BSides Rochester 2024 Sponsor Kit

BSidesROC is a 100% volunteer-run information security conference that annually gathers cybersecurity professionals, students, and hobbyists to share their expertise in the cybersecurity field.

In March 2024, hundreds of cybersecurity professionals and students from around the country are gathering at the Rochester Institute of Technology (RIT) campus to learn about the latest developments in cybersecurity, compete in hacking challenges, and network with hiring employers.

Training Day Details	
When	Friday, March 22nd, 2024
Where	RIT's Global Cybersecurity Institute
Website	https://bsidesroc.com/

Conference Day Details	
When	Saturday, March 23rd, 2024
Where	RIT Inn and Conference Center
Website	https://bsidesroc.com/

BSidesROC is one of the two largest cybersecurity conferences in Rochester, NY:
- **Attendees –** hundreds of ticketed attendees every year
- **Training Day** – all-day training day on the latest cybersecurity topics and products
- **Conference Day** – all-day conference day with two tracks comprising more than a dozen presentations by leading information security professionals

Unique Sponsoring Opportunities

Every year our attendees are hungry for three things: (1) to learn about the latest cybersecurity topics, (2) to learn about the latest cybersecurity products, and (3) to seek gainful employment. We have a talented mix of professional and student attendees, presenting a unique opportunity for sponsors to market their services to decision-makers and to network with jobseekers, so ***please consider sponsoring BSidesROC 2024!***

@bsidesroc   **https://bsidesroc.com/**   **info@bsidesroc.com**

Becoming a Sponsor

To become a sponsor, contact us at info@bsidesroc.com. If your company is interested in custom perks not listed below, please let us know. We would be happy to consider providing unique benefits in exchange for your support!

Sponsorship Levels				
Sponsorship Perks	Community ($175)	Bronze ($850)	Silver ($1,550)	Gold ($2,300)
Include advertisements in all swag bags	✓	✓	✓	✓
Name added to "Wall of Support" on website	✓	✓	✓	✓
Logo on BSidesROC website, and B-Sides Global wiki		✓	✓	✓
Announcement on social networking sites		✓	✓	✓
Announcements throughout the event		✓	✓	✓
Logo on T-shirts			✓	✓
Vendor table in main hall				✓
Resume books from attendees seeking jobs				✓
Logo on each presentation video (intro & outro)				✓
Two VIP passes to private speaker dinner				✓
Included tickets	1	3	5	10
Included T-shirts			2	5

Benefits of Gold Sponsorship

Gold sponsorship grants your company prime real estate: a table on the main conference floor in front of the conference hall. It also gives you access to the resumes submitted by attendees interested in new job opportunities, who exchange a distributable copy of their resume for a complimentary admission to the conference.

Swag Bags

Like all conferences, our attendees *love* free stuff! If you have fun promotional trinkets to give away, we would be happy to distribute them for you—*free of charge!* However, informational sheets and advertisements require sponsorship.

Training Classes

In addition to the conference day, BSidesROC includes a training day, where attendees purchase tickets to learn from an instructor about the latest cybersecurity topics and services. We are actively seeking corporate trainers to offer either informational classes or official certification on their company's products and services. Trainers receive a cut of attendees' ticket fees. Note that formal sponsorship to the main conference is not necessary to host a training class. If interested in hosting a training session, please contact training@bsidesroc.com.

Some previous years' training sessions include:

- The Art of OSINT Analysis
- Penetrating Testing for Systems and Network Admins
- Mobile App Analysis
- Investigating with Splunk

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BSidesROC

Some Previous Years' Sponsors

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paloalto® NETWORKS

no starch press
the finest in geek entertainment

iCR
Ideas, Commitment, Results

SEDARA

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The Security Intelligence Company

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Information Security
• 2008 •

SecurityRisk
ADVISORS

ISSA
Information Systems Security Association
Rochester Chapter

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