RISE OF THE ROBOTS

October 6th - 7th 2023

SPONSORSHIP GUIDE

FOR MORE INFORMATION

EMAIL : sponsor@bsidesorlando.org
TWITTER : @bsidesorl
INSTAGRAM : bsidesorl
WEBSITE : bsidesorlando.org

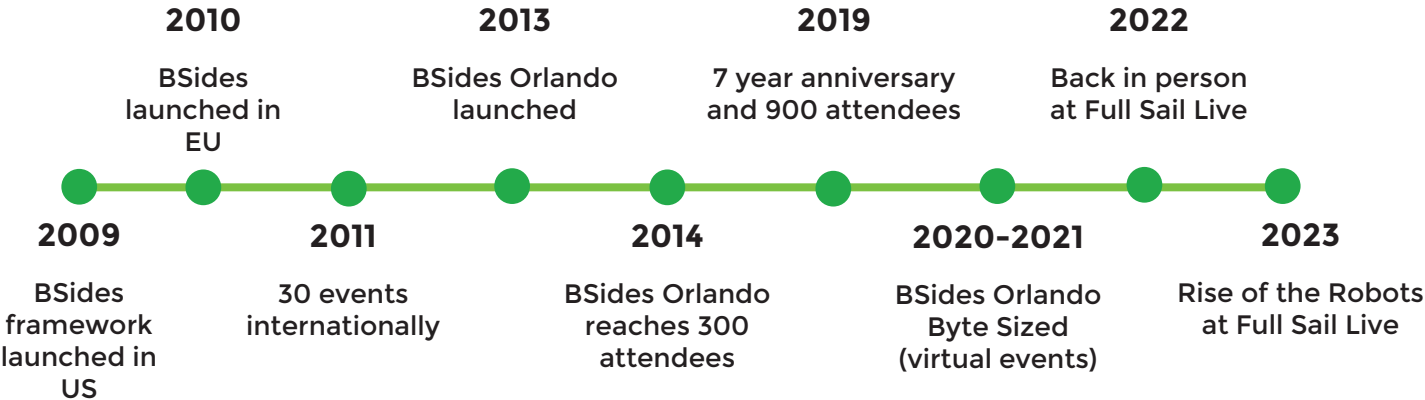# Thank you for your interest in sponsoring BSides Orlando

Our success has grown over the last several years with the help of a dedicated community of volunteers and organizers. We provide an open platform that gives beginners, security experts, and industry professionals the opportunity to share ideas, insights, and develop longstanding relationships in the community.

EVENT INFO

BSides Orlando is a community-organized event driven by a passion to connect information security professionals regardless of career stage. We provide traditional tracks and various villages but we differ in our approach to speakers and attendees.

We encourage new and aspiring speakers to present for the first time and provide opportunities for attendees to take their skills to the next level.

TIMELINE

2010
BSides launched in EU

2013
BSides Orlando launched

2019
7 year anniversary and 900 attendees

2022
Back in person at Full Sail Live

2009
BSides framework launched in US

2011
30 events internationally

2014
BSides Orlando reaches 300 attendees

2020-2021
BSides Orlando Byte Sized (virtual events)

2023
Rise of the Robots at Full Sail Live

View archived pictures, video, and information on the BSides Orlando site:
https://bsidesorlando.org

GOALS

Our goal is to bring the conversation to another level and inspire a passion for security. We welcome presentations from diverse and humble areas of interest. Our environment fosters communication and collaboration between professionals, hobbyists, and students.

TARGET AUDIENCE

While each BSides event is unique, we focus on those new to the industry while enabling intermediate and advanced professionals to expand their knowledge. An eclectic blend of students, young professionals, and infosec professionals provide opportunity for our attendees to grow.

A smaller and more intimate setting contributes to the unique nature of BSides Orlando where attendees look for more than just information. They are looking to make connections, have conversations to complete their goals, and advance their careers.

THE VALUE OF A SPONSORSHIP

Our intimate event provides participants an opportunity to develop connections with students, hobbyists, and industry professionals. The biggest value of BSides Orlando is recruitment from a large list of potential candidates.

Contact **sponsor@bsidesorlando.org** for more information regarding custom sponsorships to meet the specific needs of your organization.

SPONSORSHIP LEVELS & BENEFITS

	Bronze $500	Silver $1,500	Gold $2,500	Platinum $4,000	Diamond $6,000
Sponsorships Available	*	15	10	8	3
Badges Included	2	2	5	8	10
Social Media Posts	x	x	x	x	x
Logo: Event Website	x	x	x	x	x
Logo: Event Signage		x	x	x	x
Logo: Shirt		x	x	x	x
Logo: Video Bumper		x	x	x	x
Verbal Thanks		Open/Close	Open/Close	All tracks	All tracks
Vendor Table Space			Cocktail	6 ft	2 x 6 ft
Swag in Bag			x	x	x
Ad in Program		1/4 pg	1/2 pg	Full Page	2 Pages
Attendee Email Blast					x
2 Min to Speak at Opening or Closing Ceremony					x

Co-branding with an optional preferred business partner is available for Diamond sponsorship

ADDITIONAL OPPORTUNITIES

If you would like to take your BSides Orlando sponsorship to the next level, please reach out to our sponsorship team. Contact **sponsor@bsidesorlando.org** to discuss sponsoring a track, village, pre- or post-conference event, or even the coffee that keeps our attendees buzzing through the day.

MEDIA SUBMISSION DEADLINES

A digital copy of your logo/advertisement must be submitted by **September 8th, 2023** to allow BSides Orlando the necessary time to fulfill all promotional benefits.

Please submit art via email to **graphics@bsidesorlando.org**

NOTE: Art received after the deadline is subject to exclusion
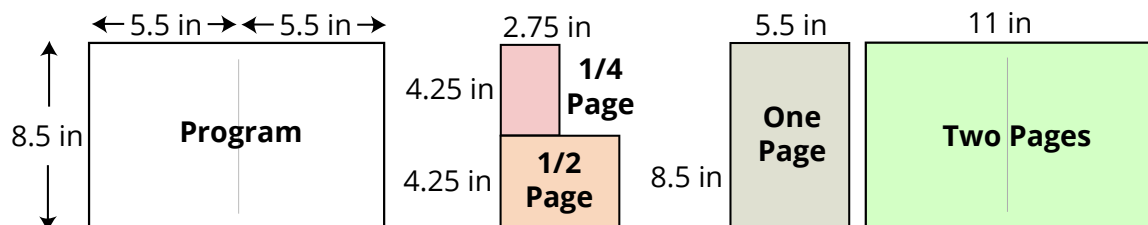
MEDIA REQUIREMENTS

Digital files (logos, ads, layouts, etc) should be saved or exported from your design application to a vector format (.ai, .svg, .pdf) or a .png with a minimum resolution of 300 dpi. Please include a 1/8 in buffer between text and the edge of the art.
If your logo contains a background that does not match our art, best effort will be applied to match theme. It is the sponsor's responsibility to provide logo packages and/or branding guidelines.

Please direct questions about media submissions to **graphics@bsidesorlando.org**

Our program booklet is 8.5 in x 11 in stapled in half.

← 5.5 in → ← 5.5 in →		2.75 in	5.5 in	11 in
8.5 in	**Program**	4.25 in **1/4 Page** 4.25 in **1/2 Page**	8.5 in **One Page**	**Two Pages**

CUSTOM SPONSORSHIP

Contact **sponsor@bsidesorlando.org** for more information regarding custom sponsorships to meet the specific needs of your organization. Prices are negotiable and discounts are offered to returning sponsors.

Payments must be paid in full by September 6th, 2023.

Ideas include:

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

At a minimum, custom sponsorship includes:

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