

# **BS ATLANTA SIDES**

**2026 SPONSOR PROSPECTUS**

**SATURDAY, OCTOBER 3<sup>RD</sup>**

**GEORGIA TECH HOTEL AND CONFERENCE CENTER  
800 SPRING ST NW, ATLANTA, GA 30308**



**CONTACT: [SPONSORSHIPS@BSIDESATL.INFO](mailto:SPONSORSHIPS@BSIDESATL.INFO)  
WEBSITE: [WWW.BSIDESATL.INFO](http://WWW.BSIDESATL.INFO)**

# Welcome to BSides Atlanta!

## What is BSides?

- Each BSides conference uses a community-driven framework to build events for and by the information security community. It creates opportunities for individuals to both present and participate in an open and collaborative environment. At BSides Atlanta, we pride ourselves on enabling meaningful networking, knowledge-sharing, and introducing attendees to new technological solutions and opportunities.

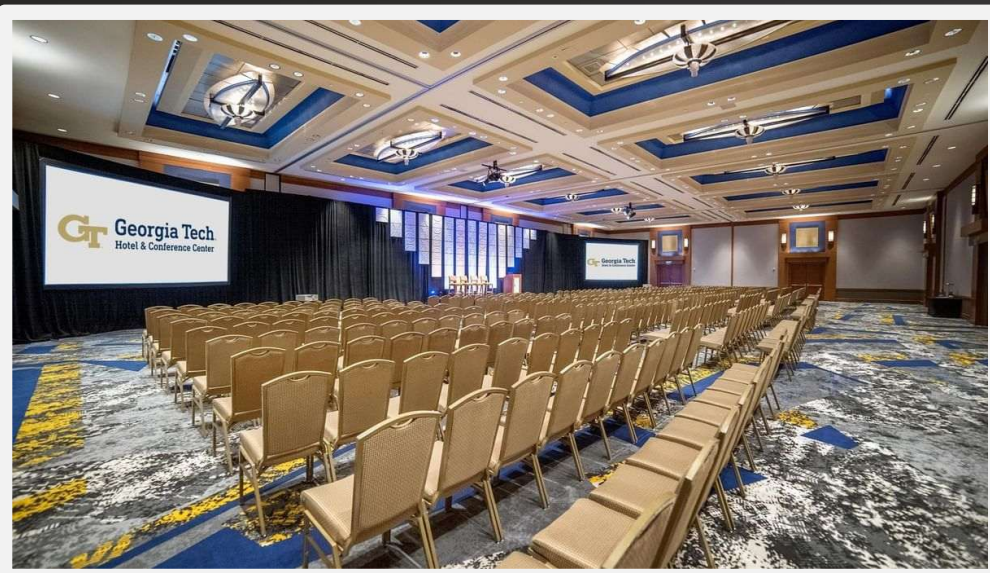
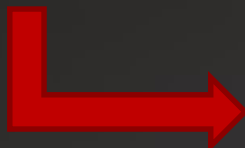
## Who Attends?

- Attendees span a wide spectrum of cybersecurity experience and expertise. BSides Atlanta attendees are a mix of executives, practitioners, and students looking to break into the industry. The typical attendee is a security engineer with 5 years of experience.

## What's new this year?

- A lot! First, we've moved to a new venue to accommodate more attendees. The new venue can support 700 attendees and features a main ballroom plus twelve content areas – over 18,000 sq ft of space!
- We are moving from free admission to a paid attendance model.
- With the new venue, we will be rolling out new experiences, talks, and sponsorship opportunities!

**Main  
ballroom for  
keynotes and  
large talks:**





# Why Sponsor?



- BSides Atlanta targets 500+ industry leaders, professionals, and students.
- Some participants are looking to learn about the next big thing while others wish to continue expanding their knowledge.
- The participants represent various industries, experience, and levels of information security knowledge. BSides Atlanta offers an opportunity for all participants to connect and learn.

## Industry Connections

Meet directly with attendees and inform them of your products, services, or open job positions

## Brand Promotion

Increase brand recognition through verbal shoutouts during the event, social media shoutouts, and event t-shirts.

## Community Support

Sponsoring BSides Atlanta shows your support for the practitioners in the security industry, enabling them to improve by sharing knowledge and making connections.



# Sponsorship Levels

| Benefits                | Diamond<br>(2 Available)                                                  | Gold<br>(15 Available)                                  | Silver<br>(15 Available)          | Bronze<br>(Unlimited) |
|-------------------------|---------------------------------------------------------------------------|---------------------------------------------------------|-----------------------------------|-----------------------|
| Amount                  | \$15,000                                                                  | \$10,000                                                | \$5,000                           | \$1,000               |
| Logo on Website         | ✓                                                                         | ✓                                                       | ✓                                 | ✓                     |
| Logo on Shirt Back      | ✓                                                                         | ✓                                                       | ✓                                 |                       |
| Logo on Badge           | ✓                                                                         |                                                         |                                   |                       |
| Logo on Shirt Front     |                                                                           |                                                         |                                   |                       |
| Verbal Mention          | All Tracks<br>Keynotes                                                    | One Track<br>Keynotes                                   | Keynotes                          | Keynotes              |
| Social Media<br>Mention | ✓                                                                         | ✓                                                       | ✓                                 | ✓                     |
| Tickets                 | 5                                                                         | 3                                                       | 2                                 | 1                     |
| Table Space             | <b>2 Tables</b><br>Premium Placement<br>near Keynotes and<br>Registration | <b>1 Table</b><br>Keynote /<br>Registration<br>Hallways | <b>1 Table</b><br>Content Hallway |                       |

## Additional Sponsorship Options

|                                                                                                                                                        |                                                                                                                         |                                                                                                                                                  |
|--------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Lounge: \$10,000</b><br>See Additional Information on Next<br>Page                                                                                  | <b>Snacks: \$5,000</b><br>Snacks will be provided by the<br>venue, and signs will be placed<br>with your branding       | <b>Soft Drinks: \$5,000</b><br>Bottled water and soft drinks will<br>be provided by the venue, and<br>signs will be placed with your<br>branding |
| <b>After Party: \$3,000 (2)</b><br>Offsite at Hudson Grille midtown                                                                                    | <b>Speaker Dinner: \$5,000</b><br>Hosted the night before the event<br>at the Tech Square Tavern<br>(inside the GTH&CC) | <b>Lanyards: \$5,000</b><br>BSidesATL puts your logo on the<br>lanyard                                                                           |
| <b>Parking Validation:<br/>\$25/person</b><br>On-site parking for the day.<br>Purchase any number of parking<br>validations to give to table visitors. | <b>Badges: \$5,000</b><br>BSidesATL puts your logo on the<br>badge                                                      | <b>Coffee: \$5,000</b><br>Morning coffee service will be<br>provided by the venue, and signs<br>will be placed with your branding                |



# Sponsorship Details

## The BSides Atlanta Lounge



- This space offers an excellent opportunity to showcase your best conference ideas.
- The Lounge is a large corner space near the conference rooms hallway (see floor plan page)
- It's a space where you can unleash your creativity. Bring in a DJ for music? Do demos? Hand out swag? Host challenges/contests? There are tons of possibilities!

\*Note: Plans will need to be preapproved by BSides Atlanta Organizers and the Venue.

## Tech Square Tavern – Speaker Dinner

- The Speaker Dinner the night before BSides Atlanta will be hosted in the Tech Square Tavern. We have reserved the entire space the event.
- Link: [Tech Square Tavern - Georgia Tech Hotel and Conference Center](#)



# Event Floor Plan

## Grand Ballroom – Keynotes and main track

## Red – Registration and Diamond sponsors

## Orange – Gold Sponsors

## Silver – Silver Sponsors

## Break Area (top right) – BSides Lounge

\* Subject to change



# Contact Us

**TO SPONSOR BSIDES ATLANTA 2026,  
PLEASE CONTACT US:**

**[SPONSORSHIPS@BSIDESATL.INFO](mailto:SPONSORSHIPS@BSIDESATL.INFO)**

**ADDITIONAL INFO AND UPDATES CAN BE FOUND BY  
VISITING: [WWW.BSIDESATL.INFO](http://WWW.BSIDESATL.INFO)**

**Doors open the day of event at 7:30am with  
registration beginning at 8am.**

**On-site parking is available in the garage attached to  
the building and costs \$23 per day.**

**Sponsor tables are 72" x 30" and signs are allowed as  
long as free-standing.**







## Frequently Asked Questions

Q) Do you provide an attendee list?

A) No, as a community-run event we do not provide an attendee list. Sponsors are welcome to collect leads from booth visitors. This is typically done via a raffle or swag giveaway during the closing keynote.

Q) What is the attendee demographic?

A) On average, BSides Atlanta draws about 20% executives, 35% senior practitioners, 20% junior practitioners, 15% students, and 10% hobbyists.

Q) What kind of companies sponsor BSides Atlanta?

A) Generally, our partners fall into four categories:

**Global Tech Giants:** Industry leaders like **IBM** and **Google** who support the community to foster innovation and maintain a pulse on the latest defensive and offensive trends.

**Specialized Security Vendors:** Expert firms such as **Rapid7** and **Bishop Fox** that provide niche tools, research, and consultancy services to the practitioner community.

**High-Growth Startups:** Emerging companies looking to gain brand visibility and introduce their unique solutions to a highly technical and influential audience.

**Local Businesses & Recruiters:** Georgia-based companies and regional offices that sponsor specifically to connect with and recruit the top-tier cybersecurity talent found in the Atlanta area.

Q) Can we ship packages to you?

A) Packages can be shipped directly to the venue but must arrive no earlier than October 1<sup>st</sup>. Return shipping is the sponsor's responsibility.

Q) Can you provide power and A/V services for our table?

A) We can work with the venue and A/V vendor to provide this; there may be additional costs.