



BSides Singapore Sponsorship Kit

BSides Singapore 2021

Conference Date: 23 - 24 September 2021

info@bsidessg.org
<https://bsidessg.org>



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BSides Singapore 2021

Thank you for your interest in sponsoring BSides Singapore 2021 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 2021 details

- Conference date : Thursday 23 – Friday 24, September 2021
- 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 : 300+

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

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>.



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	Social media shout out, logo on the website.
Bronze Sponsor	\$2000	Everything in the core sponsor package and thanking message in the official booklet.
Silver Sponsor	\$3000	Everything in the Bronze package and special mention during the conference opening and closing note, 1 banner (you provide) displayed at the event venue (registration desk).
Gold Sponsor	\$5000	Everything in the Silver package and 2 banners (you provide) displaced at the event venue (1 each talk halls), logo on the display during break, 1 event ticket.
Platinum Sponsor	\$10000	Everything in the Gold package and logo on the booklet cover, a section in the booklet about the company description, 2 event tickets.