



# 2020

## MARCH 4

THE PRINCE WAIKIKI  
HONOLULU, HAWAII

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## SPONSOR PROSPECTUS

Thank you for your interest in sponsoring Security BSides Hawaii. BSides events combine security expertise from a variety of platforms in search of the “next big thing” in information security. BSides is an open platform that gives security experts and industry professionals the opportunity to share ideas, insights, and develop longstanding relationships with others in the community. It is a rare opportunity to directly connect and create trusted relationships with key members of the community.



**The theme for our first conference will be “Navigating the High Seas” of information security.** With your support and direction, BSides Hawaii attendees will have bountiful information to take away from conference.

**BSides Hawaii sets sail:**

**March 4, 2020**

**7:30 Am – 6:00 PM HST**

**Prince Waikiki**

**100 Holomoana Street, Honolulu, HI 96815**

We have put together different levels of sponsorship and their benefits for our maiden voyage of BSides Hawaii. Below you will find several different ways to help support the conference, where it is our goal of helping the local community navigate the “high seas” of information security.

# SPONSOR PACKAGES

BENEFITS	CAPTAIN	OFFICER	SEAMAN
Badges Included	4	2	2
Logo & Link on bsideshawaii.com	✓	✓	✓
Logo on Conference Swag	✓	x	x
Recognition in Digital & Printed Materials	✓	✓	✓
6 Ft. Display Table	✓	✓	x
Recognition in Post-Event Emails	✓	✓	✓
Time to Address Attendees Between Sessions	✓	x	x
Tickets to Thank You Reception	4	2	x

**CAPTAIN \$5,000**– In return, you’ll receive:

- 4 badges for your team members to attend the conference
- Company Logo and Link to Company Website placed on BSides HI Website.
- Company Logo on Conference Swag
- Company Recognition in Digital & Printed Materials
- 6 Ft. Display Table for Promoting your Company.  
\*Tables must be informational as sales are not permitted\*
- Recognition & Links in Post-Event Emails
- Time for your Attending Representatives to Address Attendees Between Sessions
- 4 Tickets to Thank You Reception (Exclusive Event for Captain Level Sponsors, Volunteers and Select “A La Carte” Sponsors).

**OFFICER \$2,500** - In return, you’ll receive:

- 2 badges for your team members to attend the conference
- Company Logo and Link to Company Website placed on BSides HI Website.
- Company Recognition in Digital & Printed Materials
- 6 Ft. Display Table for Promoting your Company.  
\*Tables must be informational as sales are not permitted\*
- Recognition & Links in Post-Event Emails

**SEAMAN \$500** – In return, you'll receive:

- 2 badges for your team members to attend the conference
- Company Logo and Link to Company Website placed on BSides HI Website.
- Company Recognition in Digital & Printed Materials
- Recognition & Links in Post-Event Emails

We encourage participation from a wide range of organizations. If you have an idea on a custom sponsorship, please let us know! We'll do our best to provide a way for you to get involved. We also have a few select "A La Carte" sponsorship options/ideas below.

## SPONSORSHIP A LA CARTE

**STUDENT TICKET – \$100:** Cover the cost of a student to attend the conference! We encourage participation from all levels of knowledge of information security.

**BADGES & LANYARD - \$600:** Customized with your company & the BSides HI logo, this A La Carte option also comes with 2 attendee badges.

**PAU HANA - \$4,000:** Host a signature pau hana event for additional networking and engagement opportunities. We'll provide custom cups for takeaways with your company and the BSides HI logo on it. This A La Carte option also comes with 2 attendee badges and 2 tickets to the Thank You Reception.

Additional ideas for custom sponsorship include, but are not limited to: the contribution of physical space (for pau hana's/learning workshops/etc, parking costs, food & beverage, contests and giveaways, and media publicity or PR.

Email us at [info@bsideshawaii.com](mailto:info@bsideshawaii.com)

to reserve your sponsorship package today!

**Deadline to apply is 1/23/2020**

## ABOUT BSIDES HAWAII

BSides Hawaii is presented by HI Tech Hui and supporting organizations. We are growing Hawaii's Information Security roots! This conference will bring you conversations and interactions between leading security insiders and the audience. Our goal is to provide attendees with the chance to make lasting connections and education, instead of being overwhelmed with hundreds of faces and gimmicks. The goal is to expand the spectrum of conversation beyond the traditional confines of space and time. BSides HI WILL BE where conversations for the next-big-things are happening.

We're working hard to guarantee valuable presenters who will resonate, encourage, inspire and challenge attendees of all tech levels. Whether you're a student just getting started, trying to level up or are already a Cyber Security genius looking for the next project, go ahead and grab your ticket! Keep an eye on the site and your email after you grab a ticket, we will be updating the agenda, and you don't want to miss out on any special offerings we post.

### **BSides History**

BSides is a community-driven framework for organizing and holding information security conferences, a concept that began in the US in 2009. BSides events have been arranged in several countries throughout the world and has come to be known as a conference BY the community FOR the community. The goal is to expand the spectrum of conversation beyond the traditional confines of space and time. Events are generally inexpensive to attend and rely heavily on sponsorship to pay for the venue and other costs and are run as not-for-profit.

Because BSides events offer smaller, more intimate networking atmospheres and breakout discussions, they foster strong audience participation and overall group interaction. They create opportunities for individuals to both present and participate in an intimate atmosphere that encourages collaboration.