

Conference Prospectus 2021

Event: ShellCon 2021

Date: October 8 - 9, 2021

Location: Virtual

Website: <https://shellcon.io>

Thank you for your interest in sponsoring the 5th annual **ShellCon**!

This packet contains information about how you can participate and be a sponsor for **ShellCon** on October 8th and 9th. Given the current state of the pandemic and Los Angeles County guidelines **ShellCon** has committed to a virtual conference. The speaker track will run virtually on Friday, October 8th and Hacker Village will run virtually Saturday October 9th (with an option of a limited in-person event contingent on Los Angeles County guidelines and at the discretion of the **ShellCon** Board to ensure safety of attendees). We have a variety of packages with benefits that give you an opportunity to be an active part of the community and show your support.

The event provides public recognition to you as a sponsor, an opportunity to post job listings during the conference, and collaboration that extends throughout and well beyond the event. The greatest benefit is participating in and contributing to the local infosec community by enabling its participants to grow and learn.

Thanks to the generous sponsorship of organizations such as yours, we can continue to make all of our events low cost for the information security community. It also enables **ShellCon** this year to offer free speaker tracks, career assistance, and resume review to our virtual attendees. **ShellCon** is fiscally sponsored by LinuxFests, a 501c(3) educational non-profit organization. This means that the financial contributions that you make to **ShellCon** may be tax deductible.

Please contact us if you have any questions or requests. You can reach us via email at sponsors@shellcon.io.

We value your participation in ShellCon and thank you for your consideration!

Sincerely,
The **ShellCon** Team



SHELLCON

2021 CONFERENCE SPONSOR PACKET
OCTOBER 8 & 9, 2021 — VIRTUAL LOCATION

About ShellCon

ShellCon is a community-organized event staffed by volunteers and enthusiasts in the greater Los Angeles area from infosec and related communities. We provide an open atmosphere of communication, collaboration, and a direct connection between the speakers and the audience. Our community is a bridge between attendees just starting out in infosec and leaders in the industry.

ShellCon is tapped into the close-knit infosec community throughout California and beyond. Our principal focus is on providing an inclusive, friendly, and intimate environment. Our presentations and hacker village are built around an ethos of usefulness and practicality. Attendees walk away from each talk/ workshop itching to try what they learned and have direct support if they have further questions on the topics presented.

ShellCon events are powered by a set of core values

Hack Create and cultivate opportunities within the information security community for hackers and professionals to grow their technical skills and knowledge.

Share Provide talks and workshops to increase communal knowledge and facilitate collaboration in problem solving with contests and challenges. Encourage free information exchange and discussion at all levels of understanding.

Include Be the bridge between people just starting out in information security and talented leaders in the industry. Build a diverse group of like-minded individuals focused on building each other up and creating a healthy environment that promotes learning and creativity.

Grow Assist infosec professionals with finding jobs that match their skill level and provide opportunities to learn new skills and grow careers. Introduce new individuals to the world of infosec and provide a pathway to the next level of expertise.



ShellCon is passionate about helping professionals reach their goals and our **RaiseMe** component is dedicated to career development. **RaiseMe** is so special that other conferences and Meetups from other regions have requested **RaiseMe** events year round. So, sponsoring **ShellCon** means that your company can have a regular and direct connection to potential talent pools both inside and outside Southern California.

RaiseMe Consulting Services

One-on-one consultations with our volunteer industry professionals are free to attendees and conference sponsors alike. If you're having trouble filling open positions, we'll help with job postings and best practices for diversity. We also help newcomers who dream of working in infosec sharpen their resumes and interview skills. Here are our consultation offerings:

For Newcomers: *Breaking Into InfoSec*

For Job Seekers: *Resume Review * Mock Interviews * Job Hunting Assistance*

For Current Security Professionals: *Career Check-Up*

For Sponsors: *Candidate Evaluation Assistance * Job Postings * Hiring for Diversity*

RaiseMe Career Track

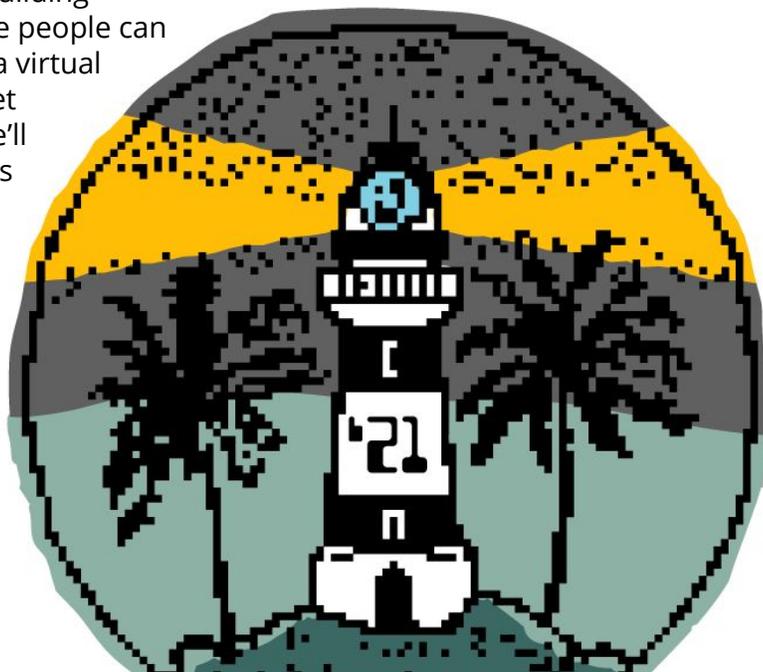
RaiseMe talks encompass an array of career topics because we aren't just targeting job hunters, we serve the entire community. Our newest offerings include tough subjects like how to return to work after taking a hiatus. Talks this year will have special emphasis on how COVID-19 has changed the technology job market.

RaiseMe Networking

Networking events enable career and team-building opportunities in a relaxed environment where people can be at their best. This year, **RaiseMe** will host a virtual "Chill-Out Room" to foster that meet-and-greet atmosphere. Come join our attendees and we'll give you the microphone to describe openings at your company and the advantages of your corporate culture. This event is a great way to find the kind of talent that will be a good fit for your security team.

RaiseMe Events

RaiseMe events continue on after our annual conference, and you will find them at other technology-related activities throughout the year.



Sponsorship Benefits

BRAND RECOGNITION AND AWARENESS

By sponsoring this convention your brand will be identified as a contributor to our community and will be featured on the conference banners, materials and website. **ShellCon** is a growing convention with and we expect to increase our attendance in 2021.

RECRUITING

ShellCon wants to help you reach out to a diverse talent pool. **RaiseMe**, the popular career development event at **ShellCon**, will be presenting virtual career talks with breakout rooms to facilitate one-on-one interactions. The **RaiseMe** team is dedicated to helping candidates sharpen their professional images and will connect them with hiring managers looking for talent.

DIVERSITY

ShellCon specifically targets outreach to individuals in underserved minority groups and veterans that may not have access to low cost education and career development opportunities. We believe they are an untapped resource of skills. Sponsorship is an opportunity to directly assist and interact with these individuals.

FUTURE-FACING OPPORTUNITY

Our conference and workshops are setting a high standard for education and training. By becoming a sponsor you can secure a recurring association with **ShellCon**. In future years when sponsorships sell out quickly your company can opt for right of first refusal the following year.

TALKS

Our industry specific talks (ranging from introductory material to advanced tricks of the trade) are recorded and posted to our website for the community to refer to for years to come. Each video will start with an introduction slide displaying all event sponsors logos full screen so that your marketing dollars work long after the annual conference is over.



Hacker Village

The Hacker Village has always been the central hub for attendees to learn new skills. The virtual rooms will be infused with the same energy and excitement as attendees compete, learn, and build. We will be incorporating virtual “chill-out” rooms and “break-out” sessions to help foster networking opportunities and the connections that **ShellCon** is known for.

CAPTURE THE FLAG

The **ShellCon** CTF is a place for novices and seasoned CTF pro alike to test their skills solving challenges related to forensics, reversing, cryptography, and web challenges.

LOCKPICKING VILLAGE

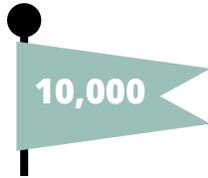
One of the few areas on the conference where it’s always been rare to see a computer; the lockpicking village has taught participants how to use fine motor skills and some basic understanding of lock mechanisms and tolerances to circumvent one of the world’s oldest security systems. By taking this in person challenge to a virtual level we are opening up the opportunity for anyone anywhere to learn how to pick locks. **ShellCon** is always interested in partnering with both lock manufacturers and lockpick companies to bring new or interesting locks and competitions to the event.

CHILL OUT ROOMS

Have you even been at a conference and just wanted a space to chat with a new connection? Or wanted to escape for a few minutes? The ShellCon virtual “chill-out” rooms will offer a variety of interactions from break out rooms to DJ hosted rooms to discord chat channels. These rooms will not only provide a means for networking opportunities but will also be an area for sponsors to connect with job seekers.



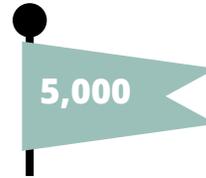
ShellCon Tiered Sponsorship Packages



Diamond Sponsorship Package ~ \$10,000

The Diamond level of sponsorship is our most prestigious choice and includes the following:

- Persistent logo on talk streams
- Your logo on all ShellCon social media banners
- Your logo on our DJ stream in the ShellCon virtual Chill Out room
- Exclusive hashtag on all tweets
- Talk stream promo spots
- Shoutout in social media bio
- Job Board presence
- Advertising on ShellCon Discord channels
- Your company logo on sponsor slide
- Your logo on ShellCon website sponsor page
- Your logo on our 2021 t-shirts
- Dedicated Discord channel



Gold Sponsorship Package ~ \$5,000

The Gold level of sponsorship includes the following:

- Talk stream promo spots
- Shoutout in social media bio
- Job Board presence
- Advertising on ShellCon Discord channels
- Your company logo on sponsor slide
- Your logo on ShellCon website sponsor page
- Your logo on our 2021 t-shirts
- Dedicated Discord channel



ShellCon Tiered Sponsorship Packages *(continued)*



Silver Sponsorship Package ~ \$3,000

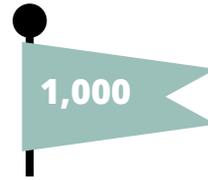
The Silver level of sponsorship is our most prestigious choice and includes the following:

- Job Board presence
- Advertising on ShellCon Discord channels
- Your company logo on sponsor slide
- Your logo on ShellCon website sponsor page
- Your logo on our 2021 t-shirts
- Dedicated Discord channel



Treasure Chest Sponsorship Package ~ \$3,500

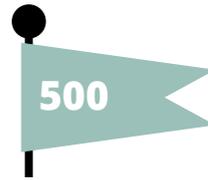
Our Capture the Flag (CTF) competition attracts large crowds every year, so sponsorship here is sure to get a lot of eyes on your company logo while experts worldwide compete to win challenges that are carefully crafted by heavy hitters in the industry. In addition to getting everything that the Silver Package offers, your company logo will be present on the CTF Scoreboard.



Pearl Sponsorship Package ~ \$1,000

The Pearl level of sponsorship includes:

- Your company logo on sponsor slide
- Your logo on ShellCon website sponsor page



Ahoy Matey! Sponsorship Package ~ \$500

The Ahoy Matey! level of sponsorship includes your logo on the ShellCon website sponsor page



Bonfire* ~ \$1,000

Leave your sea legs behind, because we're headed ashore for our annual bonfire party. Sponsor this year's rip roaring activity!

**depending on L.A. County Covid19 ordinances*