

26<sup>th</sup>  
MAY  
2022



## INTERNATIONAL IT SECURITY CONFERENCE

Security BSides is the first grass roots, DIY, open security conference in the world! It is a great combination of two event styles: structured anchor events and grass-roots geocentric events.

### VENUE:

**LURDY CONFERENCE CENTER**

1097 BUDAPEST

KÖNYVES KÁLMÁN KRT. 12-14.

+ LIVE STREAM

## ORGANIZED FOR THE 6<sup>th</sup> TIME IN BUDAPEST

Our team has great experience in organizing IT security conferences as we launched BSidesBUD in 2017 and even the first one was a huge success with the **4th biggest BSides audience worldwide!** Since then we took over the famous **Hacktivity IT Security Festival** and gained more and more knowledge about these kind of events.

In the last 2 years we were forced to organize BSidesBUD as a live stream-only event due to the COVID19 pandemic, but **in 2022** we are eager to return to the classic event form with **on-site presentations and workshop sessions supplemented with a live stream** that can be watched anywhere. **We are expecting 400 visitors at #BSidesBUD2022.** Just like in the past years, we'll have speakers from all around the world to talk about the latest trends of IT security and maintain the international atmosphere of BSidesBUD.

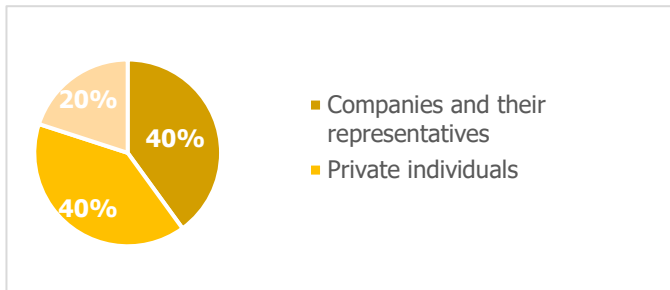
Visitors can enjoy the conference at the venue, but people who are not able/willing to be there in person, can communicate on a chat platform with each other and the sponsors to have an online conference experience as well.



**1 DAY OF INSPIRATION, EDUCATION & NETWORKING**  
IT SECURITY PROFESSIONALS / STUDENTS / ENTHUSIASTS / HACKERS



**Audience** of BSidesBUD conferences:



## REASONS TO SHOW YOUR SUPPORT

Since the first conference was organized in 2017, BSidesBUD had:

- **2400 visitors**
- coming from **35 countries**;
- **16 sponsors**;
- **75 speakers**;

And the network and popularity of the event shows a dynamic growth from year to year.

### Based on 2020 statistics

Industry professionals from the following sectors:

- IT companies
- Financial services
- Energy
- Transportation
- Government & defense

As a proud Sponsor, you are offering to bring critical resources that to help fuel the evolution of the industry from a fundamental level. Being involved in a conference as intimate and specifically focused as this has enormous benefits. We recognize your desire to not only support a great event but also to see return on your investment. The following is 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: logo on website, footer of newsletters, streaming page of the conference, live stream video of the conference, social media platforms of the conference.

• **Recruit new workforce for your company:** BSides enables its supporters and participants to identify and connect with industry professionals, talents and students. This is the best opportunity to directly built networks, and recruit new workforce for your company. This year on an online platform.

• **Present new ideas, case studies and products:** Sponsors with virtual exhibition booth (above Gold package) can present their products, case studies or ideas on a dedicated page in the Sponsors menu of the conference website. This is an innovation compared to previous years' BSidesBUD conferences.

We have made 3 different sponsorship packages for our sponsors to simplify the cooperation, but our team is flexible and open to negotiate about special packages. Please do not hesitate to contact us via [e-mail](mailto:info@bsidesbud.com) if you are interested in supporting BSidesBUD!

**Website:** <http://bsidesbud.com> // **E-mail:** [info@bsidesbud.com](mailto:info@bsidesbud.com)

**Facebook:** <http://www.facebook.com/bsidesbud> // **Twitter:** <http://twitter.com/bsidesbud>

<b>Sponsorship Level Benefits</b>	<b>Silver 720 000 Ft +VAT</b>	<b>Gold 1 200 000 Ft +VAT</b>	<b>Diamond 2 400 000 Ft +VAT</b>
Number available	unlimited	unlimited	1
Logo on website & footer of newsletters, conference badges, program posters, tickets & in the follow-up document	X	X	X
Introducing post on BSidesBUD's social media platforms (Twitter, FB, LinkedIn)	X	X	X
Appearance in JOB newsletter	X	X	X
Branded banner displayed in between presentations <b>in the live stream</b> for 10 seconds	X	X	X
Rollup in the conference hall <b>at the venue</b>		X	X
Dedicated sponsor page on BSidesBUD.com		X	X
Sponsor booth <b>at the venue AND on the virtual conference</b>		X	X
Taking part in the lead generating online QR game		X	X
Branded video displayed in between presentations for 30 seconds <b>in the live stream</b>		X	X
Logo on screen during the <b>live stream</b>			X
Banner/Video is displayed first in the row in between presentations <b>in the live stream</b>			X
Highlighted logo on every platform, printed material + on the ticket (as a Main Sponsor)			X
Logo on armbands, lanyards of speakers, sponsors & staff <b>at the venue</b>			X
Logo on screen in between presentations <b>at the venue</b>			X
Logo of Main sponsor on BSidesBUD's social media platforms (profile pic, cover pic)			X
Rollup on stage behind the speaker <b>at the venue</b>			X