

OCTOBER 19<sup>TH</sup>, 2017  
DOCKWEILER YOUTH CENTER  
12505 VISTA DEL MAR, PLAYA DEL REY, CA 90293



## Sponsorship Kit

**Event:** ShellCon 2017

**Date:** October 19<sup>th</sup>, 2017

**Location:** Dockweiler Youth Center & Dockweiler State Beach

**Website:** <https://shellcon.io>

Thank you for your interest in sponsoring ShellCon 2017. As a result of the generous sponsorship of organizations such as you that we have been able to make our events open and free to the information security community of the Greater Los Angeles Area.

The ShellCon community extends from BSides Los Angeles, a security conference ran by the ShellCon organizers for the last six years. In our seventh year of bringing a unique security conference to southern California, the organizers realized the value in creating our own brand and thus ShellCon was born. ShellCon is a culmination of all the lessons learned from the BSides Security events, and we will continue to grow with each event drawing a bigger and more diverse crowd. Since 2012, each event has had over 250 participants, which includes CSOs, CISOs, security researchers, students and people interested in starting their career in Information Security. This year, we continue to expand involvement, interaction, and relevant perspectives within the community by engaging the Los Angeles County District Attorney High Technology Crime Division as a Co-Sponsor.

This packet contains the information about how you can participate and be a sponsor for ShellCon 2017. We have put together new sponsorship benefits and packages that give you a greater opportunity to be an active part of the community and show your support. The event provides public recognition as a sponsor, an opportunity to post job listings, and collaboration that extends well beyond the event. The greatest benefit is participating in and contributing to the local information security community by enabling its participants to grow and learn.

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Please do not hesitate to contact us if you have any questions or requests. Simply reach us via email at [sponsors@shellcon.io](mailto:sponsors@shellcon.io). **We value your participation in ShellCon events and thank you for your consideration.**

Sincerely,

The ShellCon Organizers

## About ShellCon:

ShellCon originated as a Security BSides event, “BSides LosAngeles” (BSidesLA). Security BSides is a community driven framework of events that enables individuals in the local information security community to contribute and participate in an interactive and collaborative atmosphere.



The framework of Security BSides is designed to encourage individuals to drive the event, drive conversations, and discover the next big thing. From this framework ShellCon was created, using the lessons learned from years of operating BSidesLA and interacting with the Southern California information security community.

ShellCon is a free, community organized event put on by local individuals with the express goal of enabling a platform for information dissemination. ShellCon is an ‘unconference’ that breaks the mold by providing an open atmosphere of communication, collaboration, and a direct connection between speakers and the audience.

## History:

2009 - Security BSides is Launched in the United States

2010 - First European BSides event

2011 - Over 20 events planned in US, Europe, Australia. First BSides Los Angeles with over 200 registered participants.

2012 - Security BSides spreads to Asia, Africa with dozen more events starting across the world. BSidesLA 2012 has over 250 registered participants.

2013 - BSidesLA 2013 has over 300 registered participants.

2014 – BSidesLA sold out in two days. Co-sponsorship involvement with Los Angeles County District Attorney.

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2015 – BSidesLA sold out in two days. Los Angeles County DA returns as a sponsor.

2016 – BSidesLA Los Angeles County DA returns as a sponsor for the third year in a row.

2017 – ShellCon is born. The Los Angeles County DA returns as a sponsor for the fourth year in a row, continuing the relationship formed with the organizers through the BSidesLA conferences.

## While every year's event is unique, here are things that do not change:

- Free and open to the community
- Community organized, volunteer driven
- Focus on expanding the spectrum of conversation and giving voice to the next big thing

## ShellCon Goals

### Promote Participation and Communication

ShellCon acts as a catalyst to increase the level of conversation and encourage that conversation to spread. ShellCon brings together the talent and ideas of local Southern California security professionals, and mixes that with talent from around the world. Unlike other events where the speakers are rushed in and out, ShellCon provides a small and intimate environment for the attendees and speakers to directly engage each other before, during, and after their talk or presentation. This format creates opportunities where relationships can be built, and new ideas can be shared.

**Past Speakers:** Jerry St.Tomas, Bernie Cowens, Dan Kuykendall, Chris Perret, Joe McCray, the Cal Poly Pomona Western Regional Collegiate Cyber Defense Competition and US Cyber Challenge teams, Brian Keefer, Jim Stickley, Matt Johansen, Skyler Onken, Gal Shpantzer, Ivan Macalintal, Terry Gold, Sean McAllister, Nicholas Donarski, Sean Cordero, Kevin Albano, Christopher Price, Steve Weil, Chester Wisniewski, James Shewmaker, Carolyn Lear, Wendy Nather, Tottenkoph, Jimmy Shah, Nathan Magniez, Frank Artes, and Kevin Caldwell.



### Engage the Local Community

ShellCon focuses on building relationships within the local information security community. ShellCon engages local security professionals and students who wish to expand their knowledge

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and network with other professionals in the community. Each of attendee gains the opportunity to expand their depth and body of knowledge, and connect with others in the local community. Attendees have a wide a variety of backgrounds in multiple sectors and verticals with a shared goal: To learn about and discuss emerging security issues and connect with others already having the conversation. ShellCon speakers and attendees include local researchers, students, consultants, CISOs and CSOs of major corporations.

## Find the Next Big Thing

Major conferences focus on the current hot topics in information security. ShellCon events explore the fringe of conversation and focus on the Next Big Thing. The conversation has ranged from hardware hacking to gender issues, from CSO lessons learned to risks of mobile devices, from Chrome hacking to persistent threat. ShellCon gives voice to the conversations that are happening just below the surface, and sponsoring enables you to engage that conversation.

## ShellCon Format

### Culture

Traditional conferences exist as constrained system and must operate within the bounds by which they have defined themselves. Physical events constrain themselves with space and time but frameworks permit the continuous creation of individual events. Our goal is remove those barriers and provide all members of the information security community with more options of speakers, topics, and events. Speakers are drawn largely from the local community but also include speakers from around the world who bring new perspective, ideas, and dialogue as the next big thing is being discovered.



### Participation

ShellCon is not made up of members but participants. Each person who participates in ShellCon brings to it something to contribute. Some people bring hardware, organizational skills, or their friends. You are offering to bring other resources that help fuel the conversation. Sponsoring enables you to engage the conversation, interact with attendees, and our commitment to connect you with those attendees of interest to you and your business. The organizers believe your participation will enable another great ShellCon event.

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## Value

### Reasons to Support ShellCon

The goal of ShellCon is to offer small, intimate 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 being the big fish in a small pond. Every organization will have different goals and priorities, which is why we offer different levels of participation for every individual, group, or organization. We specifically designed several different options for any sized organization to participate and support this event. The following are a list of direct benefits you may see as an event sponsor.

- **Brand recognition and awareness:** Being recognized as a participant in the local Southern California information security community brings with it the benefit of recognition. The goodwill earned through this endeavor has led to relationships and networks between individuals that cannot be replicated. Your company's brand will benefit from not just brand placement, but also from recognition that you are participating in and contributing to the ideas and conversations of the community.
- **Stay in touch with the industry:** ShellCon enables its supporters and participants to identify and connect with industry leaders and voices. These participants represent the social networking of security. They are the people who you want to engage to solicit feedback and bring voice to your conversation.
- **Big fish, small pond:** For some, sponsoring large events is not within their price range leaving them with no option for communicating their message. At ShellCon, 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.
- **Be a part of the next big thing:** Nobody knows what the "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 we believe that listening to the underground can help prepare you and help identify what the next big thing might be.



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## Options

Every organization will have different objectives and priorities, which is why we offer different levels of participation for individuals, groups, or organizations of every size. The following are various sponsorship packages that enable you to promote your brand while showing your support for the community.

## Levels of Sponsorship

BENEFITS	Core	Engage	Platinum
	\$850	\$1,200	\$2,500
<b>Sponsorship Levels</b>	\$850	\$1,200	\$2,500
<b>Media</b>			
Logo on the ShellCon website sponsor page	✓	✓	✓
Logo on Event Banner	✓	✓	✓
Large Logo on Event Banner at site			✓
Logo on Tshirt	✓	✓	✓
Large Logo on Tshirt			✓
Twitter announcements	✓	✓	✓
Premium brand placements at event			✓
<b>Interaction</b>			
Guaranteed reserved passes for staff to attend	2	3	4
Table at event to engage with attendees		✓	✓
<b>Local Talent</b>			
Ability to post on Job Board (ShellCon website)			✓
Different colored T Shirts so everyone knows you!	✓	✓	✓

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## Custom Sponsorship Options Available!

ShellCon 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 food and beverage, contests and giveaways, and even hands-on training activities.

Two unique opportunities for sponsors are outlined below:

### Beachside Lunch Sponsor

**1 sponsorship available**

**\$1700**

Lunch is the biggest meal of the day at ShellCon, and a great way to connect with ShellCon attendees. The venue is located right on Dockweiler State Beach and has a beautiful view of the ocean. Increase your convention presence and give everyone a reason to stop by your booth and show their appreciation.

#### Benefits:

- All “Engage” sponsor level benefits
- During lunch, a banner style of your choice outside located next to the area lunch is served in. A single large banner with the company logo, or two smaller “pop up” banners.

### FireTalk Dinner Sponsor

**1 sponsorship available**

**\$1000**

This year after the conference venue closes, attendees will head a few hundred yards down the beach to the Dockweiler State Beach Park, where we will be gather around a bonfire for our “Firetalks”. A smaller and more intimate setting than the con itself, our Firetalks are ShellCon's version of an after party.

#### Benefits:

- All “Core” sponsorship level benefits
- A popup banner outside by the food table. Note: This event will be happening at night on the beach, so it will be very dark. A battery powered light to illuminate the banner is suggested.

## Support Terms and Conditions Agreement

**Sponsorship Agreement:** between the event-specific ShellCon organizer (“Organizer”) and (“Sponsor”) is valid from the date it is fully executed through the end of the sponsored event ShellCon 2017.

**Sponsor Marketing Use Agreement:** Sponsor may use the following tag line on its marketing materials during the term of this Sponsorship Agreement: “Official Sponsor of ShellCon”.

**Production Timeline:** In order for Organizer to fulfill all promotional benefits for Sponsor, Sponsor agrees to meet all Organizer related submission deadlines:

Trademark/Logo, Sponsor URL, Ad (if applicable), Banner display (if applicable), will be sent within 10 business days from the date this Sponsorship Agreement is fully executed.

**All items will be submitted no later than September 25th.**

**Sponsor Trademark Usage Agreement:** Sponsor agrees to allow Organizer to use Sponsor’s trademark/logo/tagline solely to perform and fulfill its obligations under the Sponsorship Kit and this Sponsorship Agreement.

**Sponsor Trademark Usage:** Notwithstanding Section 4 above, Sponsor agrees to allow Organizer the right to use Sponsor’s trademark/logo/tagline and graphics on all of the promotional benefits, including but not limited to:

- The Web banner add to be posted on the event and ShellCon website
- Sponsor benefit items Organizer detailed on the Support Package section
- Any Exhibit Hall promotional banner and signage/lanyard, etc.

**Web Reference:** Sponsor may publish an Internet hyperlink from Sponsor’s website to the event-specific and ShellCon 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 Sponsor.

**Payment:** Full payment must accompany this application and Sponsorship Agreement and be received by Organizer. Payment can also be sent via our online payment using a Credit Card. Failure to pay full balance will subject sponsorship to cancellation. All payments shall be made out to the event operator, “Security B Conferences California”.

**Non-endorsement:** The use of Sponsor's name within ShellCon or event-specific websites or mailing lists does not constitute endorsement by ShellCon 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 ShellCon or Organizer.

**Non-exclusivity:** Neither ShellCon or Organizer awards exclusive sponsorship or establishes



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exclusive relationships with Sponsors. Sponsor shall not imply that such a preferential relationship exists between Sponsor and ShellCon or Organizer.

**Limited Liability:** In the event that circumstances beyond the commercially reasonable control of Organizer interferes with, or prevents, Organizer from fulfilling, in part, or all of, Sponsor's promotional benefits under this Sponsorship Agreement, Sponsor, by signing this Sponsorship Agreement, holds Organizer, ShellCon, as well as their respective Board of Directors and employees *harmless* from all legal and financial liability to Sponsor, caused by such circumstances, beyond the fee paid by Sponsor for this sponsorship.

**Force Majeure:** Neither ShellCon, Organizer, or 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 by reason of any act of God, fire, natural disaster, accident, act of government, or any other causes beyond its commercially reasonable control.

**Rejection:** ShellCon and Organizer reserves the right to reject a potential sponsor for any reason.

**Entire Agreement:** This and all attachments hereto, constitute the entire Sponsorship Agreement.

X \_\_\_\_\_ X\_\_ Name of Authorized Person  
Signature

X \_\_\_\_\_ X\_\_ Name of Organizer  
Signature

Participation Level	Contribution	Mark Your Selection
Above and Beyond Sponsor	\$2500 USD	
Engage Sponsor	\$1200 USD	
Core Supporter	\$850 USD	
Custom Level	\$_____	