BSidesROC 2026 Sponsorship Brochure

BSidesROC is a non-profit organization dedicated to growing the cybersecurity industry in Rochester, NY. We host an annual conference and training day for those entering or advancing their place in the field. Hundreds of individuals, including practitioners, students, speakers, vendors, and sponsors, attend every year to learn and network with one another.

BSidesROC 2026

Training Day

Friday, March 20, 2026

RIT's Global Cybersecurity Institute (1 Kimball Drive, Rochester, NY 14623)

2 tracks of training sessions

Conference Day

Saturday, March 21, 2026

RIT Inn and Conference Center (5257 W. Henrietta Road, Henrietta, NY 14467)

2 tracks of conference sessions

Activities and events

About BSidesROC

From one of the first BSides as a small conference started over 15 years ago to 408 registrations in 2025, BsidesROC is dedicated to the promotion and growth of the cybersecurity industry in Rochester, NY. BsidesROC strives to be a welcoming place where those of all skill levels can come together to learn, share their experiences, and network, all to help aid in this growth of the field. Multiple subjects have been covered at previous conferences including penetration testing, social engineering, information security, artificial intelligence, and more! Trainings, talks, and other activities are offered to help promote this environment of learning, collaboration, and community. As new trends emerge in the world of cybersecurity, BSidesROC does its part to provide a place where people can pass that knowledge onto others for the betterment of the field.

"Thank you for making BSides what it is. This year was the first time we'd been to a BSidesROC since like 2015 or 2016, and it was the most happy and included we've ever felt. You and your team have really done a great job at cultivating a great culture and we felt so welcome today even though we didn't know one person there… it
was really a breath of fresh air. So again, thank you."

-Megan (BSidesROC 2024 attendee)

Benefits of Sponsoring BSidesROC

1

Return on Investment

Many of our attendees are decision makers and program directors. By sponsoring, you spread your name recognition to these valuable stakeholders. Gold sponsors also get to staff a booth in the main hall.
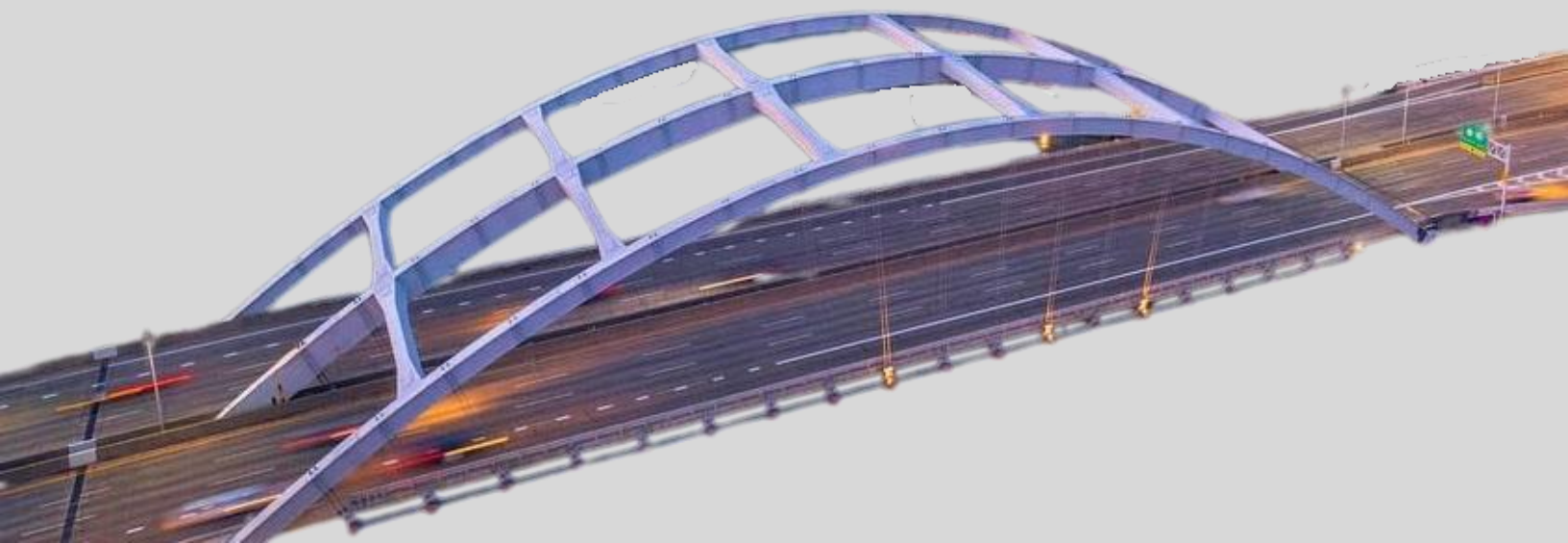
2

Network with Candidates

Our attendees are at all stages of their careers, from entry level to senior management. Cybersecurity conferences are a fantastic place to search for the next addition to your team. Gold sponsors also receive all the resumes submitted by attendees.

3

Grow the industry

Your support is critical to making BSides possible. A staple in the industry, BSides are where some of the best ideas and life-long networks are formed.

SPONSORSHIP OPPORTUNITIES

Sponsorship Perks	Community ($375)	Bronze ($1,050)	Silver ($1,750)	Gold ($2,500)
Advertisements in swag bags	✅	✅	✅	✅
Name added to "wall of support" on website	✅	✅	✅	✅
Logo on BSidesROC website and BSides Global wiki		✅	✅	✅
Announcements on social media		✅	✅	✅
Announcements throughout the event		✅	✅	✅
Logo on T-shirts			✅	✅
Vendor table in the main hall				✅
Resume book from attendees				✅
Two VIP passes to the private speaker dinner				✅
Tickets included	1	3	5	10
T-shirts included			2	5

Additional Information

Becoming a Sponsor

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

Swag Bags

Like all conferences, our attendees love free stuff! If you have 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

We are actively seeking trainers to host educational sessions during our Training Day. Some previous years' training sessions include The Art of OSINT Analysis and Mobile App Analysis. Contact info@bsidesroc.com for more information.

BSIDESROC

Contact Information

🌐 https://bsidesroc.com

✉️ info@bsidesroc.com

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