



2027

SPONSOR BROCHURE

March 20, 2027



<https://bsidesroc.com>



info@bsidesroc.com



[@bsidesroc](#)

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 attendees, including practitioners, students, speakers, vendors, and sponsors, attend every year to learn and network with one another.



BSidesROC 2027

Training Day

Friday, March 19, 2027

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

2 tracks of training
sessions

Conference Day

Saturday, March 20, 2027

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

2 tracks of conference
sessions

Activities and events

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

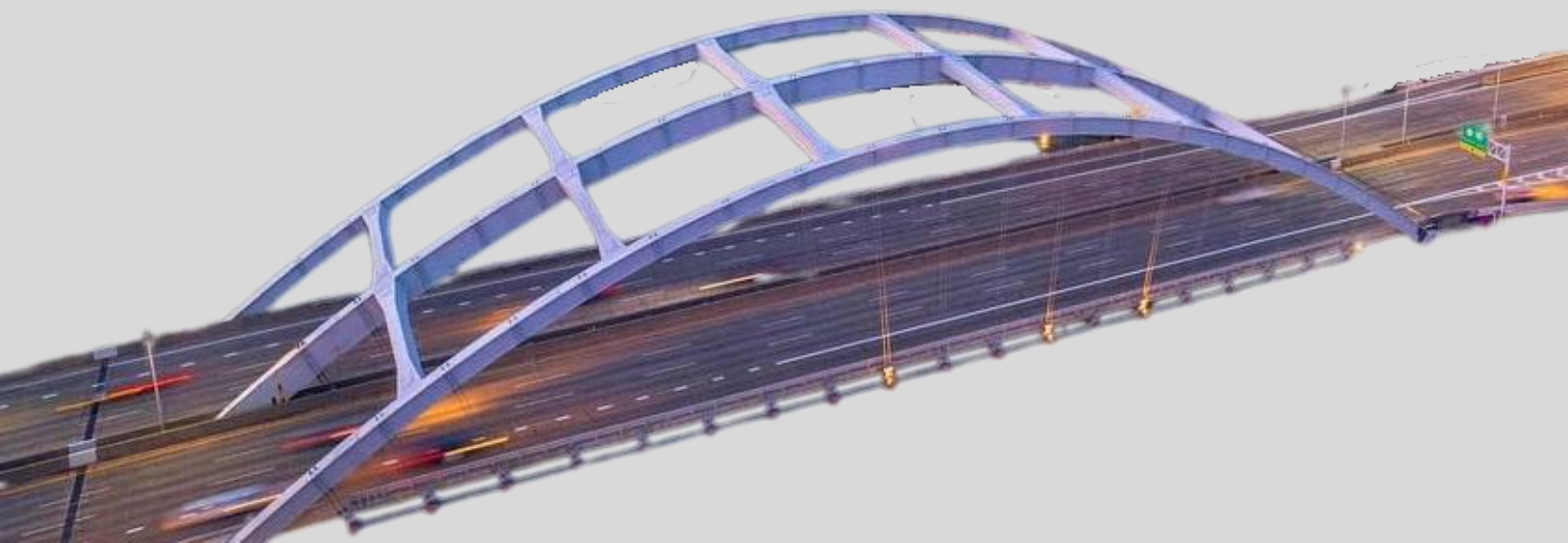
Network with Candidates

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.



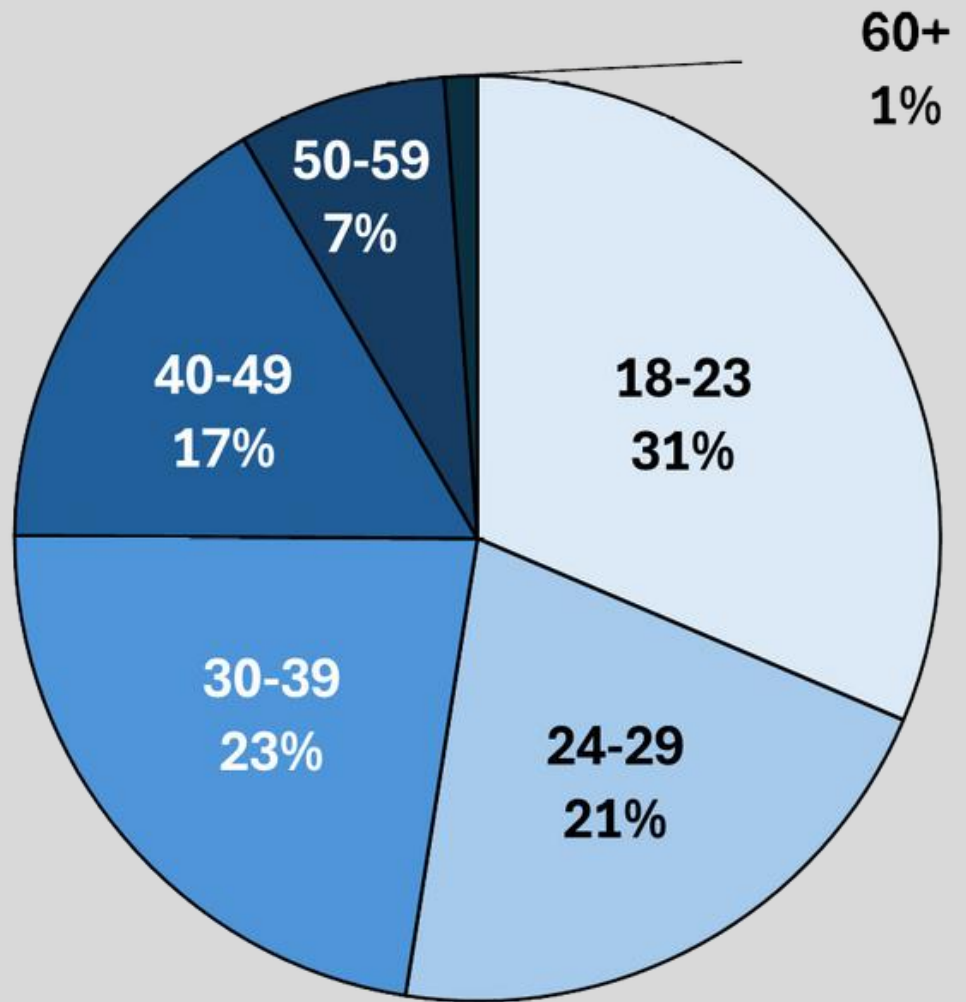
Training Classes

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.



324 Registrations for BSidesROC 2026

Percent of
2024
Attendees
by Age Group



"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)



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