



Quick Info	
When	March 17 & 18 2023
Where	RIT Inn (map)
Website	bsidesroc.com

B-Sides Rochester

2023 Sponsor Kit

BSidesROC, an open and 100% volunteer-run information security conference, gathers cyber security professionals, students, and hobbyists to share their expertise.

On March 17th and 18th, 2023, hundreds of Cybersecurity professionals, college students, and hackers from around the nation are gathering at the Rochester Institute of Technology (RIT) campus to learn about the latest developments in Cybersecurity, compete in computer hacking challenges, and network with hiring employers.

Here is a quick summary of what Security B-Sides Rochester (BSidesROC) is:

- One of the two **largest** computer security conferences in Rochester (with 250+ ticketed attendees in 2022, our first conference back from COVID interruption).
- An event with **two tracks** comprising more than a dozen technical presentations by leading information security professionals.
- A chance for attendees to share their knowledge in the latest developments on **cryptography, mobile application security auditing, network penetration testing**, and more!

Unique Sponsoring Opportunities

According to our most recent exit survey, of our 250+ attendees, just over 60% are working professionals in IT/infosec, and about 30% are students seeking post-graduation employment. This presents unique opportunities for potential sponsors: not only can they market their services and products directly to decision-makers, but they can also network with jobseekers just entering the workforce!





Benefits of Gold Sponsorship

Gold sponsorship level grants your company prime real estate: a table on the main conference floor in front of the Track 1 conference hall. It also gives you access to the resumes submitted by attendees interested in new opportunities, who exchange a distributable copy of their resume for a complimentary admission to the conference. In 2022 we distributed over 80 resumes to our Gold sponsors.

Training Classes

Whereas the main conference aims to be as inexpensive as possible to encourage high participation from the community, our training classes (held the day before) aim to provide value to working professionals. We are actively seeking corporate trainers to offer either informational classes or official certification on their company's products/services. Classes that range from hundreds to thousands of dollars per seat are not unheard of. Note that formal sponsorship to the main conference is not necessary to host a training class. If interested, please send e-mail to training@bsidesroc.com.

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.





Some Past Sponsors

Custom Sponsorship Levels

The table on the next page details our standard sponsorship levels. If your company is interested in custom perks not listed, please let us know. We would be happy to consider providing unique benefits in exchange for your support!



Sponsorship Levels for B-Sides Rochester 2023

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	✓	✓	✓	✓
Announcement on social networking sites (Twitter/FB)		✓	✓	✓
Logo on BSidesROC website, and B-Sides Global wiki		✓	✓	✓
Announcement throughout the event		✓	✓	✓
Logo on T-shirts			✓	✓
Vendor table in main hall				✓
Resume book 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