



# BSides Singapore Sponsorship Kit

BSides Singapore 2020

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Conference Date: 24 - 25 September 2020

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## BSides Singapore 2020

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Thank you for your interest in sponsoring BSides Singapore 2020 cybersecurity conference. After the last year successful conference, we are stoked up to bring two full days conference schedule this year. Our team is always excited to bring BSides in Singapore and build a strong passionate information security community and culture in the country.

Every regional BSides event is the result of a community-driven effort for and by members of the information security community. The goal is to expand the spectrum of conversation and create opportunities for individuals to participate in an intimate atmosphere that encourages collaboration. This is an intense event with discussions, demos, and interaction from participants.

### **BSides Singapore 2020 details**

- Conference date : Thursday 24 – Friday 25, September 2020
- Target audience : Information security professionals, pentesters, secure code developers and reviewers, devsecops experts, malware researchers, network monitoring professionals, perimeter control defenders and academics
- Expected attendees : 200

### **Target audience**

BSides Singapore is an information security conference driven by technical content with a culture of community in mind. We target the industry professional looking to augment their current security skill set with next-big-thing conversations. Our attendees' goals are to learn about trends and emerging issues as well as to connect with other members of the security community.

BSides Singapore attendees are mostly technical and many of them interested in learning new research areas, industry changes and new job opportunities. For these reasons we recommend our sponsors to send strong technical staffs as well as recruiters to the event.

## Sponsorship Benefits

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### Reasons to show your support

We recognize your desire to not only support a great event but also to see 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 at some or all of the following: lanyards, lunch sessions, brochures, website, announcements prior to presentation and on BSidesSG twitter. Based on your level of participation, creative and custom branding may be arranged including transportation, banners, and podcast interviews.

### Reach your target audience

BSides Singapore reaches out to the industry professional looking to augment their knowledge with cutting edge presentations and ideas. Typically, this includes industry leaders, thought leaders, information security professionals from the public, private and academic sectors, and even students who wish to expand their depth and body of knowledge. They are the people who you want to engage to solicit feedback and bring voice to your conversation.

### Recruitment

In a difficult job market, the information security industry stands among few where more jobs exist than qualified personnel to fill them. BSides Singapore sponsors have the opportunity to interact directly with highly skilled information security professionals, engaging them in discussion on leading edge security ideas and some of the industry's greatest challenges.

### Be a part of the next big thing

Nobody knows what that "next big thing" will be, but BSides events are community driven with presentations voted upon by the industry. There is no magic to how it works, but it does. We believe that listening to the underground can help prepare and equip you for whatever the next big thing may be.

### Media coverage

Since its start in 2009, BSides Headquarters has gathered mass media attention and been written up in Forbes, CSO Online, Network World, Computerworld, Information Week, The Register, ZDNet, and Dark Reading magazines. In addition to the blog posts and podcasts, BSides has also received coverage from Hacker News Network (HNN), EFFector, and Cisco System Cyber Risk Report. For more please visit: <http://www.securityBSides.org/Media>.

# Proposal Kit

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## Sponsorship Packages

The goal of BSides Singapore is to offer an event driven by content and community where all participants can engage and develop connections, friendships, and a network with industry professionals. We understand that each organization will have different goals and priorities, which is why we offer several levels of participation.

Package	Price	Included
Core Sponsor	\$1000 - S\$2000	Social media shout-out, logo on website, thanks in official booklet.
Silver Sponsor	S\$3000	Social media shout-out, logo on website, thanks in official booklet, thanks during opening and closing ceremony, 1 banner displayed at the information/registration desk (you provide), company logo in the booklet.
Gold Sponsor	S\$5000	Social media shout-out, logo on website, thanks in official booklet, thanks during opening and closing ceremony, 2 banners displayed (you provide; 1 at each tech talk hall), company logo in the booklet cover, event entry ticket for 1 person.
Platinum Sponsor	S\$10000	Social media shout-out, logo on website, thanks in official booklet, thanks during opening and closing ceremony, 2 banners displayed (you provide; 1 at each tech talk hall), company logo in the booklet cover, company description in the booklet, company logo on screen during break, event entry tickets for 2 persons.
After Party Sponsor	Contact Us	Contact us on <a href="mailto:m.shah@bsidessg.org">m.shah@bsidessg.org</a> to discuss.