

# BSIDES 2020 -

## MANCHESTER

## Sponsorship Info

**20<sup>th</sup> AUGUST 2020**

**Manchester Metropolitan University – Business School**

Version 1.0

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# BSides Manchester

Hello and welcome to the 7th BSides Manchester event. We have gone from strength to strength and we were thrilled to have had over 600 people attend our 2019 event. 2020 presents us the opportunity to continue to bring the InfoSec community in Manchester together again and we cannot do that without the help and support of our sponsors.

Thank you for your interest in sponsorship; with your help we will build a legacy for BSides in the UK.

New for 2020! We have collaborated with 44Con, and are pleased to say announce that will be running training courses during the days preceding the main BSides Manchester conference!

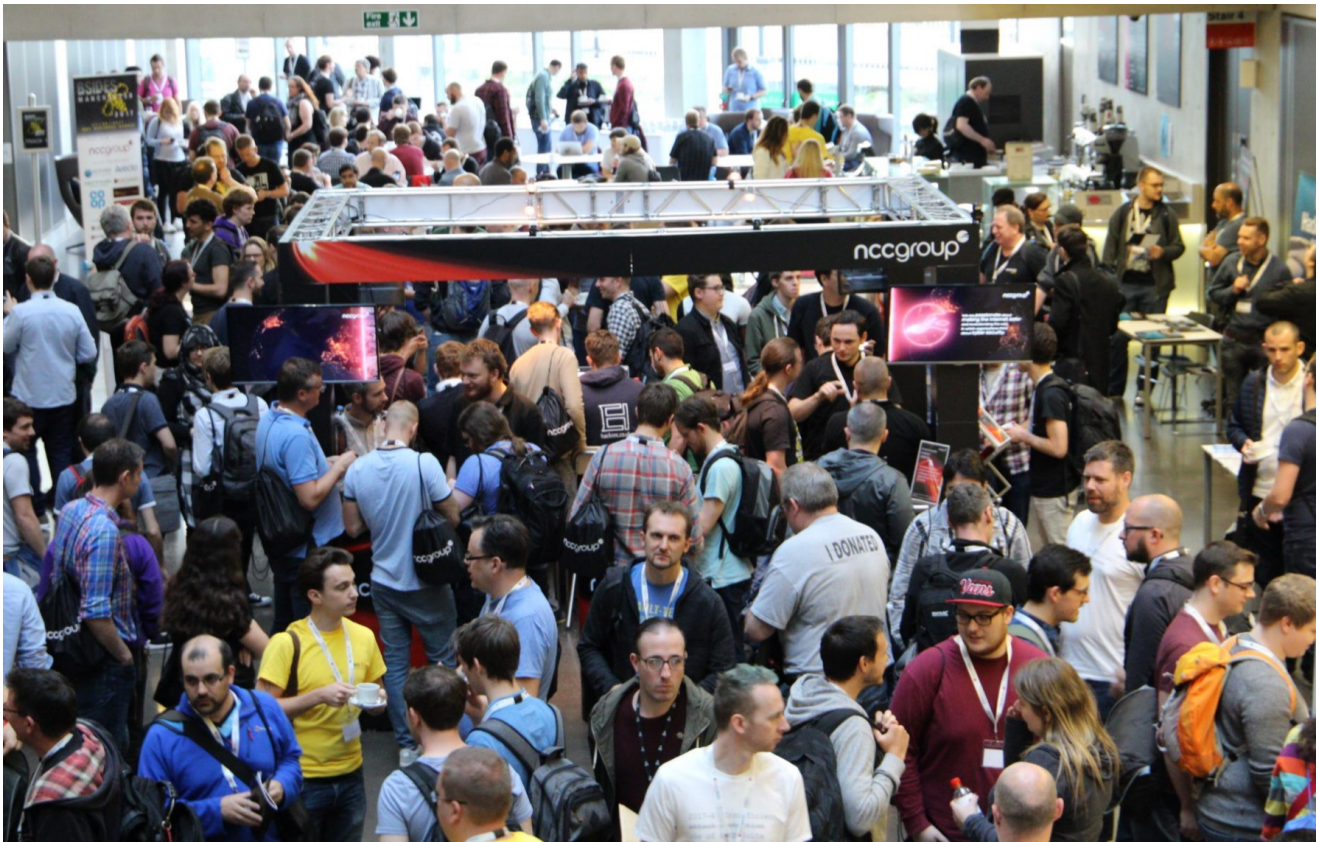
For those of you who have never attended a BSides event, BSides is a platform for security professionals across the globe to share and grow their expertise with like-minded peers. The security community is a large global network of very close individuals who love nothing better than to come together over a drink, some food and a workshop or two.

This document details all the levels of the sponsorship available so you can get involved at whatever level you want to. Please get in touch if you require any further information or to book your place at the biggest infosec event in the North of England.

You can contact us at [info@BSidesmcr.org.uk](mailto:info@BSidesmcr.org.uk) and follow us on Twitter [@BSidesMCR](https://twitter.com/BSidesMCR) for updates.







# Sponsorship Packages

| <i>Package</i>                                                    | <b>Platinum</b>                                                   | <b>Gold</b>                                     | <b>Silver</b>                                  | <b>Other / Bespoke</b>              |
|-------------------------------------------------------------------|-------------------------------------------------------------------|-------------------------------------------------|------------------------------------------------|-------------------------------------|
| <b><i>Kudos</i></b>                                               | Biggest                                                           | Bigger                                          | Big                                            | ?                                   |
| <b><i>Cost</i></b>                                                | £3,500                                                            | £2,000                                          | £1,000                                         | £tbc                                |
| <b><i>Exhibition Space</i></b>                                    | Bespoke space for large stand<br><br>Inc. Table & Chairs<br>Power | 3x2m space<br><br>Inc. Table & Chairs<br>Power  | None                                           | tbc                                 |
| <b><i>Additional popups around venue</i></b>                      | Multiple                                                          | 4                                               | 2                                              | tbc                                 |
| <b><i>Verbal recognition (Opening &amp; Closing)</i></b>          | <input checked="" type="checkbox"/>                               | <input checked="" type="checkbox"/>             | <input checked="" type="checkbox"/>            | <input checked="" type="checkbox"/> |
| <b><i>Conference Programme Advertisement</i></b>                  | Double page                                                       | ½ Page                                          | ¼ page                                         | tbc                                 |
| <b><i>Logo on Website</i></b>                                     | <input checked="" type="checkbox"/>                               | <input checked="" type="checkbox"/>             | <input checked="" type="checkbox"/>            | <input checked="" type="checkbox"/> |
| <b><i>Promotion (Website, Social Media, Newsletter, etc.)</i></b> | <input checked="" type="checkbox"/>                               | <input checked="" type="checkbox"/>             | <input checked="" type="checkbox"/>            | <input checked="" type="checkbox"/> |
| <b><i>Main stage branding</i></b>                                 | <input checked="" type="checkbox"/><br>(Large)                    | <input checked="" type="checkbox"/><br>(Medium) | <input checked="" type="checkbox"/><br>(Small) | tbc                                 |
| <b><i>Branding on Venue Signage</i></b>                           | <input checked="" type="checkbox"/><br>(Large)                    | <input checked="" type="checkbox"/><br>(Medium) | <input checked="" type="checkbox"/><br>(Small) | tbc                                 |
| <b><i>Workshop/Demo Opportunity Included</i></b>                  | <input checked="" type="checkbox"/>                               | -                                               | -                                              | -                                   |
| <b><i>Opportunity to write a blog on the website</i></b>          | <input checked="" type="checkbox"/>                               | -                                               | -                                              | -                                   |
| <b><i>Opportunity to run an official competitions</i></b>         | <input checked="" type="checkbox"/>                               | -                                               | -                                              | -                                   |
| <b><i>Collateral for the delegate welcome pack</i></b>            | 3                                                                 | 2                                               | 1                                              | tbc                                 |
| <b><i>Delegate passes</i></b>                                     | 10                                                                | 5                                               | 3                                              | tbc                                 |
| <b><i>Community Passes</i></b>                                    | 10                                                                | 5                                               | -                                              | tbc                                 |

## Other Sponsorship options

- Lanyard
- Delegate Bag
- After-Party / Pre-Party
- Lunch & Coffee Breaks
- Bespoke
- Community

Full details of other sponsorship options on page 8.

## Platinum Sponsorship – £3500

- Exhibition – Largest exhibition space (approx. 4x3m) with power and most visible positions in the exhibition hall (Table & Chairs included if required)
- Space for multiple pop up banners around the venue (subject to space)
- Verbal recognition - Company name mentioned at the opening and closing remarks
- Conference Programme Advertisement – Two page spread in the official BSides Manchester programme
- Website – Largest logo listed prominently as platinum sponsor on the BSides Manchester website
- Main stage – Largest logo appearing on the main stage screen or signage
- Posters/Banners - Largest logo appearing on any venue signage
- Opportunity to run a Workshop, Demo or Training at BSides Manchester and future promote your brand and reputation
- Website Blog – Opportunity to write a blog or article website that will go out on the run up to the event alongside updates for the event
- Competition – Opportunity to run an official competition. BSides Manchester will advertise and promote the competition in the run up to the event via email and social media
- Delegate welcome pack – Ability to add up to 3 items (corporate literature, flyer, gift, sticker, case study, white paper, etc.) to the delegate pack
- Promotion - Social media promotion through BSides Website, Twitter, Linked In, Facebook, newsletter and other channels
- Passes – 10 delegate passes
- **NEW FOR 2020!!!** Community Passes – An opportunity to give up to 10 tickets away to the community on your behalf
- **NEW FOR 2020!!!** Talk submission – We want to encourage further engagement from our key sponsors and so request the submission of at least 1 talk to the Call for Papers. Whilst this will not guarantee selection for the event it is designed to encourage contributions from our partners.

## Gold Sponsorship - £2000

- Exhibition – 2nd largest exhibition space (3x2m) with power
- Table and 2 Chairs included (if required)
- Space for 4 pop up banners around the venue (subject to space)
- Verbal recognition - Company name mentioned at the opening and closing remarks
- Conference Programme Advertisement – Half page in the official BSides Manchester programme
- Website – Logo listed prominently as Gold sponsor on the BSides Manchester website
- Main stage – Logo appearing on the main stage screen or signage
- Posters/Banners – Logo appearing on any venue signage
- Delegate welcome pack – Ability to add up to 2 items (corporate literature, flyer, gift, sticker, case study, white paper, etc.) to the delegate pack
- Promotion - Social media promotion through BSides Website, Twitter, newsletter and other channels
- Passes – 5 delegate passes
- **NEW FOR 2020!!!** Community Passes – An opportunity to give up to 5 tickets away to the community on your behalf

## Silver Sponsorship - £1000

- Space for 2 pop up banners around the venue
- Verbal recognition - Company name mentioned at the opening and closing remarks
- Conference programme advertisement – Quarter page in the official BSides Manchester programme
- Website – Logo listed prominently as Silver sponsor on the BSides Manchester website
- Delegate welcome pack – Ability to add 1 item (corporate literature, flyer, gift, sticker, case study, white paper, etc.) to the delegate pack
- Promotion - Social media promotion through BSides Website, Twitter, newsletter and other channels
- Passes – 3 delegate passes

## Lanyard Sponsor – ENQUIRE

- Lanyards will include the logo of the sponsor as well as the BSides Manchester logo
- Lanyards to be provided at additional cost to sponsor



## Delegate Bag Sponsor – ENQUIRE.

- To provide the branded bag for the delegate welcome pack
- Bags to be provided at additional cost to sponsor

## Bespoke Sponsorship / Other – ENQUIRE.

If you have any ideas for other sponsorship opportunities we are all ears so please email us and let us know at [info@bsidesmcr.org.uk](mailto:info@bsidesmcr.org.uk), and we will take your ideas into consideration.

## After-Party Sponsor – ENQUIRE.

- The after-party will take place immediately after the conference, and not start until after the advertised conference finish time
- Includes space at the BSides Exhibition area for small stand to hand out tickets/promote party
- After-party sponsor chooses the after party venue within close proximity to the event venue (BSides Manchester can assist with possible venues)
- BSides Manchester has final approval on the party venue
- After-party sponsor will cover the cost of the venue hire, food and drinks
- After-party sponsor will have the opportunity to brand the after-party venue with sponsor's marks (as defined in the Sponsorship Agreement) how they wish, subject to organiser & venue agreement
- Verbal recognition - Company name mentioned at the conference opening and closing remarks
- Conference Programme – Company will be listed as official after-party sponsor
- Website – Logo listed prominently as after-party sponsor on the BSides Manchester website
- Main stage – Logo appearing on the main stage screen or signage
- Posters/Banners - Logo appearing on any venue signage
- After-party sponsor logo will be added to the programme and publicised as after-party sponsor throughout the event
- Passes – 7 delegate passes

## Lunch Sponsor - ENQUIRE

- Signage in the lunch area
- Verbal recognition - Company name mentioned before and after lunch
- Website – Logo listed as Lunch Sponsor
- Mention in the official BSides Manchester Conference Programme

## Coffee break Sponsors - ENQUIRE

- Signage in the coffee area
- Verbal recognition - Company name mentioned before and after breaks
- Website – Logo listed as Break Sponsor
- Mention in the official BSides Manchester Conference Programme

## Community Supporter

BSides Manchester is for the community by the community, and whilst we need our main sponsors to make it all happen through financial support we are also interested in engaging the wider information security community.

Therefore, if your organisation, group, club, society, academia, etc. is non-commercial and involved in the InfoSec, cyber security, hacker space, coding space, or just geek space, then we would be interested in hearing from you and getting you involved.

We don't want your money, but we do want your support and if you have anything you can donate to the event, such as; tickets for other events/cons, stickers, give aways, leaflet detailing your cause or group, printing, badge holders, etc. Feel free to email [info@bsidesmcr.org.uk](mailto:info@bsidesmcr.org.uk) and we will add your logo to the website and signage as a community supporter of the event.



# History of BSides

Security BSides started out with an idea to create free, community-organised events put on by local individuals with the express goal of enabling a platform for information dissemination. Started in 2009 by a team in the US, Security BSides events are becoming known all over the world.

In 2011, the event came to London with big ambitions. BSides London has continued to grow, introduced Rookie Tracks, moved venues and become one of the leading InfoSec conferences in the UK.

In 2014, a Manchester team was set up, including one of the original Security BSides London team, to bring BSides to the north of the UK! The core BSides Manchester team is returning again for 2020, along with some new team members, to bring the InfoSec community in the North West an annual security get together to remember for years to come.

## Who Attends BSides Events

Security BSides events are free so enjoy a wide range of visitors from information security professionals and executives to students and security enthusiasts. More information around our attendee demographics can be found in the “Who is attending BSides Manchester?” section.

We are expecting over 500 delegates to attend the conference and tickets will sell out fast probably within a matter of hours.



## The Event

On the 20<sup>th</sup> August 2020, BSides Manchester (BSidesMCR) will take place at the Business School, All Saints Campus, Manchester Metropolitan University. The state of the art venue is only a few years old and is a great location for the conference. It allows us to have more tracks and workshops on the agenda, as well as a great space for exhibitors.

The venue is ideally located; a 5 minute walk from Manchester Oxford Road station (MCO) and 10 minutes from Manchester Piccadilly (MAN) station.

Delegates will be provided with lunch, and refreshments throughout the day.

As a sponsor, you will have opportunity to setup a stand in the main hall space, chat with delegates, distribute your company's promotional materials and have items on show for delegates to learn about you and your business.



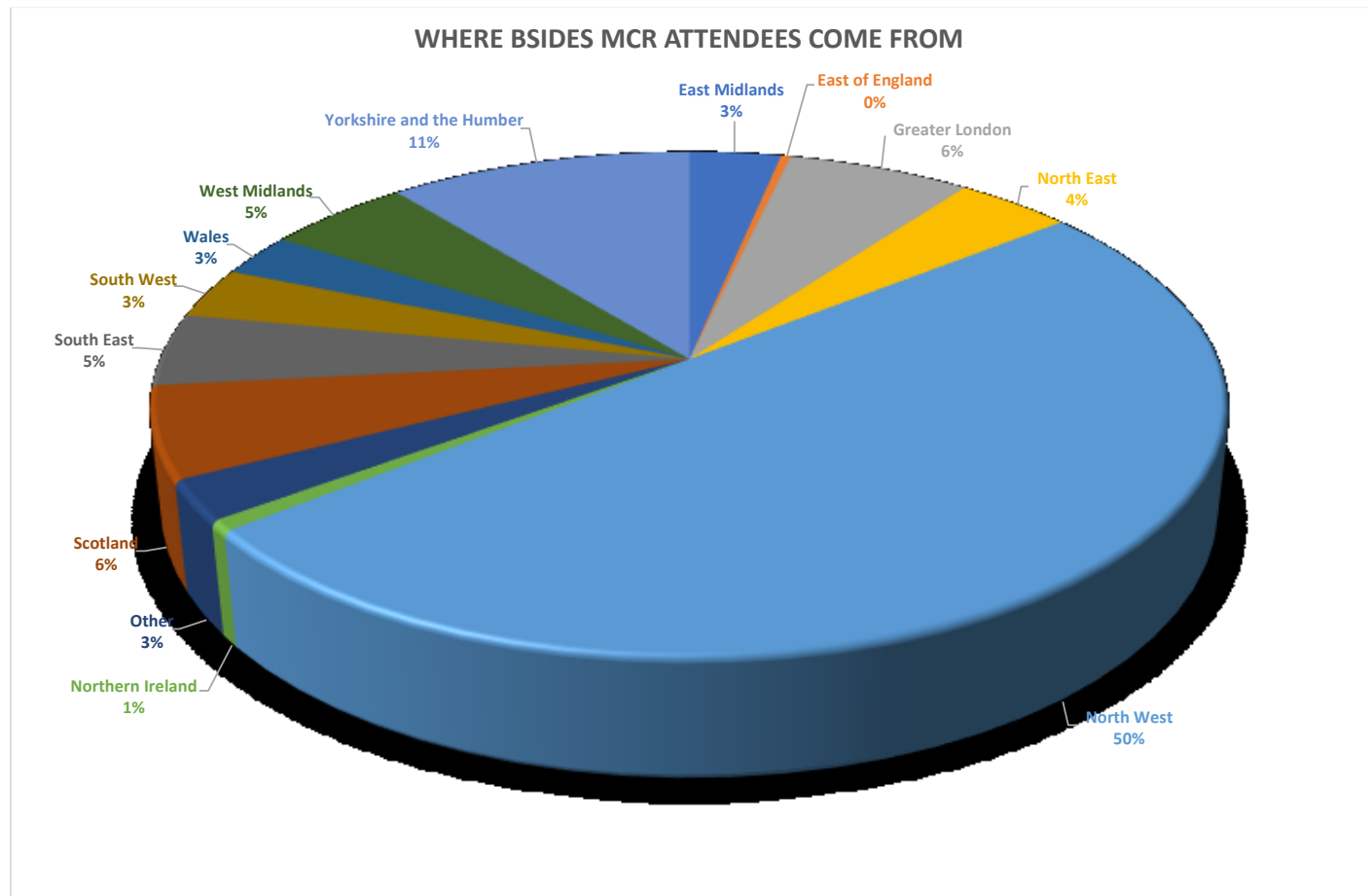
# Who is attending BSides Manchester?

## Where do BSides Manchester attendees come from?

The majority of BSides Manchester attendees come from the UK. Only a very small percentage came to BSides Manchester from outside the UK.

## Where in the UK?

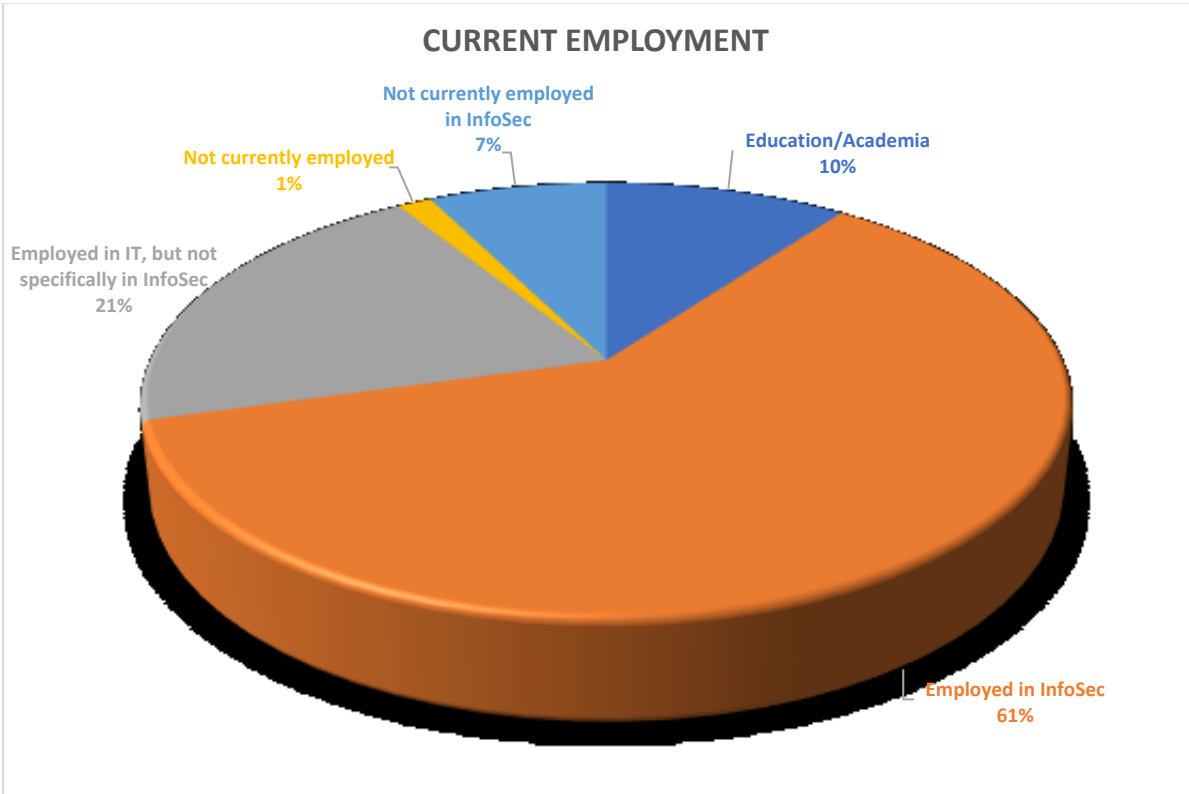
Unsurprisingly a large proportion come from the North West and then nearby Yorkshire & Humberside. After these two areas, the attendees are fairly evenly split across the rest of the UK.



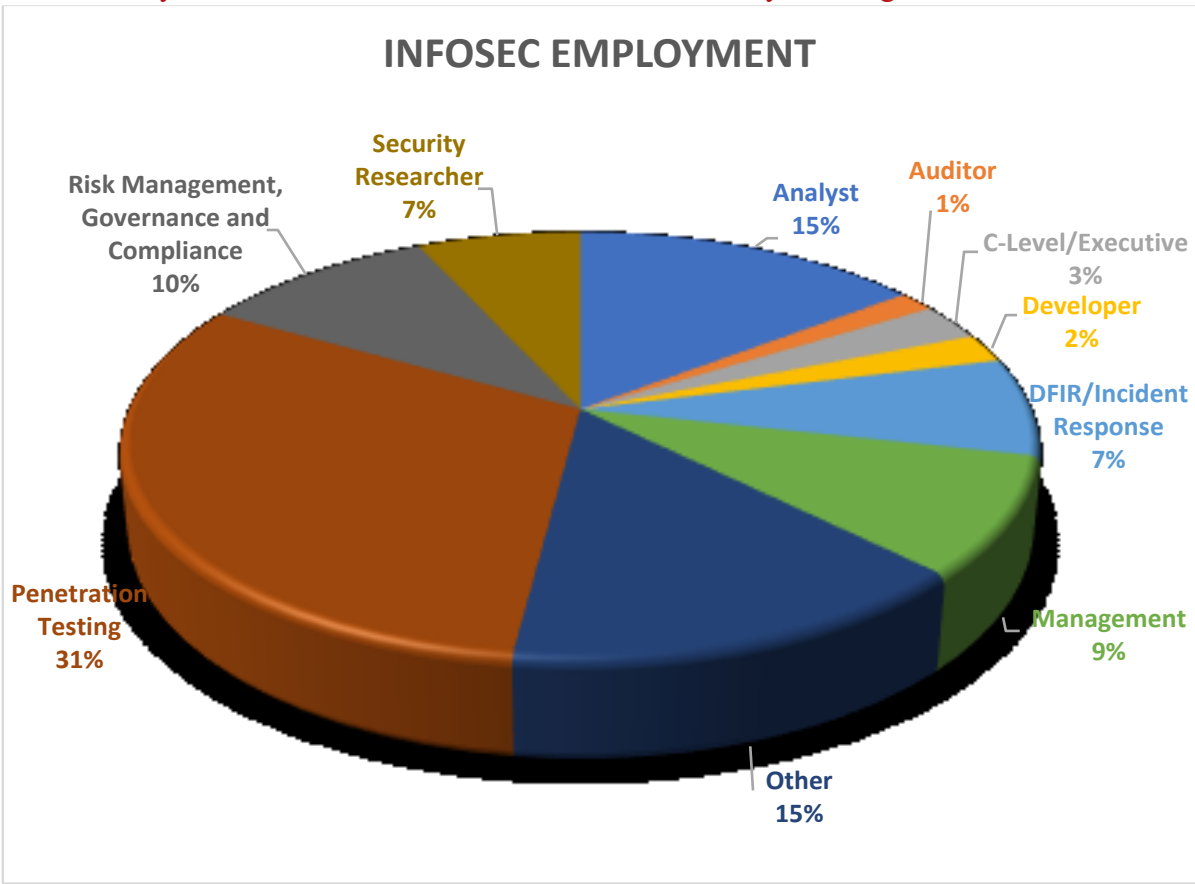


What type of employment are BSides Manchester attendees in?

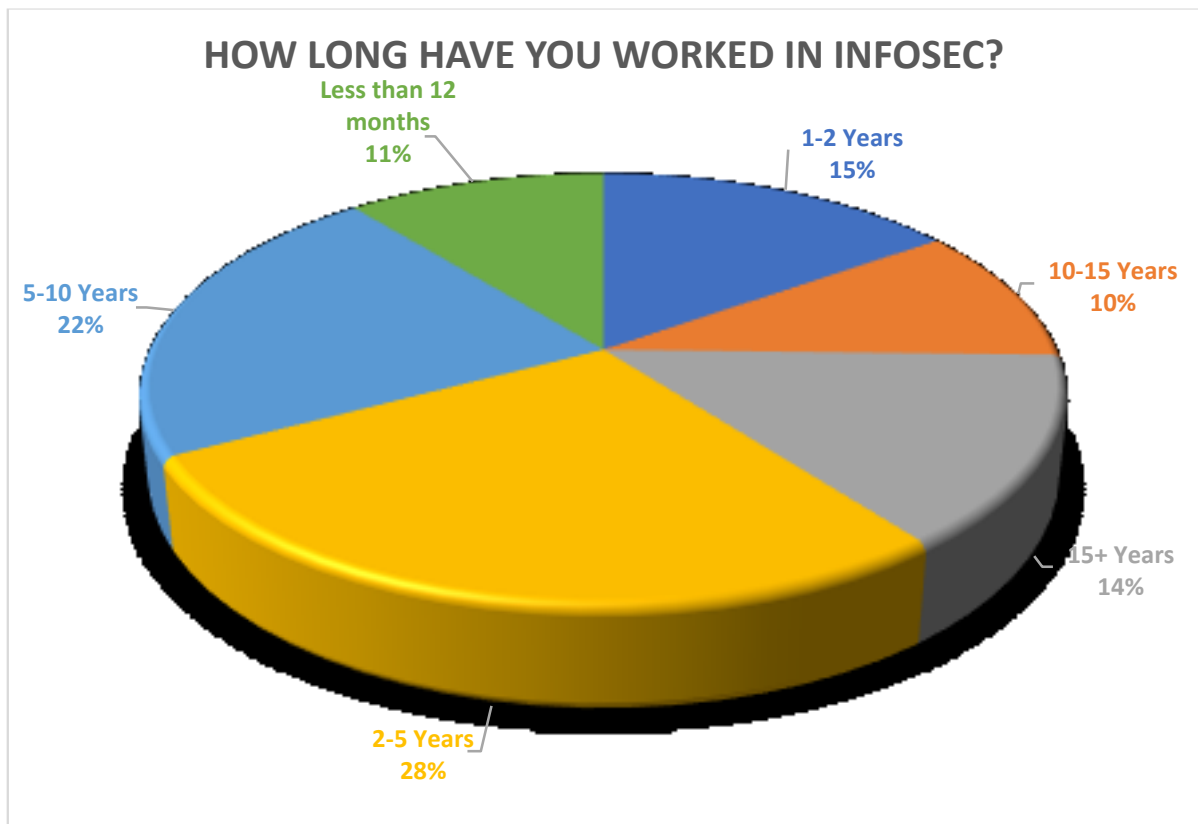
The majority of BSides Manchester attendees are already working in InfoSec, the remainder working largely in IT or are in academia or education.



So those who already work in InfoSec, what area of InfoSec are they working in?



How long have BSides Manchester attendees been working in InfoSec?



Finally, some basic stats:

The average age of attendees was 32 years old, with 15% identifying themselves as female and 83% identifying themselves as male. Approximately 22% of the attendees have never attended an InfoSec conference before.

**Thanks for supporting BSides Manchester!**

