



Security BSides

Dublin, Ireland

24th May 2025



What is Security BSides

- ▶ Security BSides is a framework of community-led events, which enables individuals to drive the event, shape its content, encourage participation and provide a great opportunity to network. BSides events are organised by Cybersecurity professionals who volunteer their time.
- ▶ The idea behind the Security BSides events is to organise a low-cost Information Security conference where professionals and experts come together to discuss the next "big thing".
- ▶ Security BSides focuses on:
 - ▶ providing a direct connection between speakers and the audience.
 - ▶ **expanding the spectrum of conversation around Information Security** and gives voice to anyone who is (or aims to get) involved in **Ethical Hacking, Hardware Hacking, Malware Analysis, Security Research, CTF, Application Security**, and other areas of Cybersecurity.
- ▶ The wiki website for the global Security BSides framework of events: www.securitybsides.org



Security BSides Dublin 2024

- ▶ Most major conferences focus on generic hot topics around Information Security, to draw a large audience. Security BSides events go beyond that and explore emerging information security related issues, look ahead at emerging (cyber)threats and focus on the matter at hand, while offering an event that is affordable & accessible to everyone (both participants and sponsors).
- ▶ Our goal as Security BSides Dublin is to:
 - ▶ Bring to the Information Security community in Ireland, a well-known #InfoSec related event, where professionals, academics and researchers can participate and educate themselves on various security-related disciplines.
 - ▶ Connect professionals from Europe, and especially from Ireland and Northern Ireland.
 - ▶ Provide the opportunity for students, rookies and security enthusiasts to get involved and be heard at an event which is part of a world-wide known framework of events.
 - ▶ Remove constraints like no other conference, by allowing speakers to freely discuss topics, share their personal opinions, and initiate discussions beyond corporate brands and sales pitches.
 - ▶ Join a global community of events happening all over the world. Las Vegas, San Francisco, London, Manchester, Amsterdam and Vienna among many others.
 - ▶ **Participate, interact, network, learn, be heard, get published, connect and.. have fun!**

Target audience

Each Security BSides event intends to reach out to the local Information Security community and provide the opportunity to the participants to network, while speakers have the opportunity to be heard and recognised.

We target:

- ▶ Industry professionals looking to offset or augment their current security skillset.
- ▶ Security, risk and compliance professionals from both the public and private sectors and all industries.
- ▶ University or College academics and students who wish to expand their knowledge or want to share their ideas/work in a safe environment.
- ▶ People seeking new, innovative services, and try to bridge the gap between those and our sponsors.
- ▶ Companies, organisations and delegates looking for answers, whether on services and/or hiring talent.

Additional Event Details

- ▶ Security BSides Dublin is a **not-for-profit** event and organisation. The event includes Presentations, CTF, and workshops (1- 2 hours) which are open to all and held over one day.
- ▶ **Focus on Security as a whole**, with no specific focus on just one discipline.
- ▶ Presentations are selected by a **review committee** of recognised security professionals from industry and academia. There is opportunity for short “rookie talks” from young professionals/researchers who may have never presented in front of an audience before.
- ▶ Allow companies to **meet/recruit/hire** people on the day.
- ▶ Companies will be represented **by security professionals** or people of relevant status (e.g., executives) and not solely by sales staff.





Why sponsor BSides Dublin

- ▶ **Global recognition** for Sponsors (*Security BSides events are part of a Global network: <http://www.securitybsides.com>*)
- ▶ **Meet the local industry and security experts** from all around Europe following/attending these events.
- ▶ **Access to** reach out to an appropriate **target audience**.
- ▶ **Raise your company profile** and engage with the information security community in Ireland and further afield.
- ▶ Sponsors will have the **opportunity to network** and interact with industry professionals and speakers prior, during, and after the event.



Conference & Social Events

► Security BSides Reception

Held on the day before the event, limited to sponsors, speakers, CFP review panel, CTF organising team, and BSides Dublin event organisers. Information on this get-together will not be publicly available.

► Security BSides Registration and Event

On the day of the event as advertised: Registration will open at **9:15am**, with the event's keynote kicking off at **10:00am**. Tickets will be made available online through **Tito**. Closing remarks at **6:00pm** and the event will finish at **6:30pm** (exact timeline subject to change).

► Security BSides post-event (after party)

Open to all registered by presenting their **after party wrist badge**. They will be entitled to drinks which will be provided by the **After Party** sponsor. After Party location will be decided at a later stage and announced on our website and social media.



The venue

- ▶ We listened to our attendees' feedback and are hosting Security Bsides Dublin at the historic **Trinity College Dublin**.
- ▶ The event will take place at the **Trinity College Dublin Business School**.
- ▶ The exhibition area is located inside the main concourse (for more information please contact us)
- ▶ The exhibition area will also host all breaks, to allow for maximum interaction with attendees.



Exhibition area

- ▶ Exhibitors/Sponsors **should bring their own portable display stands/banners/posters and marketing material to the event (see Housekeeping Rules)**. Tables, chairs and access to the mains (1 power socket) is included in the cost of sponsorship. Please, **bring any extension leads that may be needed**.
- ▶ Speakers/attendees/organisers may be given the opportunity to be interviewed by the media. In this case, sponsor logos will be on roll-up banners placed in strategic locations.
- ▶ Coffee, tea and water will be available, and lunch will be also served to all participants during the event, including sponsors. Please note there is an emphasis on sustainability and plastic cups will not be available at the venue
- ▶ All participants will be handed a Bsides Dublin **tote bag** which can contain any sponsor advertising material (such as A4 brochures) that's provided to the Bsides Dublin team at least **2 weeks prior** to the event.

Sponsorship levels & pricing

	Diamond	Platinum	Gold	Silver
Price	€11,000	€9,000	€6,500	€3,000
Event Presence				
Event Sponsor Banners - Logo Position	Biggest Logo	Below Diamond	Below Platinum	Below Gold
Swag - Logo Position	Biggest Logo	Below Diamond	Below Platinum	Below Gold
On Screen Advertising*	Biggest Logo	Below Diamond	Below Platinum	Below Gold
Exhibition Space	Large Table	Large Table	Small Table	Small Table
Free Passes	10	7	5	2
Brand Awareness				
Pre-Event				
Logo on BSides Dublin Website	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
BSides Dublin Social Media Shout Outs	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Sponsor Info in Attendee Communications	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Event Day				
Swag Bag - Brochureware	On Top	Below Diamond	Below Platinum	Below Gold
Swag Bag - Promo Items (Pens, Stress Ball, etc)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
After Party				
Marketing Material at After Party Venue	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Exclusive		Most Popular	

CTF	After Party	Sustainability
€5,500	€8,000	€2,000
Dedicated Space		
Below Platinum	Dedicated + Afterparty Venue	Below Silver
Dedicated Space	Below Diamond	Below Silver
Large Table	Dedicated Space	Below Silver
4	Large Table	Small Table
	6	2
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Below Platinum	Below Diamond	Below Silver
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Exclusive	Exclusive	New

*The On Screen Advertising refers to the digitally projected advertising within the talk tracks.

Custom Sponsorship

Security BSides encourages 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. Ideas may include but are not limited to: the contribution of physical space, sustainability materials, transportation, food and beverage, contests and giveaways, media publicity or PR, and/or legal assistance.



Housekeeping rules (1/3)

- ▶ Due to the nature of the event certain restrictions are placed in order to ensure the recognition of **Security BSides Dublin** as a prestigious and trustworthy conference by the InfoSec community.
 - ▶ Attendee names, phone numbers, email addresses (personal or company), and in general any details provided for event registration purposes, **will not be shared with the Sponsors** (before or after the event). Security BSides Dublin has a strict policy on respecting the privacy of attendees.
 - ▶ Companies or sponsors **should not be represented by sales staff only**. Those organisations **must** be represented by security architects, system engineers or people of relevant status (e.g, executives) and/or techies in order to interact with the participants throughout the event (learning curves, discussions on various matters of security, security tools, security concerns, technical considerations, hands-on security assessments).
 - ▶ Sponsors are allowed to hand out marketing/promotional material during the event (pass them around or have them at their booth) and they **may ask attendees for their contact details, either directly or through avenues such as prize draws**.



Housekeeping rules (2/3)

▶ Call for Presentations (CFP)

- ▶ Submissions for talks and presentations will be reviewed by the **committee** as listed on the Security BSides Dublin webpage, and will also be available on the Security BSides wiki website: www.securitybsides.com
- ▶ **Sponsor-submitted talks** will go through the same review process. The content needs to promote research and/or discuss problems/solutions/tactics in security, cybersecurity and/or cyberdefense. The talks must not be a direct advertisement of the sponsoring company (i.e. no direct sales pitch). Talks need to be InfoSec related, and submitted by the CFP deadline.
- ▶ Talks/Presentations must be kept to 30 or 45 minutes, including Q&A.
- ▶ Workshop duration to be 1-2 hours.
- ▶ The whole of the event will be held in English, including all talks and presentations.



Housekeeping rules (3/3)

▶ Sponsors and Exhibition Area

- ▶ Banners/Posters/Advertising material must **not extend to beyond 1 metre from the sponsor's stand/table**. Allocation of a sponsor's table size and space allocation within the exhibition area **will be predetermined** based on sponsorship level and is final.
- ▶ A tote bag will be handed out at event registration, with all sponsors' **advertising material** as per sponsorship level. Such materials must be sent to the B sides Dublin team no later than 2 weeks prior to the event.
- ▶ Sponsors are responsible for providing a **high-resolution copy of their logo** (best on transparent background) via email to sponsors@bsidesdub.ie. This logo will be printed on the event's roll-up banners and event t-shirts, and displayed on screens – placement order or size will be as per sponsorship level.
- ▶ Sponsors will have **allocated tickets** for their staff/colleagues, according to sponsorship level as follows:
 - ▶ Diamond - 10 tickets
 - ▶ Platinum - 7 tickets
 - ▶ Gold - 5 tickets
 - ▶ Silver - 2 tickets
 - ▶ Sustainability - 2 tickets
 - ▶ CTF - 4 tickets
 - ▶ After Party - 6 tickets
- ▶ You must send us staff member names and email addresses for ticket allocation. Additional tickets may be purchased through our ticketing platform (Tito) but can be reserved upon request.
- ▶ Sponsors dropping out of the event for any reason, less than 100 days prior to the event date are not entitled to a **refund**, and no claims can be made toward the funds offered to the conference.

Contact us



www.bsidesdub.ie



sponsors@bsidesdub.ie



[@BSidesDublin](https://twitter.com/BSidesDublin)



www.linkedin.com/company/bsides-dublin



www.bsidesdub.ie/cfp



In person, on the day of the event

