What is BSidesROC?

You're busy, so we'll get straight to the point. BSidesROC is:

- A free conference put on by local hackers, featuring presentations given by security industry experts from around the world.
- Designed to facilitate interaction, foster professional networking, and help bridge the gap between skilled security professionals and employers seeking to hire them.
- An event that encourages active participants, by providing security related games, challenges, and activities

Quick Info	
What	**Rochester's only free & open hacker conference**
When	**4/25/2015**
Where	**German House**
Cost	**Free!**
Website	**BSidesROC.com**

Our mission is simple: to produce Rochester's only free and open Hacker Conference. We've successfully done this for the last four years – teaching the community about threats to privacy, supporting Rochester's hacker scene, and fostering lasting relationships between security professionals.

Hackers in Rochester?

We don't shy away from using the word hacker; we celebrate it. BSidesROC is a hacker conference in the most positive sense of the word possible – similar in nature to the annual DEF CON hacker conference in Las Vegas. While the "hackers" are often portrayed negatively in the media, we embrace the original meaning of the word: our hackers are people who innovate, learn, and stretch technology to its limits. They then share their experience with the rest of the world, and help secure the public by providing research and insight into security problems and explaining privacy concerns.

What's a Security B-Sides?

BSidesROC, is one of many security conferences held worldwide under the Security B-Sides banner. The goal of B-Sides events is different than standard, run-of-the-mill conferences. We focus on creating opportunities for individuals to both participate in a collaborative atmosphere. Unlike other conferences where speakers just talk blindly to a room full of people – we ensure that our participants – presenters and attendees alike – know that open dialogue during the talks is encouraged. Rather than focusing on the talks, B-Sides events focus on the people, providing space for ad-hoc conversation. We provide a number of events – from classic hacker "capture the flag" games to cryptographic challenges and puzzles. The goal is to get people out of listening mode, and get them plugged in to the community.

Speaking of Community…

One of the underlying goals of BSidesROC (besides throwing a good conference), is to support the growth of local businesses, professionals, and students: our presentations help raise awareness locally about security topics, our capture-the-flag competition helps show off the skills of talented individuals, and our sponsors are provided prominent mention throughout the conference in between talks, on printed materials, on T-Shirts, and on the BSidesROC website.

We've seen the rewards of these efforts recently as local news agencies have reached out to BSidesROC staff to provide insight and commentary on current privacy threats that affect consumers.

BSidesROC the Organization

BSidesROC is a 100% volunteer run group, not one of our staff is paid – though we have established an LLC to ensure that the business side of running a special event is properly handled. The volunteers that invest their time in running BSidesROC understand that our goal is to throw a good hacker conference, not make money. The combination of sponsors who "get it", with our excellent volunteers, enables us to keep coming back year after year.

Our operating costs are miniscule: we raise just enough money in sponsorship donations each year to pay for the venue, the food, badges, insurance, and the other costs that come with running the con.

How Can You Get Involved?

As a community driven event, we rely on people like you to keep us going. There are a lot of different ways to be involved:

- **Presenting**:
  We are always looking for highly technical, security related topics. Whether you've been working on something for a while and are now ready to share it with the community, or if you have a topic that you're looking to get some community feedback on, BSidesROC offers a great way to share the information and get your name out there. You can tell us all about what you'd like to talk about by submitting your presentation ideas to: cfp@bsidesroc.com.

- **Volunteering**:
  Our volunteers are the gears that keep the conference going. Honestly, we could not hold an event like this without the hard work and dedication provided by a top-notch group of security professionals. If you're looking to join in on the fun behind the scenes - or if you have a great idea for an activity you'd like to run at the event - tell us why you're interested and what you'd like to do by dropping a line to info@bsidesroc.com.

- **Spreading the Word & Attending**:
  Who wants to throw a conference that nobody goes to? We sure don't. That's why we need your help getting the word out there, and getting people coming in. Tell your friends, tell your coworkers, tell your boss, tell the weird guy at the coffee shop wearing the black hoodie. Find out how to get your free ticket on our website: www.bsidesroc.com

- **Sponsoring**:
  Seriously, you guys are what allows us to keep coming back year after year with an excellent con, all while keeping the conference free for the attendees. You pay for the food, the venue, you help us keep everything together, and we love you for it. If you or your organization are interested in sponsoring us, feel free to hit us up at sponsors@bsidesroc.com and we'll be happy to discuss the different sponsorship levels

with you. We've provided an outline of the different tiers, as well as the benefits of each, in the table below:

Sponsorship Level	Custom	Community Advocate ($100-$699)	Core Supporter ($700 – 1499)	Engage The Audience ($1500 & above)
Logo On Event Materials	✓	✓	✓	✓
Announcement on Social Networking Sites (Twitter/Facebook)	✓	✓	✓	✓
Logo on BSidesRoc.com Website	✓	✓	✓	✓
Logo on Security B-Sides Global Website	Discuss with BSidesROC contact		✓	✓
Logo on T-Shirts for Sale			✓	✓
Announcement throughout the event				✓
Logo included in a Hacker Battleship challenge				✓
Add items to the swag bag that all attendees get				✓
Sponsor Subevent (Keysigning or workshops)				
Other – we're open to your ideas				
Select One	☐	☐	☐	☐

BSidesROC 2015 Sponsorship Tiers