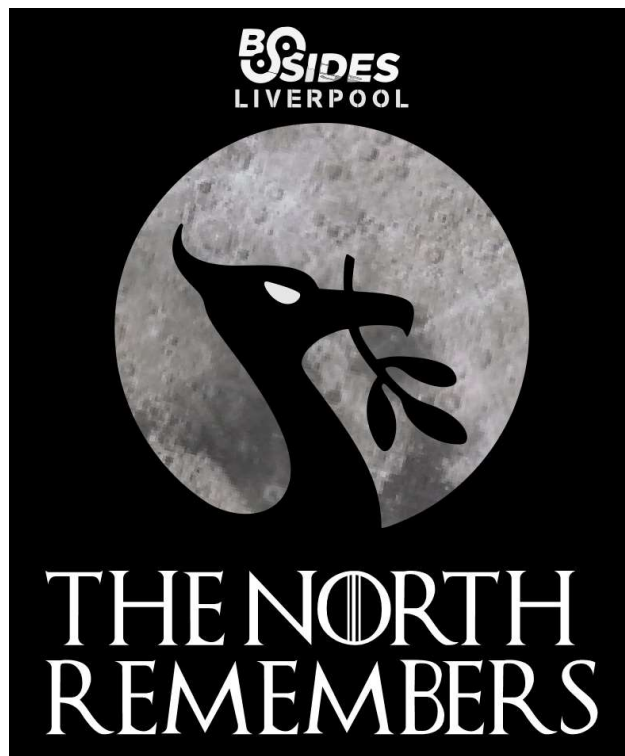


BSIDES LIVERPOOL 3 -2024

Sponsorship Guide

2nd March 2024

Liverpool Maritime Museum
Royal Albert Dock
Liverpool



Email: BSidesliverpool@gmail.com
Twitter: [@BSidesliverpool](https://twitter.com/BSidesliverpool)
Website: www.BSidesLiverpool.com

Welcome to BsidesLiverpool-3 2024!

We really appreciate your interest in sponsoring **BsidesLiverpool-3** welcome to the sponsorship guide for 2024!

We are excited to bring **Bsides Liverpool** back to our home city and to welcome once again those from the information security community and beyond to our event.

Bsides events are not-for-profit, and community driven and aim to provide a safe, inclusive, educational, and fun space for the security community to come together, share ideas, have conversations, and discuss opportunities.

The first two **Bsides Liverpool** events resulted in many great things! Apprenticeships, new jobs and skills, research collaborations, laughter and friendships that continue to inspire us to keep going forward. We made introductions and watched a team of amazing volunteers and organisers grow, learn, and laugh in the shadow of the Liver Birds on the banks of the River Mersey!



We know our event is extremely special and we are so proud of what we have achieved so far and will continue to achieve going forward!

Bsides Liverpool 3 will continue in the spirit of community, learning and fun and we have once again chosen the iconic Maritime Museum as our venue. This space allows us to have up to 200 attendees, sponsors, speakers, and volunteers contributing, whilst allowing for great conversations, socialising and networking.

However, none of this is possible without the amazing support from our sponsors! We are a small event and don't need a huge amount of money to do amazing things, but we do need some!

Sponsorship money pays for our venue and our lunch, our t-shirts, lanyards, technical villages and equipment. Once we have covered the essentials, it is always great to have contributions to our social events, make donations for our raffle, and have some free tickets and travel expenses to give away to those that really need them. Sponsorship money really does help our community participate in the industry, many of whom would not be able to do so without your help, we genuinely appreciate every contribution for this reason.

Though small the Bsidess Liverpool conference bats heavily in terms of PR and coverage and has media and international support, giving excellent publicity and reach for your investment. We encourage our delegates to post positively about the event, cover it widely on social media and create memorable moments, conversations, and connections before, during and after the event itself. We thank and truly appreciate all of our sponsors and it is a great opportunity to connect with rising stars and the wider security community.

From all of us at the organising team, thank you again for considering being part of Bsidess Liverpool 3 - 2024, we are eternally grateful for your support.

See you by the River...

Jenny, Stuart, Lee & John

Contents

Welcome to BSidesLiverpool-3 2024!	2
About BSides	5
History of BSides.....	5
The Event.....	6
The Venue --- Merseyside Maritime Museum.....	7
The Visitors.....	9
The Sponsors.....	10
Sponsorship Rules.....	10
Sponsor Packages.....	11
Other Sponsor Opportunities	12
£POA – Pre-Party Support.....	12
£POA - Goodie Bags	12
£POA - After Party	12
£POA - Bespoke Sponsorship.....	12
Next Steps for Sponsors.....	13
Organising Team.....	14
Jenny Radcliffe – The People Hacker, Founder/Director Human Factor Security LTD.....	14
Stuart Coulson, Director, Hidden Text	14
Lee Morton, Head of Cyber Security, GBG PLC	15
John Templeton, Information Security Officer, Griffiths & Armour	15

About BSides

Each BSides is a community-driven framework for building events for, and by, information security community members. The goal is to expand the spectrum of conversation beyond the traditional confines of resource level, 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 BSides

BSides was born in 2009 when several 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 Las Vegas, NV, U.S.A.
- 2010: BSides holds the first European event.
- 2011: First event in London, which has since become a leading info security conference in the UK.
- 2014: First BSides Manchester with the current BSides total equalling more than 160 events, in 74 cities, in 16 countries, on 6 continents.
- 2015: Growing Strong with 200+ events all over the world
- 2019: First BSidesLiverpool

The BSides events are community driven and free, thousands of people have attended and written about their experience at BSides events. Read more at:

<http://www.securitybsides.org/Media>

BSides means community, conversation, content, and career; BSides provides the building blocks to create and grow each of these things, and much more.

Jack Daniel, BSides Founder

The Event

We have organized this event to be a flagship for the infosec and security community in our region, bringing together organisations of all sizes, talent from the industry, and corporate teams keen to meet and engage with each other as well as young people interested in growing their career in cyber, ethical--hacking and all things security related.

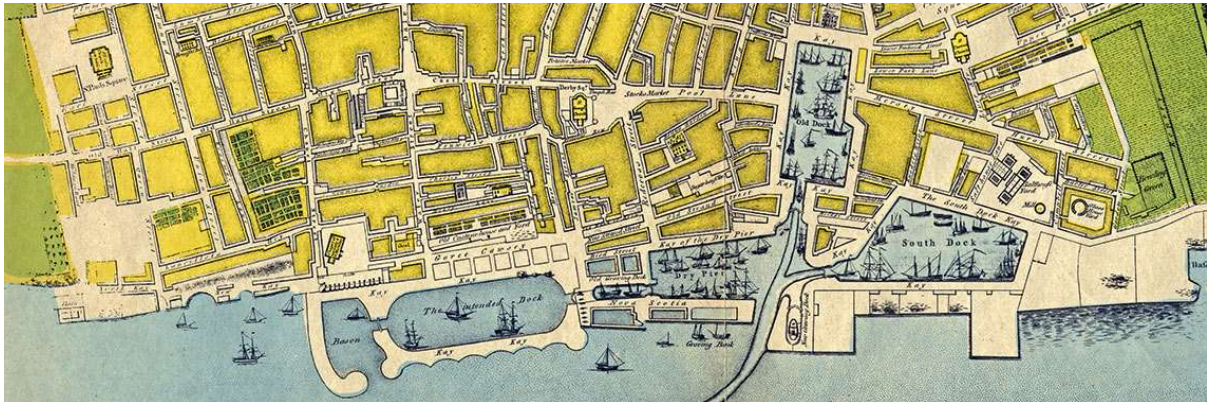
We believe that the Liverpool region needs this type of event to serve the growing technical and security community in our region, and we are pleased to report that we have had a *huge* level of interest and support for the event already.

This first event will host up to 200 attendees across at least two speaker tracks, including a keynote stage, as well as a sponsor area, lockpicking “village,” various challenges and entertainment and other activities and chill-out/well-being spaces. We also hope to host a “pre---sides” social gathering and an “after---party” to encourage further networking and discussion opportunities, as well showcase more of our city.

Keeping up with BSides tradition we are encouraging speakers at all levels to get involved and showcase their topics of interest and expertise. We expect our “Call for Speakers” to attract submissions from seasoned speakers to those wishing to share research, “rookies”, students and those new to the industry. There will be mentorship, support and help for new speakers, especially those entering the industry on offer.

We want the conference to be as inclusive as possible, and to serve as an information source and community welcome for disadvantaged individuals, youth and others, who have an interest in the industry but may find it hard to find ways to network and discover more about the opportunities and careers possible within the industry.

The Venue --- Merseyside Maritime Museum



Merseyside Maritime Museum is in the Royal Albert Dock, Liverpool. It contains a variety of objects associated with the social and commercial history of the port of Liverpool. Highlights include ship models, maritime paintings, colourful posters from the golden age of liners and even some full-sized vessels.

There is also the major exhibition Titanic and Liverpool: the untold story, which tells the story of Liverpool's links to the ill-fated liner. The Museum also houses the International Slavery Museum (on the third floor) as well as the Border Force's national museum: Seized! The Border and Customs uncovered (in the basement).



This is one of Liverpool's most iconic buildings and locations on Liverpool's famous waterfront. Within close proximity to the museum are bars, food and hotels. It is easily reached by public transport and by road. We know our chosen venue has a real "wow" factor for visitors and puts our event at the heart of Liverpool's rich history, vibrant present and exciting future.



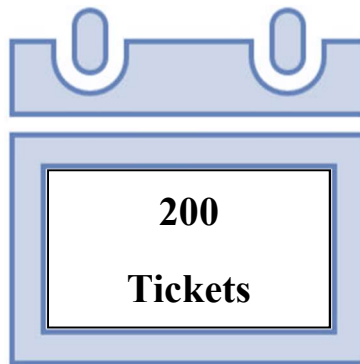
The Visitors

As with every BSides, the cross-section of delegates is expected to be varied, with the full scale of the security industry community represented.

From first time conference goers, to students looking to learn more and engage with business, as well as internationally renowned keynote speakers, corporate partners, not-for-profit organisations, government representatives, conference experts and seasoned professionals looking to engage, connect and find out more from their peers and influential organisations.

We already have incredibly high levels of interest from all these areas of our community and expect the event to be at capacity extremely quickly, for delegates, sponsors and speakers alike.

Due to this very high initial demand, we are aiming to open the BSides **Liverpool 3 – 2024** conference with:



The Sponsors

Sponsorship Rules

Sponsors should aim to embrace the ethos of BSides:

1. To give the opportunity for industry professionals and students alike to mix, meet, network, and give/attend innovative, entertaining and diverse topical talks.
2. To showcase the work of some brilliant hackers who are deeply passionate about their craft.
3. To give an opportunity for talks that may not be accepted to the mainstream UK security conferences to be given a platform (hence the name 'BSides')
4. All are welcome and diversity of all kinds is encouraged. Our code of conduct promotes kindness, inclusivity, and tolerance. Attendance at our event assumes agreement and compliance with our values, any violation of our code of conduct will result in those responsible being asked to leave the event.
5. To bring industry knowledge, professionalism and challenges to the vendor environment. We encourage on-stand games, demonstrations, giveaways and competitions.

We support our sponsors, speakers and delegates with a safe, inclusive environment where they can explore new choices, to challenge the norm and to network. We welcome sponsors from any sector, not just security and of any size, recognising that some of the most exciting work being done is by newer start-up companies.

Sponsor Packages

	Value	Logo on Website	Logo on T-shirt	Stand at Event	Mentioned in remarks and social media.	No of tickets
Supporter	£250	Name only	Name only	N	Y	1
Silver Sponsor 2 only	£1500	Y	Y	Y	Y	3
Gold Sponsor 3 only	£3000	Y	Y	Y	Y	5
Rock Star OMG Sponsor 1 only	£5000+	Y	Y	Y	Y	5+
Lanyard Sponsor 1 only	£500	Y	Y	N	Y	3

Logo size and positioning will depend on level of sponsorship.

If you wish to contribute a different amount or in some other format please get in touch and we are very happy to discuss this with you.

Should you wish to discuss sponsorship, or support us in some other way, please contact us and we will see if we can accommodate you.

Other Sponsor Opportunities

£POA – Pre-Party Support

As with all good conferences, the social activities are an excellent way to relax and network in an informal way. BSides is no exception to this. The Pre-Party & associated events will take place on the night—before the conference and sponsorship of the refreshments, activities and entertainment programme is always gratefully received, widely appreciated and shared on social media.

£POA - Goodie Bags

Conferences are marked by their goodie bags, the swag bags. The first thing the attendees will do is be given a goodie bag. We are looking for 2 sponsors to help sponsor this. Your financial contribution will go towards purchasing the bags, the printing costs and the items that go into the bags. Logo will be prominently positioned on the bags, grateful thank you announcements at opening and closing remarks.

£POA - After Party

One of the best networking opportunities available, the after-party. All visitors, from the sponsors, the delegates and the crew will use this time to relax and unwind after a full conference day. We are looking for a generous sponsor to help create great social events for all attendees. We would like a representative of your organisation to announce from stage during the Closing Remarks that the “after party is now open”.

£POA - Bespoke Sponsorship

We appreciate that not all sponsors can make the event. We also appreciate that in these economic times, donations outside of the scope mentioned above may be the contribution you make. We will gladly receive these contributions. In return, we will briefly liaise with yourselves as to the best use of your funds. Any, and all help is gratefully received.

Next Steps for Sponsors

Email: bsidesliverpool@gmail.com

Website: www.BSidesLiverpool.com

	Completed?	Notes
Tell the organiser your sponsorship requirements		
Arrange the details of your package		
Sign the contract		
Send us financial details		
Send us logo/artwork		
Confirm attendee details		
Confirm courier details		
Don't forget to book hotel/travel		
Attend		
Have a great time		
Arrange your courier pickup		

Organising Team

Jenny Radcliffe – The People Hacker, Founder/Director Human Factor Security LTD



Jenny Radcliffe is a proud scouser and recognised expert on social engineering, scams and physical security methods. Known as “The People Hacker” she is the author of a best selling book of that name which is about to be made into a major TV series. She has appeared on numerous media outlets including as a hunter on the Channel 4 show “Hunted” and as an in-house security expert for shows including This Morning, Rip-Off Britain, BBC News, BBC R4, and many more. She keynotes on security topics all over the world, has been inducted into the prestigious Infosec Hall of Fame and has won numerous other industry awards and titles.

“Liverpool is a growing hub for tech and security businesses and research, and BSides will really help promote and showcase the spirit and energy of our wonderful city. I wanted to bring BSides events to Liverpool to encourage the community at all levels to interact, share ideas and promote information security in the city. It’s important to me that this event provides access to people who would not be able to attend the larger industry conferences and is a truly inclusive, safe and diverse space for innovation, relationships and people to flourish.” Jenny Radcliffe

Stuart Coulson, Director, Hidden Text



Stuart has been involved in the cyber security industry for many years and has extensive experience and expertise of working with major corporations and assisting them with relevant online protection plans and security solutions. His current role at HiddenText sees him building on the wealth of knowledge to help organisations to complement their existing strategies.

“I was honoured to be asked to join the organising team of BSidesLiverpool in 2019. BSidesLiverpool is such an amazing event and we tried to get back to the original roots of everything that BSides means, it is the alternative culture that doesn’t get a look in on the main infosec stages. The City of Liverpool was a great embodiment of that, and it made the event such a success. I am really looking forward to working on the next one to raise the bar and make it bigger and better. We couldn’t do it without the fantastic support of the sponsors and delegates, speakers and supporters that put Liverpool and BSides on the infosec map and embracing the original grassroots BSides concept.”

Lee Morton, Head of Cyber Security, GBG PLC

An accomplished Information Security professional, with experience working across multiple sectors, and territories. Having responsibility for Global Information Security, strategically covering diverse business units across Africa, Asia, Australia, Europe, and North America.

With 25 years of professional experience in Information Security, IT Management, IT Security Management, and Enterprise Architecture has allowed the successful delivery of expansive projects through a combination of internal and outsourced approaches while aligning security strategies with regulatory frameworks; ensuring robust protections and fostering business growth.

In the past year Lee has presented at events like DTX Manchester, DTX Europe, PrivSec North, Future of Cyber Europe, BSides Newcastle, Cyblack... to name a few.

“I joined BSides Liverpool in the last few weeks before the first event (in 2019), after a request from Jenny. Knowing both Jenny and Stu it was a no brainer to come and help out. I undertook the important role as Head Goon for the event and managed the volunteers on the day. For the following event I was responsible for much of the marketin. I designed the logos used at the event and within the T-shirts.”

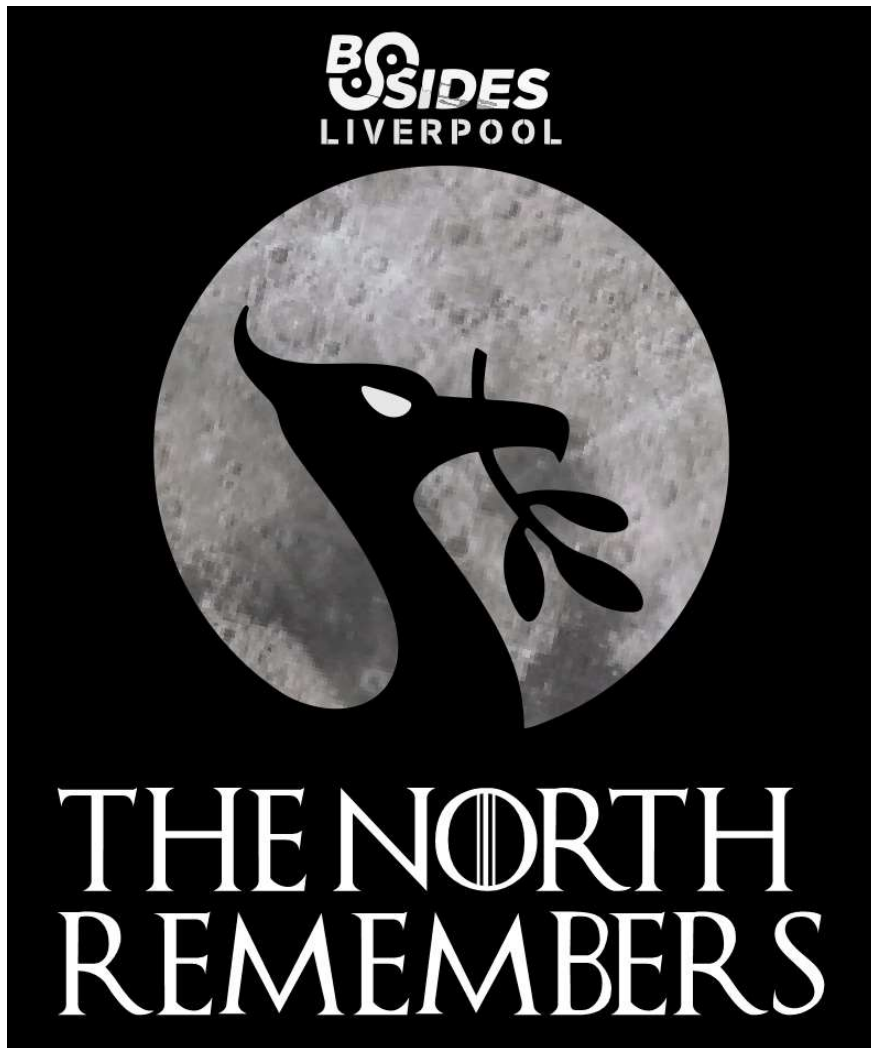
John Templeton, Information Security Officer, Griffiths & Armour

Responsible for proactively managing information security, compliance, governance and risk.

Maintaining ISO 27001, Cyber Essentials Plus, Cyber Essentials and PCI DSS certification in line with business operations and organisation strategy

Responsibilities include disaster recovery, business continuity and incident management, vulnerability management, user awareness training, maintaining and developing a suite of policies, developing defence in depth and adopting a mature security posture for the organisation.

John was a member of the original team supporting the first BSides Liverpool event in 2019. His assistance has ensured that the following event was successful and is a valued member of the team.



Contact us

Our team are here to answer any questions you might have.
For all queries relating to sponsorship please contact us:

Email: bsidesliverpool@gmail.com

Website: www.BSidesLiverpool.com

Thank you so much for your support!