

SPONSORSHIP PROSPECTUS

MARCH 16TH

“By the People, For the People”
Inspiring Participants to Break into Cyber Security

BSIDESSLC

A Community Driven Event
Designed to Invoke Conversations
That Strengthen the Community
And Enhance Individual's Careers

SPONSORSHIPS

Titanium | Company | Contact for Pricing

Hiring Booth at the Event
Large Sized Logo - Sessions, Website, & YouTube
5 Badges

Platinum | Company | \$3k

Medium Sized Logo - Sessions, Website, & YouTube
3 Badges

Gold | Company | \$1k

Small Sized Logo - Sessions, Website, & YouTube
1 Badge

DONATIONS

Silver | Company | \$89 per 2x Badges

Bronze | Individual | \$49 per Badge



Sponsors@BSidesSLC.org



@BSidesSLC

...





INSPIRING PARTICIPANTS TO BREAK INTO CYBER SECURITY

“BY THE PEOPLE, FOR THE PEOPLE”

BSidesSLC is a **Community** driven Cyber Security event tailored to help individuals who have an interest in learning more about Cyber Security strike up invigorating **Conversations** with cyber security professionals. When people **Connect**, relationships have an opportunity to be forged, strengthening our **Community** and enhancing individual's **Careers**.

OVERVIEW

Last year BSidesSLC conference had 423 participants and BSidesSLC has been providing a community driven event since 2013. This year our conference will be getting back to it's roots by focusing on students and other individuals who have an interest in getting more involved with Cyber Security. We are tailoring a large portion of the event to be friendly to college students through CTF events with prizes and a mentorship program designed to get more first time speakers showing off their research projects at the conference. We are also actively engaging with university professors to draw more students into cyber security careers. BSidesSLC attendees are a mix of security professionals, students, law enforcement, and other IT professionals.

SPONSOR INVOLVEMENT

BSidesSLC appreciates sponsors and all that they do to make this event possible. We are actively looking for additional sponsors for 2018 who are ready to contribute back to the community through participation in an event with an unique atmosphere, tailored to be friendly to those individuals getting started in cyber security!

DATES AND VENUE

BSidesSLC will be held on March 16th, 2018
At the Karen Gail Miller Conference Center in Sandy, Utah.

ELIGIBILITY

We reserve the right to determine the eligibility of any company, product, promotion, or part thereof, that in our opinion is in keeping with the character and purpose of the event. Exhibits that detract from the conference; including persons, conduct, printed materials, swag, banners, etc. may be evicted by the conference organizers. In the event of eviction, the we are not liable for refunds.

AREAS OF FOCUS

We are a cyber security event, with a focus on information security. Areas of specific interest include:

- IoT, SCADA, Embedded Security
- Mobile and Web Application Security
- Reverse Engineering and Exploit Development
- Malware Research and Ways to Improve Malware Analysis
- Deception Tactics and Techniques to delay, deter, disrupt, and degrade hacker's operations
- Network Security including Network Security Monitoring (NSM) and prevention (e.g. firewalls)
- Penetration Testing and Vulnerability Assessments of modern targets (e.g. Cloud, BeyondCorp)
- Risk Management and Auditing
- Policy and/or Compliance Frameworks and/or Standards
- Cryptography, both the securing of secrets and the breaking of modern Cryptography
- Forensic Investigations, including law enforcement case studies
- Incident Response and Live Response tools, techniques, and procedures

SPONSORSHIP OPPORTUNITIES

BSidesSLC is flexible with sponsors who wish to work together to arrive at solutions that benefit the community and are a win-win for both sponsors and the event. The following sponsorship packages serve as a starting point for discussing how your company can help support our community through the BSidesSLC event. Contact our sponsorship team at Sponsors@BSidesSLC.org if you have any questions or would like to talk more about how we can best work together to make BSidesSLC 2018 the best BSidesSLC ever!

TITANIUM

The **Titanium** sponsorship is reserved for industry leading organizations that are looking to hire new cyber security talent into their organization. This is the most desirable and effective promotional opportunity at BSidesSLC and receives the highest level of support from the event's management team. Some elements which make up this sponsorship are only available as part of the **Titanium** package, thus ensuring their exclusivity and enabling a unique return on investment opportunity.

Titanium Sponsorship package is limited to two (2) companies.

UNIQUE BENEFITS

- Hiring Booth at the Event to recruit new talent while supporting the community.
- Receive recognition for your company as an exclusive **Titanium** Sponsor at the conference.
- We will publicly & verbally thank your company right before the opening keynote for its support for the event.
- We will display a logo for your company on a slide for 15 seconds before each of the YouTube videos of a sessions which are recorded start to playback on YouTube.
- We will display a logo for your company on our public website under the sponsors section with a link to your company's website and a description (up to 800 words).
- These advertising opportunities will display a logo which will be larger than other sponsors logos on that same slide/video/page and will be what we refer to as a "large" sized logo.
- Five (5) full conference registrations with Badges

PLATIUM

The **Platinum** sponsorship is an excellent way to get involved with our participants through visibility at the event. Elevate your company brand and reach with this sponsorship package.

Platinum Sponsorship package is limited to six (6) companies.

UNIQUE BENEFITS

- Receive recognition for your company as an exclusive **Platinum** Sponsor at the conference.
- We will publicly & verbally thank your company right before the closing ceremonies for its support for the event.
- We will display a logo for your company on a slide for 15 seconds before the YouTube videos of the sessions which are recorded start to playback on YouTube.
- We will display a logo for your company on our public website under the sponsors section with a link to your company's website and a description (up to 800 words).
- These advertising opportunities will display a logo which will be larger than some other sponsors logos on that same slide/video/page and will be what we refer to as a "medium" sized logo.
- Three (3) full conference registrations with Badges

GOLD

The **Gold** sponsorship is an excellent way to get involved with our participants through visibility at the event.

Gold Sponsorship package is limited to ten (10) companies.

UNIQUE BENEFITS

- Receive recognition for your company as an exclusive **Gold** Sponsor at the conference.
- We will display a logo for your company on a slide for 15 seconds before the YouTube videos of the sessions which are recorded start to playback on YouTube.
- We will display a logo for your company on our public website under the sponsors section with a link to your company's website and a description (up to 300 words).
- These advertising opportunities will display a logo which will be larger than some other sponsors logos on that same slide/video/page and will be what we refer to as a "small" sized logo.
- One (1) full conference registrations with Badges

SILVER

The **Silver** donation is a superb way for companies to sponsor the event and help give back to the community while enjoying participation in the conference.

BRONZE

The **Bronze** donation is a superb way for individuals to sponsor the event and help give back to the community while enjoying participation in the conference.

BRING YOUR OWN

If your company has a cyber security related event or contest that you believe might bring value to our attendees, we encourage you to reach out to us and see if your event fits at our conference. In year's past we have seen events like: Red vs. Blue competitions, Firewall Configuration Exercises, Specialized Training, etc. We offer in many cases steep discounts for Sponsors willing to contribute to the conference with events and contests. Discounts may vary depending on product involvement, and many other factors, but if you have a good idea, we'd enjoy discussing it with you. Sponsors@BSidesSLC.org

Email Sponsors@BSidesSLC.org to support the community today!

CONTRACT AND AGREEMENT

BSidesSLC 2018 will be held on March 16th, 2018 at the Karen Gail Miller Conference Center in Sandy, Utah. This Sponsorship Contract including the agreement attached hereto and incorporated herein by reference is made by and between the BSides Utah LLC ("BSidesSLC") and the company identified below. Upon execution of this Contract, the company identified below agrees to pay the fees set forth below in full subject to the Terms and Conditions attached hereto.

Company: _____

Mailing Address: _____

Contact Name: _____

Contact Phone: _____

Contact Email: _____

SPONSORSHIP PACKAGE

Titanium - (Contact for Pricing)

Platinum - \$3000

Gold - \$1000

DONATIONS

Silver (2x Badges) - \$89

Bronze (1x Badge) - \$45

We will contact you to make payment arrangements in a secure manner.

Check - Make Payable to: BSides Utah LLC

Credit Card

Purchase Order

TERMS & CONDITIONS

This Sponsorship Agreement (the "Agreement") is entered into between _____ (Company), a _____ (Company Type) ("Sponsor") and the BSides Utah LLC, a corporation ("BSidesUtah"), as of _____, 20____ ("Effective Date").

SPONSORSHIP RIGHTS. BSidesUtah grants to Sponsor a Sponsorship for the BSidesUtah Conference for 2017 (the "Conference").

SPONSORSHIP BENEFITS. BSidesUtah agrees, subject to the provisions in this Agreement, to provide to the Sponsor the benefits described in Exhibit A attached hereto and made part thereof.

FEE. In the consideration of the grant by BSidesUtah to the Sponsor of the Sponsorship rights hereunder, the Sponsor agrees to pay the sponsorship fee no later than ten (10) days following the latter to occur of the mutual execution of this Agreement and the Sponsor's receipt of an invoice.

TERM. This Agreement shall begin on the Effective Date and shall continue through the conclusion of the scheduled Event.

CANCELLATION BY SPONSOR. The sponsor may elect to cancel the sponsorship. After February 1, 2018, all payments made to BSidesUtah or agreed to under this Agreement shall be deemed fully earned and non-refundable in consideration for expenses incurred by BSidesUtah and BSidesUtah's lost or deferred opportunity to provide sponsorship opportunities to others. Cancellation notices must be in writing and sent to sponsors@bsidesslc.org.

OBSERVANCE OF LAWS AND RULES: Sponsor agrees to observe and abide by all laws, rules and regulations, and ordinances in connection this Agreement and the rules of any Event to which Sponsor may be invited to participate from time to time as a result of being a Sponsor.

LICENSE. Sponsor grants to BSidesUtah the non-exclusive, non-transferable right to use trademarks, trade names, service marks or logos owned by it ("Sponsor Marks") in connection with the Event(s) and any activities or promotions reasonably incidental thereto. BSidesUtah hereby renounces ownership of and assigns to Sponsor any goodwill that accrues as the result of the use of Sponsor Marks.

REPRESENTATIONS AND WARRANTIES. Sponsor represents and warrants to BSidesUtah that: (i) Sponsor has the full right, power and authority to enter into this Agreement; and (ii) the distribution or use of any products or materials provided by Sponsor will not violate the rights of any third party including, without limitation, copyrights, trademarks, patents, and other intellectual property rights of any third party. BSidesUtah represents and warrants to Sponsor that: (i) BSidesUtah has the full right, power and authority to enter into this Agreement; and (ii) the use of any materials prepared by BSidesUtah (other than by way of incorporation of any Sponsor provided materials) will not violate the rights of any third party including, without limitation, copyrights, trademarks, patents,

and other intellectual property rights of any third party.

INDEMNIFICATION. Neither BSidesUtah, any co-sponsor, venue provider nor any of their respective officers, agents, employees, contractors, facilities, representatives or assigns shall be liable for, and Sponsor hereby releases them from, any claims for damage, loss, expense, harm, or injury or death to the person, property or business of the Sponsor and/or any of its visitors, officers, agents, employees, contractors, or other representatives, resulting from theft, fire, earthquake, water, unavailability of the facility, uncontrollable events, third parties, accident or any other reason in connection with any Event. The Sponsor hereby indemnifies, and shall defend, and protect BSidesUtah and hold BSidesUtah, any co-sponsor and venue provider harmless from any and all claims, demands, suits, liability, damages, losses, costs, attorney's fees, and expenses which might result or arise from Sponsor's participation at an Event or any actions of Sponsor's officers, agents, employees, contractors, or other representatives.

LIMITATION OF LIABILITY. IN NO EVENT SHALL EITHER PARTY OR ITS RESPECTIVE AFFILIATES BE LIABLE FOR ANY CONSEQUENTIAL, PUNITIVE, INDIRECT, INCIDENTAL, RELIANCE, OR SPECIAL DAMAGES, WHETHER OR NOT SUCH PARTY HAS BEEN ADVISED OF THE POSSIBILITY THEREOF. IN NO EVENT SHALL BSidesUtah's LIABILITY, UNDER ANY CIRCUMSTANCE, EXCEED THE AMOUNT ACTUALLY PAID TO IT BY THE SPONSOR. BSidesUtah MAKES NO REPRESENTATION OR WARRANTY REGARDING THE NUMBER OR IDENTITY OF PERSONS WHO WILL ATTEND ANY EVENT.

MODIFICATIONS. Any waiver, discharge, amendment or other modification of any provision of this Agreement will be valid and effective only if it is evidenced by a writing signed by both parties to this Agreement.

NO JOINT VENTURE. This Agreement does not constitute and shall not be construed as constituting a partnership or joint venture between Sponsor and BSidesUtah. Neither party shall have any right to obligate or bind the other party in any manner whatsoever except as provided herein.

ASSIGNMENT. Neither party may assign this Agreement without the prior written consent of the other party. Notwithstanding the foregoing, either party may assign its rights and/or duties under this Agreement to any affiliate or successor entity in connection with a merger, reorganization or other corporate restructuring.

GOVERNING LAW. This Agreement shall be construed and interpreted pursuant to the laws of the State of Utah without regard to its conflict of law principles.

SURVIVAL. Anything to the contrary notwithstanding, the representations, warranties and indemnities provided for in this Agreement shall survive the execution and performance and any termination or expiration of this Agreement.

ENTIRE AGREEMENT. This Agreement constitutes the entire agreement between the parties and supersedes all prior oral or written agreements. The parties hereto have indicated their acceptance

of and agreement to the foregoing by signing the agreement below.

COMPANY

Signature: _____

Name and Title: _____

Date: _____

BSides Utah LLC ("BSidesUtah")

Signature: _____

Name and Title: _____

Date: _____