sponsorship level or taken independently.

### **CTF Prize Sponsor - £2,000**

Partnering with ZeroDays, includes the equivalent of a “Silver” sponsorship, and supports prizes and “Challenge Coins” or equivalent. Can be joined with any other sponsorship level or taken independently.

### **Accessibility Sponsor - £2,000**

Partnering with HMB Accessibility Consultancy, support the inclusion of live subtitling to both speaker tracks. Includes corporate logo in subtitling. Can be joined with any other sponsorship level or taken independently.

### **General Sponsorship:**

This is a community driven event, if you have any ideas for other sponsorship opportunities, or you have a different idea how to support the event, then let us know at [sponsors@bsidesbelfast.org](mailto:sponsors@bsidesbelfast.org), and we will take your ideas into consideration.

Please note that in order to ensure sponsors’ details are included in the conference brochure, the closing date for sponsorship is **1st August 2024**

## Logo, Branding, and Social Media Guidelines



### Logos

For ease of use, all sponsors will be required to provide and approve the use of at least one corporate logo for use in Online and in-Print promotional material. Logos must be provided in good time in a vector format and/or high-resolution PNG with a transparent background (where appropriate). You should include single-colour versions of your logo if your brand uses them.

### Conference Programme Inserts

Sponsors should provide their own graphics and advertisement material for insertion into the Conference programme. The orientation of these is up to the sponsor. It is advised that graphics are provided as vector format (PDF(preferred)/PNG/EPS/PSD etc) using CMYK colours with a 3mm bleed.

Sponsor Level	Visible Dimensions
Diamond	297 x 210 mm
Platinum	210 x 148 mm
Gold	148 x 105 mm
Silver	105 x 74 mm



## Social Media Promotion

Sponsors are required to provide their own preferred social media handles in advance of any promotion, and may be left out of promotion on some platforms if relevant handles / links are not provided.

BSides Belfast operates on the following platforms;

- Instagram 
- LinkedIn 
- Twitter 
- Facebook 

For all sponsorship levels, default social media consideration is in the following format

*Thanks to <Company Name> for supporting the #BSidesBelfast2024 conference as a <Level> Sponsor*

Platinum sponsorship entitles custom sponsor content on our social media platforms subject to approval.

## Support Terms and Conditions Agreement

1. Sponsorship Agreement: between BSides Belfast ("Organiser") and event-specific sponsor ("Sponsor") is valid from the date it is fully executed through the end of the sponsored event.
2. Sponsor Marketing Use Agreement: Sponsor may use the following tag line on its marketing materials during the term of this Sponsorship Agreement: "Official Sponsor of BSides Belfast".
3. Production Timeline: In order for Organiser to fulfil all promotional benefits for Sponsor, Sponsor agrees to meet all Organiser related submission deadlines:
  - Trademark/Logo, Sponsor URL, Advertisement for the conference brochure (if applicable), Banner display (if applicable), will be sent within **10 business days** from the date this Sponsorship Agreement is fully executed.
  - All items will be submitted one month prior to the event or production deadline.
4. Sponsor Trademark Usage Agreement: Sponsor agrees to allow Organiser to use Sponsor's trademark/logo/tagline solely to perform and fulfil its obligations under the Sponsorship Kit and this Sponsorship Agreement.
5. Sponsor Trademark Usage: Notwithstanding Section 4 above, Sponsor agrees to allow Organiser the right to use Sponsor's trademark/logo/tagline and graphics on all of the promotional benefits, including but not limited to:
  - The Web banner ad to be posted on the event and BSides Belfast Web pages
  - Organiser operated Social Media accounts used for the promotion of the event
  - Sponsor benefit items Organiser detailed on the Support Package section
  - Any promotional banner and signage/lanyard, etc.
6. Web Reference: Sponsor may publish an Internet hyperlink from Sponsor's website to the event-specific and BSides Belfast websites, and maintain the hyperlink as an active, functional, and correct link to the websites through the

duration of the event and thereafter unless removal is requested by Organiser.

7. Payment: Full payment must accompany this application and Sponsorship Agreement and be received by Organiser within 45 days of invoice date. Payment can also be sent via BACS/IBAN/Direct Deposit. Failure to pay full balance will subject sponsorship to cancellation.
8. Non-endorsement: The use of Sponsor's name within BSides Belfast or event-specific websites or mailing lists does not constitute endorsement by Security-BSides or Organiser of the Sponsor, the Sponsor's services, products or programs. Additionally, the Sponsor is not permitted to represent in any manner that such products, services, or programs have been endorsed by Security-BSides or Organiser.
9. Non-exclusivity: Neither Security-BSides or Organiser awards exclusive sponsorship or establishes exclusive relationships with Sponsors. Sponsor shall not imply that such a preferential relationship exists between Sponsor and Security-BSides or Organiser.
10. Limited Liability: In the event that circumstances beyond the commercially reasonable control of Organiser interferes with, or prevents, Organiser from fulfilling, in part, or all of, Sponsor's promotional benefits under this Sponsorship Agreement, Sponsor, by signing this Sponsorship Agreement, holds Organiser and BSides Belfast as well as their respective Board of Directors and employees *harmless* from all legal and financial liability to Sponsor, caused by such circumstances, beyond the fee paid by Sponsor for this sponsorship.
11. Force Majeure: Neither Security-BSides, BSides Belfast, or Sponsor shall be deemed in default of this Sponsorship Agreement to the extent that performance of its obligations or attempts to cure any breach are delayed or prevented by reason of any act of God, fire, natural disaster, accident, act of government, or any other causes beyond its commercially reasonable control.
12. Rejection: BSides Belfast reserves the right to reject a potential sponsor for any

reason.

13. Entire Agreement: This and all attachments here to, constitute the entire Sponsorship Agreement.

By signing below, you agree to all of the terms and conditions listed above.

**Sponsor:**

<b>Company Name</b>	
<b>Sponsorship Level</b>	
<b>Primary Contact Name</b>	
<b>Primary Contact Email</b>	
<b>Billing Email (optional)</b>	
<b>Billing Address</b>	
<b>Signature</b>	
<b>Submission Date</b>	

**Organiser:**

<b>Confirmed By</b>	
<b>Confirmed On</b>	
<b>Signature</b>	