



Monday, September 22 and Tuesday, September 23, 2025

NAIT Productivity and Innovation Centre

10210 Princess Elizabeth Ave NW, Edmonton, AB T5G 0Y2

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Introduction

Date: September 22-23, 2025

Location: NAIT PIC, Edmonton, Alberta

Estimated Number of Attendees: 500+

Thank you for your interest in sponsoring Security BSides!

Started in 2018, BSides Edmonton has steadily grown each year and is proud to be back again in 2025. We are once again located at the **NAIT Productivity and Innovation Centre** – www.nait.ca/101179.htm. This is a beautiful space and we encourage you to visit their website to see it for yourself. More than 450 information security professionals will return to our event to keep up to date on the latest techniques, insights, and best practices presented by their peers. They will also have abundant opportunities to network with one another and local companies.

Recent successes in the US, Canada, and abroad have shown that the information and cyber security community continues to grow and along with it, the number of BSides events world-wide continues to increase, each event drawing a bigger crowd.

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 long standing relationships with others in the community. It is a rare opportunity to directly connect and create trusted relationships with key members of the Edmonton community.

BSides is not free to participants (there will be a ticket cost), however the overall cost of hosting such an event is borne by the organizers. This package contains sponsorship information for our BSides Edmonton event. We have put together different levels of sponsorship and their benefits. Of course, the greatest benefit is that of giving back to the Edmonton community and enabling others to grow and learn.

Please do not hesitate to contact us if you have any questions or requests. Simply reach us via email at harvinder@bsidesedmonton.org . We value your participation in this special Security BSides event and thank you for your consideration.

Sincerely,

The BSides Edmonton Planning Committee

What is Security BSides?

Each BSides is a community-driven framework for building events for and by information and cyber security community members. The goal is to expand the spectrum of conversation beyond the traditional confines of space and time. It creates opportunities for individuals to both present and participate in an intimate atmosphere that encourages collaboration. It is an intense event with discussions, demos, and interaction from participants. It is where conversations for the next-big-thing are happening.

History of Security BSides

BSides was born in 2009 when a number of quality speakers were rejected from a mainstream conference, not due to lack of quality but rather lack of space and time. Our mission is to provide people with options by removing common conference barriers and by providing more options for speakers, topics, and events.

- **2009:** Launched in the United States
- **2010:** BSides breaks into the global space with the first European event
- **2010:** First Canadian BSides in Ottawa
- **2011:** More than 30 events worldwide in US, Europe, India, Hong Kong, & Australia
- **2013:** First BSides in Vancouver
- **2016:** First BSides in Calgary
- **2018:** First BSides in Edmonton

While every BSides event is unique, here are some things that don't change:

- Community organized, volunteer driven, and corporate funded
- Provide a forum to expanding the spectrum of conversation
- Focused on giving a voice to the "next big thing"

Promote Communication

BSides events act as a compliment to other area events by enabling long-tail spectrum that compliment the current or surrounding event. The goal of each BSides event is to provide a forum where communication and collaboration can continue while the level of conversation is able to increase.

While large mainstream conferences tend to focus on the current hot topics in the information and cyber security industry, BSides events explore the fringe of conversation and focus on what could be the next big thing. Conversations have ranged from hardware hacking to gender issues, Twitter hacking, and proximity-based identity theft. We aim to give a platform to the conversation that is happening just below the surface. Sponsoring enables you to engage that conversation!

Reasons to Support

The goal of Security BSides is to offer events where all participants can engage each other to help develop connections, friendships, and network with different industry professionals. We recognize the value in engaging a smaller audience and providing the opportunity for sponsors to be a big fish in a small pond. We specifically design different options so that any sized organization can participate and support this event. The following is a list of direct benefits you may see as an event sponsor.

Brand placement and awareness: Depending on the level of sponsorship you select, you may receive brand placement at some or all of the following: t-shirts, signage/lanyards, lunch sessions, or attendee badges. Creative and custom branding may be arranged including transportation, banners, and podcast interviews.

Stay in touch with the industry: BSides enables its supporters and participants to identify and connect with industry leaders and voices. Participants represent the social networking of security. They are the people you want to engage and solicit feedback from and who will give a voice to your conversation.

Be a part of the next big thing: Nobody knows what that “next big thing” will be, but these 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.

Big fish, small pond: For some, sponsoring large events is not within their price range, leaving them with no ability to communicate their message. At BSides we leave no one out. Sponsorship comes in all sizes and this community atmosphere brings together active and engaged participants who want to listen. As a sponsor you can be heard and share your message to an active and attentive audience.

2024 Demographics

>500 Attendees

Age

- <18 0.68%
- 18-24 11.51%
- 25-34 33.63%
- 35-44 29.35%
- 45-54 17.83%
- 55-64 6.09%
- 65+ 0.90%

Career Level

- Entry/Early Career (<5 years) 11.21%
- Executive/ VP / C-Suite 8.79%
- Mid-Career (5-15 years) 21.54%
- Owner / Founder 4.18%
- Senior (15+ years) 27.03%
- Student / Intern 25.93%
- Unemployed 1.32%

Gender

- Man 77.02%
- Non-Binary 0.44%
- Woman 22.54%

Reach the Target Audience

BSides reaches out to students and industry professionals looking to build or augment their industry knowledge with cutting edge conversations. Typically this includes industry leaders, thought leaders, security professionals, and students who wish to expand their depth and body of knowledge and network. Attendees have a wide variety of back-grounds in multiple sectors and verticals with a shared goal: To learn about and discuss emerging security issues and connect with other Edmontonians already having the conversation.

Levels of Sponsorship

We offer a returning sponsor discount of 10% through September 1st, 2025. All sponsorship agreements must be signed by September 1st, 2025.

Platinum Sponsorship	(SOLD OUT)
Gold Sponsorship	(SOLD OUT)
Silver Sponsorship	(SOLD OUT)
Bronze Sponsorship (9 spots available) \$2,000 CAD	• Logo at BSides conference • Logo on BSides website • Thanks on social media • 2x ticket
Community Partner	• (SOLD OUT)

Additional Sponsorship Options



Sponsorship Comparison Chart

BENEFITS	PLATINUM \$8K	GOLD \$6K	SILVER \$4K	BRONZE \$2K
THANKS ON SOCIAL MEDIA	✓	✓	✓	✓
LOGO ON WEBSITE	✓	✓	✓	✓
LOGO AT EVENT	✓	✓	✓	
YOU CAN USE THE BSIDES EDMONTON LOGO ON YOUR OWN SWAG	✓	✓	✓	
LOGO ON BSIDES T-SHIRT	✓	✓	✓	
VENDOR BOOTH & LEAD SCANNER	✓	✓	✓	
PROFESSIONAL TICKET	8	6	4	2
LOGO ON ATTENDEE BADGE	✓	✓		
SPONSORED TALK	✓			
SPOTS AVAILABLE	2 LEFT	4 LEFT	6 LEFT	10 LEFT

Sponsorship Due Dates

~~March 1st, 2025 - Early Bird Discount Ends, Electronic Badge sponsorship closes~~

September 1st, 2025 - Print Date, all logos, talk and speaker information due.

September 19th, 2025 - List of sponsor representatives due if you do not self service tickets

Engage

Unlike other events where the speaker is rushed in and out, BSides provides a small and intimate environment for the attendees to directly engage the speaker before, during, and after their talk or presentation. BSides attendees are looking for more than just information; they are looking to make connections they will call upon throughout the rest of the year.

BSides Edmonton cultivates a small, intimate and interactive conference and is not intended to be a vendor show. To that end we ask that our sponsors be ready to collaboratively contribute to the atmosphere of the event and not simply sit behind a table with some slick sheets. Our attendees have high expectations and we want to ensure that all aspects of the conference meet those expectations as best we can.

Sponsors who find a way to actively participate with and engage the attendee have a much better experience. Be it contests, crazy giveaways, special events, or just super cool swag. From previous years experience, we've seen that the sponsors who go above and beyond really are able to hook our attendees and get better returns on investment.

Culture

Traditional media exist as a constrained system that must operate within the bounds to which it has defined 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 options of speakers, topics, and events. The very first BSides event spawned a wave of new events throughout the United States, Canada, and around the world.

Participation

BSides is not made up of members but participants. Everyone who participates in the event brings something to contribute. Some bring hardware, organizational skills, and others bring their friends to fuel the conversation. Sponsoring enables you to be a part of the conversation and interact with attendees. As our thanks, we are committed to connecting you with those attendees of interest to you and your business. By making your participation successful, organizers hope to enable future BSides Edmonton events.

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 additional physical space, transportation, food and beverage, contests and giveaways, media publicity or PR, and/or legal assistance.

BSides Edmonton Planning Committee

The planning committee is made up of volunteer professionals from the Edmonton region and includes the following team members:

- **Harvinder Singh Dhami** – Lead Organizer
- **Nicole Schwartz** - Organizer
- **Martin Dinel** - CISO and ADM, GoA (Core Planning Committee)

About NAIT

The Northern Alberta Institute of Technology in Edmonton, Alberta, is a leader in technical training and applied education. NAIT offers over 250 programs, including 34 apprenticeship offerings, and over 1200 continuing education courses.

Ready to Sponsor?

If you are ready to sponsor please email sponsorship@bsidesedmonton.org or enter your information in our sponsorship form:

https://docs.google.com/forms/d/e/1FAIpQLSdKSKOhXiCDt5Y3Cuzs7ufrQ6dcwnJTq8GlpfwRzM-dzyn96A/viewform?usp=sf_link you will then need to complete and sign the Terms and Conditions on the next pages.

Support Terms and Conditions Agreement

1. This **Sponsorship Agreement** between the event-specific Security BSides organizer, BSides Edmonton Computer Security Foundation (the “Organizer”) and _____ (the “Sponsor”) is valid from the date it is fully executed through to the end of the sponsored event.
2. **Sponsorship Level will be** _____.
3. **Sponsor Marketing Use Agreement:** The Sponsor may use the following tag line on its marketing materials during the term of this Sponsorship Agreement: “Official Sponsor of BSides Edmonton 2025”.
4. **Production Timeline:** For the Organizer to fulfill all promotional benefits for the Sponsor, the Sponsor agrees to meet all Organizer related submission details:
 - 3.1 Trademark and logo, Sponsor web address, will be sent within 10 business days from the date this Sponsorship Agreement is fully executed.
 - 3.2 All items will be submitted one month prior to the event of the production deadline.
5. **Sponsor Trademark Usage Agreement:** Sponsor agrees to allow Organizer to use Sponsor’s trademark, logo, or tagline solely to perform and fulfill its obligations under the Sponsorship Kit and this Sponsorship Agreement.
6. **Sponsor Trademark Usage:** Notwithstanding Section 4 above, the Sponsor agrees to allow the Organizer the right to use the Sponsor’s trademark, logo, or tagline and graphics on all of the event promotional benefits, include but not limited to:
 - 5.1 The web banner ad to be posted on the event and BSides Edmonton web page
 - 5.2 The Sponsor benefit items the Organizer has detailed in the Levels of Sponsorship section of the Sponsorship Kit
 - 5.3 Any exhibit hall promotional banner, signage, lanyards, etc.
7. **Web Reference:** The Sponsor may publish an Internet hyperlink from the Sponsor’s website to the BSides Edmonton and Security BSides websites and maintain the hyperlink as an active, functional, and correct link to the websites through the duration of the event and thereafter unless removal is requested by the Organizer.
8. **Payment:** Full payment to the Organizer must accompany this application and Sponsorship Agreement. Payment can be sent via electronic transfer or cheque. Failure to pay full balance 30 days prior to the event will subject the Sponsorship Agreement to cancellation.

9. **Receipt:** A receipt for payment, which may be used for tax deduction, will be provided by the Organizer to the Sponsor within 10 days of a received and processed payment. *(Please consult with your tax professional regarding the exact portion that can be claimed as a deduction.)*
10. **Non-Endorsement:** The use of the Sponsor's name within Security BSides or BSides Edmonton websites or mailing lists does not constitute endorsement by Security BSides or Organizer 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 BSides or the Organizer.
11. **Non-exclusivity:** Neither Security BSides or the Organizer awards exclusive sponsorship or establishes exclusive relationships with Sponsors. The Sponsor shall not imply that such a preferential relationship exists between the Sponsor, Security BSides, and the Organizer.
12. **Hosting Location:** The Sponsor must adhere to rules and regulations imposed by the location and the organization that is hosting the event.
13. **Limited Liability:** In the event that circumstances beyond the commercially reasonable control of the Organizer interferes with, or prevents, the Organizer from fulfilling, in part, or all of, the Sponsor's promotional benefits under this Sponsorship Agreement, the Sponsor, by signing this Sponsorship Agreement, holds the Organizer, Security BSides, as well as their respective Board of Directors and employees *harmless* from all legal and financial liability to the Sponsor, caused by such circumstances, beyond the fee paid by the Sponsor for this sponsorship.

14. **Force Majeure:** Neither Security BSides, the Organizer, or the 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 due to any act of God, fire, natural disaster, accident, act of government, zombie apocalypse, or any other causes beyond its commercially reasonable control.
15. **Rejection:** Security BSides and the Organizer reserve the right to reject a potential sponsor for any reason.
16. **Entire Agreement:** This and all attachments here to, constitute the entire Support Agreement.

Sponsor Signatures

_____	_____	_____
Name and Title (Printed)	Signature	Date
_____	_____	_____
Name and Title (Printed)	Signature	Date

Organizer Signatures

Nicole Schwartz, Director

_____	_____	_____
Name and Title (Printed)	Signature	Date