

SPONSORSHIP KIT

BSIDES LAGOS

CYBER-SECURITY

CONFERENCE

2018



Date: Friday 31st Aug, 2018

<https://bsideslagos.org/>

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TARGET AUDIENCE

This conference is targeted at Information technology professionals, information security Experts, CISO, CTO's, Network Administrator and Software Engineers. The audience will learn how to stay safe in today's high level cyber-attack environment, presentation and briefings will be delivered by my respected professionals in the information security field both from inside and outside Nigeria.

MARKET RESEARCH

We the organizers conducted extensive market research before deciding to present this conference proposals, we have noticed that other cyber-security conference conducted in Nigeria are just talk shop, where guest are just invited to give speech about cyber-security without hands-on how attackers work .Nigeria presently is fighting cyber-crime, so we decided to organize this conference to show security agents "how to think like an attacker" when trying to catch cyber-criminals. We have strong belief that our sponsors are going to get the benefit of their sponsorship when conducting this event.

The companies below were properly represented in our first edition of B sides Lagos and we expect more companies to join the conversation in this second edition.



Packages	Silver Core supporter ₦100,000	Gold Above and Beyond ₦150,000	Platinum Engage the Audience ₦200,000
Web shout out	✓	✓	✓
Company Logo on Website	✓	✓	✓
T-shirt Logo	✓	✓	✓
Participant Resumes			✓
Standard Sponsor Both		✓	✓
Tv Advertisement		✓	✓
Conference Brochure	✓		✓
Newspaper Ad			✓
Custom Sponsorship as Agreed Upon			
Each Sponsor Will Receive Two Tickets to B-Sides Lagos			

Since this is our second edition event in Nigeria and Lagos specifically, we have some exciting sponsorship opportunities. These opportunities are ways to get your name, logo and message out to participants in different ways. Remember, the more times they see your name, they remember it

A la Carte Sponsorship		
Add-On	Price	Available
Logo on Lanyard	₦50,000	3
Logo On speaker podium	₦65,000	4
Sponsored Lunch	₦70,000	3
Sponsored Coffee	₦20,000	4
Named After Party	₦200,000	5
Custom Sponsorship is available upon request		

Lanyard must be dual logo (BSides Lagos and the sponsor alternating)

For companies sponsoring at the base level, the following discounts apply to the la carte options:

- Silver Sponsor 15% discount
- Platinum sponsor 40% discount
- Gold Sponsor 40% discount

BENEFIT OF THE SPONSORSHIP

- Depending on the sponsorship package, our sponsor will receive media exposure both inside and outside Nigeria as international speaker for the event are professionals in their
- Various field Depending on the sponsorship type a printed T-shirt will be giving to the guests of the conference with sponsor logo at the bottom of the T-shirt.
- The website that will be used in registering the attendant will bear the sponsor's logo The closing remark will be presented by the marketing director of the company Silver
- The closing remark will be presented by the marketing director of the company.
- Placements of company logo in email promotions, newspaper, advertisements, and IT magazines. Official conference invitation letters
- Cost effective marketing via our Exhibit space and demo zone attracting all the participants.
- Big fish in small pond: For some sponsoring a big event is out of their range and leaving them out to communicate their message. BSides Lagos is just for you! This small community event brings both active and engaged participant who wants to absorb information. BSides Lagos enables you to be that big fish in a pond
- Stay in touch with the Industry: BSides enables participant and supporter to identify with industry leaders and voice. These participants represent the social networking of security. They are the people who want to engage to solicit.
- Be associated with the next big thing: Nobody knows what the "next big thing" will be but these events are community driven with presentation voted by the industry. There is no magic to how it works, but we believe that listening to the underground can help prepare you and help identify what the next big thing might be.

SECURITY-BESIDES ETHOS

Traditional media exist as constrained system and must operate within the boundaries it has defined for 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. Goals. B-Sides acts as a compliment 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 conversation has 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. 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 some just bring their friends. You are offering to bring other resources that help fuel the conversation. Sponsoring enables you to engage the conversation, interact with attendees, and 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. SECURITY-BSIDES ETHOS Contact info@bsideslagos.org +2348088359817 09024634777

www.bsideslagos.org

TERMS AND CONDITIONS

1. Sponsorship Agreement: between Security B-Sides Lagos (B-Sides Lagos) and ("Sponsor") is valid from the date it is fully executed through the end of the B-Sides Lagos event.
2. Sponsor Marketing Use Agreement: Sponsor may use the following tag line on its marketing materials during the term of this Sponsorship Agreement: "Official Sponsor of Security B-Sides Lagos
3. Production Timeline: In order for B-Sides Lagos to fulfill all promotional benefits for Sponsor, Sponsor agrees to meet all B-Side Lagos related submission deadlines: a. Trademark/Logo, Sponsor URL, Ad (if applicable), Banner display (if applicable), will be sent within 10 business days from the date this Sponsorship Agreement is fully executed. b. All items will be submitted one month prior to the event or production deadline.
4. Sponsor Trademark Usage Agreement: Sponsor agrees to allow B-Sides Lagos to use Sponsor's trademark/logo/tagline solely to perform and fulfill its obligations under the Sponsorship Kit and this Sponsorship Agreement.
5. Sponsor Trademark Usage: Notwithstanding Section 4 above, Sponsor agrees to allow B-Sides Lagos the right to use Sponsor's trademark/logo/tagline and graphics on all of the B-Sides Lagos Sponsor promotional benefits, including but not limited to: a. The Web banner add to be posted on the B-Sides Lagos and Security B-Sides Web pages b. Sponsor benefit items B-SidesLagos detailed on the Support Package c. Any B-Sides Lagos Exhibit Hall promotional banner and signage/lanyard, etc.
6. Web Reference: Sponsor may publish an Internet hyperlink from Sponsor's Web site to the BSides Lagos and Security B-Sides Web sites, and maintain the hyperlink as an active, functional, and correct link to the BSidesLagos Web site through the duration of the B-Sides Lagos event and thereafter unless removal is requested
7. Payment: Full payment must accompany this application and Sponsorship Agreement and be received by BSidesLagos organizers via one of the following methods:
 - WePay
 - Check made out to BSidesLagos
 - PayPal

8. Non-endorsement: The use of Sponsor's name within Security B-Sides or B-SidesLagos mailing list does not constitute endorsement by Security B-Sides or B-SidesLagos of the Sponsor, the Sponsor's services, products or programs. Additionally, the Sponsor is not permitted to represent in any manner that such products, services, or programs have been endorsed by Security B-Sides or BSides

9. Non-exclusivity: Neither Security B-Sides or B-Sides Lagos awards exclusive sponsorship or establishes exclusive relationships with Sponsors. Sponsor shall not imply that such a preferential relationship exists between Sponsor and Security B-Sides or B-SidesLagos.

10. Limited Liability: In the event that circumstances beyond the commercially reasonable control of Security BSides or B-SidesLagos interferes with, or prevents, Security B-Sides or B-SidesLagos from fulfilling, in part, or all of, Sponsor's promotional benefits under this Sponsorship Agreement, Sponsor, by signing this Sponsorship Agreement, holds Security B-Sides or B-SidesLagos, as well as their respective Board of Directors and employees harmless from all legal and financial liability to Sponsor, caused by such circumstances, beyond the fee paid by Sponsor for this sponsorship.

11. Force Majeure: Neither Security B-Sides or B-SidesLagos, or Sponsor shall be deemed in default of this Sponsorship Agreement to the extent that performance of its obligations or attempts to cure any breach are delayed or prevented by reason of any act of God, fire, natural disaster, accident, act of government, or any other causes beyond its commercially reasonable control.

12. Rejection: Security B-Sides or B-SideLagos reserves the right to reject a potential sponsor for any reason.

13. Entire Agreement: This and all attachments here to constitute the entire Sponsorship Agreement

For Sponsor

Organization:

By:

Title:

For BSides Lagos

By:

Title:

Dates: