



## Security B-Sides Jacksonville

October 13-14, 2023

University of North Florida  
Adam W. Herbert University Center  
12000 Alumni Drive  
Jacksonville, FL 32224

### Sponsor Kit

Thank you for your interest in sponsoring Security B-Sides Jacksonville. Following the success of numerous US and international-based B-Sides events, including three other B-Sides events in Florida and six previous successful B-Sides Jacksonville events, we are happy to introduce the seventh annual Security B-Sides conference in Jacksonville, FL.

B-Sides events combine security expertise from a variety of platforms in search of the “next big thing” in information security. B-Sides is an open platform that gives security experts and industry professionals the opportunity to share ideas, insights, and develop long-standing relationships with others in the community. It is a rare opportunity to directly connect and create trusted relationships with key members of the community.

Although the event itself is low-cost to participants, the cost of hosting such an event is shouldered by the organizers. This package contains sponsorship information for Jacksonville B-Sides in 2023. We have put together different opportunities for sponsorship and their benefits. Of course the greatest benefit is that of giving back to the community and enabling others to grow and learn.

Please do not hesitate to contact us if you have any questions or requests. You can reach us via email at [info@bsidesjax.org](mailto:info@bsidesjax.org), or on Twitter at [@BSidesJax](https://twitter.com/BSidesJax). Thank you for your consideration.



## Event Info

Security B-Sides is a framework of events that enables individuals to expand the spectrum of conversation beyond the confines of traditional media. Frameworks such as B-Sides enable individuals to drive the event, shape the media, and encourage participation. B-Sides are low cost, community organized events put on by local individuals with the expressed goal of enabling a platform for information dissemination. B-Sides is an 'unconference' that follows the 'open spaces' format. This varies from structured presentations to smaller break-out groups, but both provide a direct connection between speakers and the audience. The following are several details about the events:

## Timeline

2009 – Launched in the United States.

2010 – First European event.

2011 – Over 20 events held in the US, Europe, India, Hong Kong, & Australia.

2012 – Over 30 events held in the US, Europe, Africa, South America, Australia.

2013 – More than 110 events total (43 in 2013), in 39 cities, in 10 countries, on 5 continents.

2014 – Introduction of B-Sides Jax with over 100 attendees.

2015 – Second annual B-Sides Jax with over 160 attendees.

2016 - Third annual B-Sides Jax, over 200 attendees and participants.

2017 - Fourth annual B-Sides Jax, venue moved to Everbank Field (now TIAA Bank Field).

2018 - Fifth annual B-Sides Jax, held at TIAA Bank Field

2019 - Sixth annual B-Sides Jax, held at TIAA Bank Field

2020-2022 Events not held due to COVID19 health concerns

2023 - Seventh B-Sides Jax, venue moved to UNF's Adam W. Herbert University Center

- This year co-sponsored by Osprey Sec, UNF's Information Security Club
- Thousands of people have attended and written about their experience at B-Sides events:  
<http://www.securitybsides.org/Media>
- Community organized, volunteer driven, and corporate funded
- Focuses on expanding the spectrum of conversation and giving voice to the next big thing
- Security B-Sides mailing list, online forums, slide share, Facebook/Twitter activity, archived photos/videos and video stream accessible through the B-Sides portal:  
<http://www.securitybsides.org/>



## Goals

B-Sides acts as a complement to current events by enabling long-tail spectrum events that complement the current or surrounding event. The goal is to foster communication and collaboration while increasing the level of conversation.

Major conferences focus on the current hot topics in information security. B-Sides events explore the fringe of conversation and focus on the next big thing. The conversations have ranged from hardware hacking to gender issues, from Twitter hacking to proximity-based identity theft. B-Sides gives voice to the conversation that is happening just below the surface, and sponsoring enables you to engage that conversation.

## Target Audience

While each B-Sides event is unique, we target the industry professional looking to offset or augment their current security skill set with that of the next-big-thing conversations. These are industry leaders, thought leaders, information security professionals, and even students who wish to expand their body of knowledge. People who attend have various backgrounds in different sectors and verticals. Their common goal is to learn about emerging issues and connect with those who are having them

Unlike other events where the speaker is rushed in and out, B-Sides provides a small and intimate environment for the attendees to directly engage the speaker before, during, and after their talk or presentation. Attendees are looking for more than just information; they are looking to make connections they will call upon throughout the rest of the year.

## Prior Speakers

Gene Kim, HD Moore, Dino Dai Zovi, Alex Hutton, Tim Keanini, Jonathan Cran, David Mortman, Val Smith, Egyp7, Bruce Potter, Mike Murray, Mike Bailey, Andy Ellis, Jack Daniel, Erin Jacobs, and many more.



## Frameworks

Traditional media exist as a constrained system and must operate within the bounds to which it has defined itself. Physical events constrain themselves with space and time, but frameworks permit the continuous creation of individual events. Our goal is to provide people with options by removing those barriers and providing more options of speakers, topics, and events. The initial event in Las Vegas spawned a wave of new events throughout the United States and around the world. International B-Sides events have taken place in India, Greece, Portugal, Australia, London, and St. John's (among many others).

## Participation

B-Sides is not made up of members, but participants. Each person who participates in B-Sides brings to it something to contribute. Some people bring hardware, organizational skills, or their friends. You are offering to bring other resources that help fuel the conversation. Sponsoring enables you to engage the conversation and interact with attendees. In return you have our commitment to connect you with those attendees of interest to you and your business. The organizers hope your participation will enable another great B-Sides event.

## Media Coverage

In under a year, B-Sides has gathered mass media attention and been written up in CSO Online, The Register, ZDNet, and Dark Reading magazines. In addition to the plethora of blog posts and podcasts, B-Sides has also received coverage from Hacker News Network (HNN), EFFector, and Cisco System Cyber Risk Report. Check out the entire list here:

<http://www.securitybsides.org/Media>



## The Value of Sponsorship

The goal of B-Sides is to offer small intimate events where all participants can engage each other to help develop connections and friendships, and network with different industry professionals.

We recognize the value in engaging a smaller audience and being the big fish in a small pond. Every organization will have different goals and priorities. This is why we offer different levels of participation for every individual, group, or organization. We specifically designed several different options for any-sized organization to participate and support this event.

## Reasons to Show Your Support

We recognize your desire to not only support a great event but also to see a return on your investment. The following are a list of direct benefits you may see as an event sponsor.

### Brand Recognition and Awareness

Depending on the level of sponsorship, you may recognize your brand placement on some or all of the following: t-shirts, signage, lanyards, lunch sessions, or attendee badges. Based on your level of participation, creative and custom branding may be arranged including transportation, banners, and podcast interviews.

### Big Fish, Small Pond

For some, sponsoring large events is not within their price range, leaving them with no option for communicating their message. B-Sides is just the place for you! This small, community atmosphere brings together active and engaged participants who want to absorb information. Sponsoring a B-Sides event enables you to be that big fish in a small pond and better communicate your message to an active audience.

### Stay in Touch With the Industry

B-Sides enables its supporters and participants to identify and connect with industry leaders and voices. These participants represent the social networking of security. They are the people who you want to engage to solicit feedback and bring voice to your conversation.



## Support and Sponsorship

### Stay Abreast on the Next Big Thing

Nobody knows what the “next big thing” will be, but these events are community-driven with presentations voted upon by the industry. There is no magic to how it works, but we believe that listening to the underground can help you prepare and identify what the next big thing might be.

### Internet Simulcast

Many of the B-Sides events are simulcast online, meaning your participation can reach a larger audience than just those participants present. At the 2010 San Francisco B-Sides event, the online audience ranged from 5-10 times those present onsite at the event. In addition, these simulcasts are archived online for later viewing.

### Media

The media coverage for B-Sides is massive compared with its size. Be part of the conversation and get swept up in the media. Many participants have been quoted and picked up by mainstream news sources including National Public Radio (NPR).

### Support Packages

Through the distinctive nature of this event, the list of speakers and attendees are available online. We see the benefit in the live interactive engagement of individuals rather than in the cold call connection. Please contact the event organizers for sponsorship and support opportunities.

### Venue

This year our conference is being held at UNF’s Adam W. Herbert University Center. Nestled in UNF’s thousand acre nature preserve, the landmark features ample parking, and a quiet sanctuary for BSides Jax.



# Sponsorship Opportunities

## Sponsorship Opportunities at B-Sides Jax

### Tier 1 - Silver Supporter: \$750

- Verbal recognition
- Logo on event website
- Logo in Program Guide
- Logo placement in the rotation on video displays throughout the venue.

### Tier 2 - Gold Supporter: \$1500

- All Silver Supporter benefits
- Imprinted logo on signage around the event
- Sponsor provided cloth type banner placement at venue
- Preferred logo placement in the rotation on video displays throughout venue

### Tier 3 - Platinum Supporter: \$2000

- All Gold Supporter benefits
- Vendor table space to showcase products, present demos, and foster technical conversations with attendees
- Optional time at the after party, opening or closing ceremonies to address the attendees
- Logo displayed on 4K Ultra-high definition video displays in between presentations
- Logo on the back of t-shirt (dependent on funding of t-shirts)
- Premier logo placement in the rotation on video displays throughout venue

# Sponsorship Opportunities

## Custom Sponsorship Opportunities

### Beverages: \$500 (3 seats)

- Verbal recognition
- Sign indicating beverages provided by sponsor

### Capture the Flag (CTF): \$1,500

- All Gold Supporter benefits
- Sponsor provided cloth type banner placement at CTF location for maximum visibility
- Vendor table space for recruitment purposes only
- Optional time at the CTF venue to address the attendees

### Lock Pick Village (LPV): \$2,000

- All Gold Supporter benefits
- Sponsor provided cloth type banner placement at LPV venue for maximum visibility
- Vendor table space for recruitment purposes only
- Optional time at the LPV venue to address the attendees

### Badges: \$3,500

- All Platinum Supporter benefits
- Sponsor's logo displayed prominently on the badge

### T-shirts: \$3,500

- All Platinum Supporter benefits
- Logo displayed prominently on the shirt (other sponsors logos will be smaller in size)

### After Party: \$4,000

- All Platinum Supporter benefits
- Sign indicating party provided by sponsor
- Logo on party armbands
- Sponsor banner placement at after party venue for maximum visibility

Benefits of sponsorship packages subject to change at the discretion of B-Sides Jax organizers.



# Custom Sponsorship

## Other Custom Sponsorship

B-Sides Jax encourages participation from a wide range of organizations. If you have an idea on custom sponsorship, please inform us so we can evaluate and determine if it is a viable option. These ideas may include but are not limited to the contribution of:

- Contests and giveaways
- Door prizes
- Media publicity or PR

Custom sponsorship would include at a minimum:

- Logo on the event website
- Imprinted logo on signage around the event
- Announcements during the event for the sponsored item(s)