



SECURITY BSIDES

CHENNAI – 2026

SPONSORSHIP BROCHURE

OUR VISION

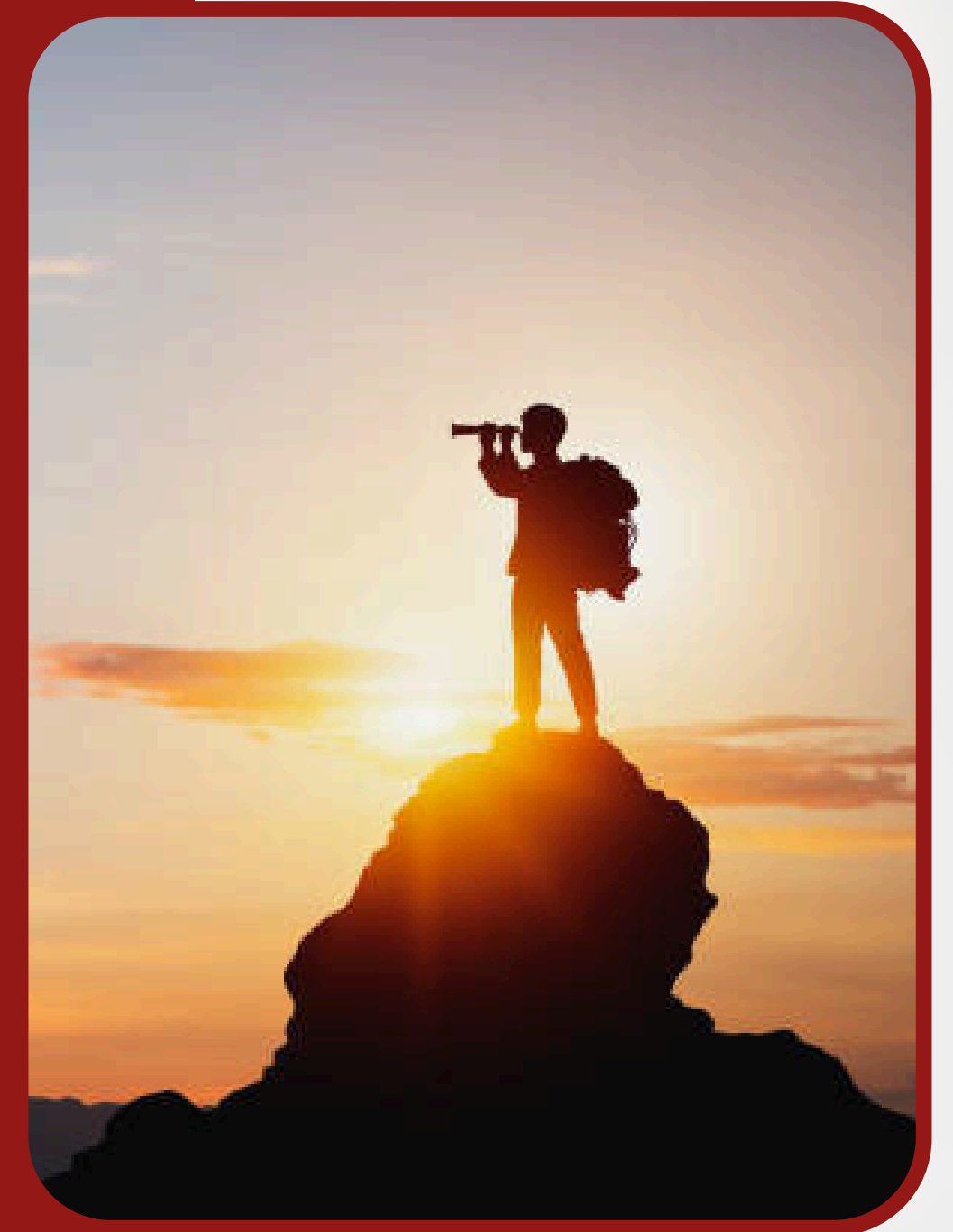
Security BSides Chennai 2026 aims to foster a trusted, inclusive cybersecurity community by bringing together practitioners, researchers, leaders, and students.

Our vision is to:

- Encourage open knowledge sharing and collaboration
- Promote practical, real-world security learning
- Support the growth of local and global security talent
- Create meaningful dialogue between technical teams and business leadership

Security BSides Chennai operates as a **non-profit, community-first conference**, guided by global BSides principles.

“By the community. For the community.”





TARGET AUDIENCE

Security BSides Chennai attracts a highly focused cybersecurity audience, including:

- **CXOs / Senior Executives**
- **Security Practitioners**
- **Senior Technical Leaders**
- **Students & Emerging Professionals**

This ensures sponsors engage with **relevant, decision-influencing attendees**, not a generic tech crowd.



SPONSORSHIP OPPORTUNITY

Security BSides Chennai 2026 offers sponsors an opportunity to:

- Engage with a **high-trust cybersecurity community**
- Build long-term brand credibility rather than transactional visibility
- Connect with **100 CXOs and executive decision-makers**
- Support local talent, research, and skill development
- Participate in a globally respected security movement

A dedicated networking environment enables meaningful interactions between sponsors, speakers, and leaders.





SPONSOR VALUE & VISIBILITY

Sponsorship benefits (aligned with BSides guidelines) include:

- Sponsor logo placement on:
 - Event website
 - Event backdrops
 - Digital communications
- Social media mentions during the course of the conference
- Recognition throughout the conference
- Brand visibility in reports and community communications
- On-site branding in approved sponsor areas

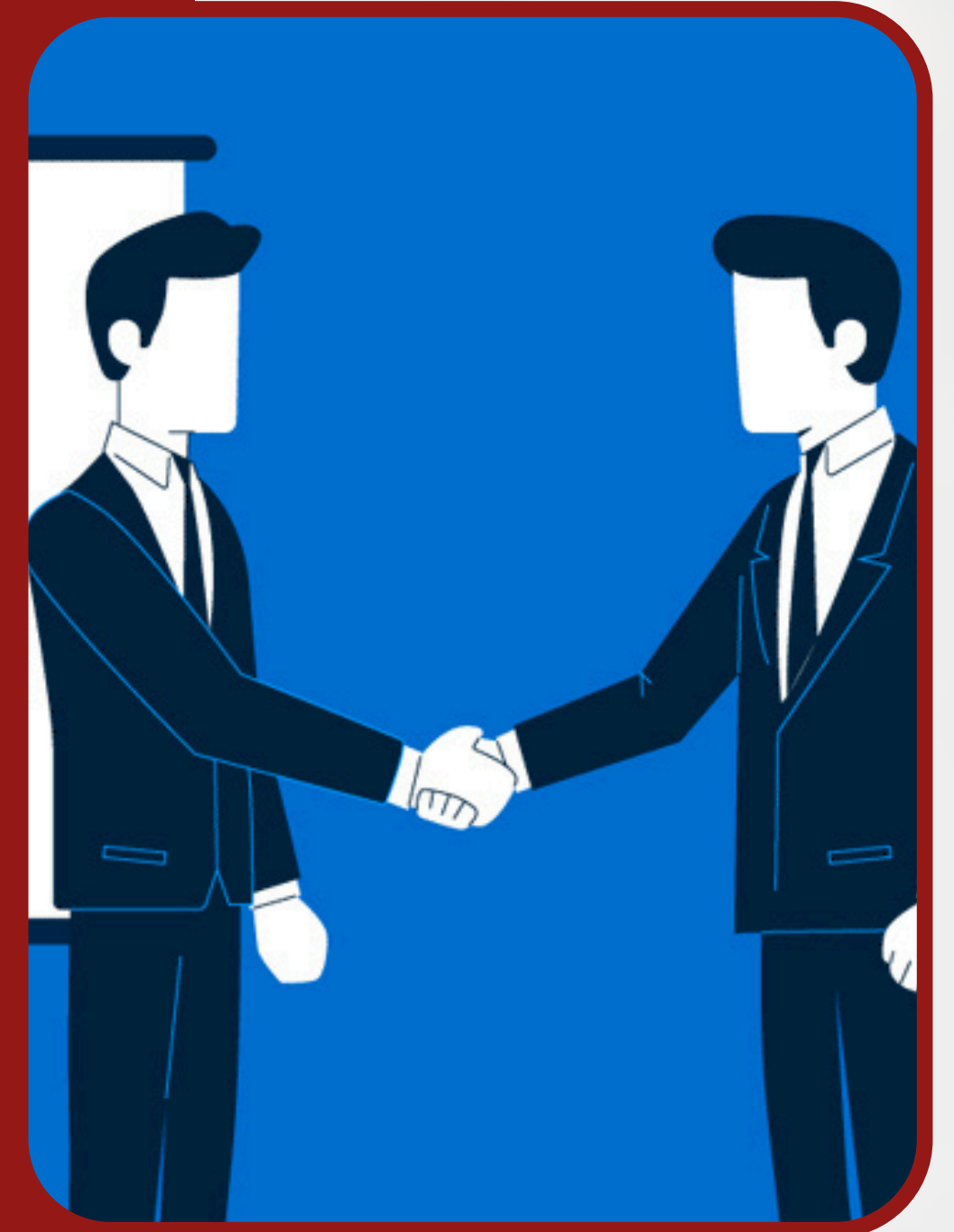
All branding remains subtle, respectful, and community-focused.



SPONSORSHIP CATEGORIES

- Community Partner
- Supporting Sponsor
- Gold Sponsor
- Title / Key Partner
- Merchandise Partner
- Workshop Partner

Each category is designed to balance **brand visibility** with **community integrity**.

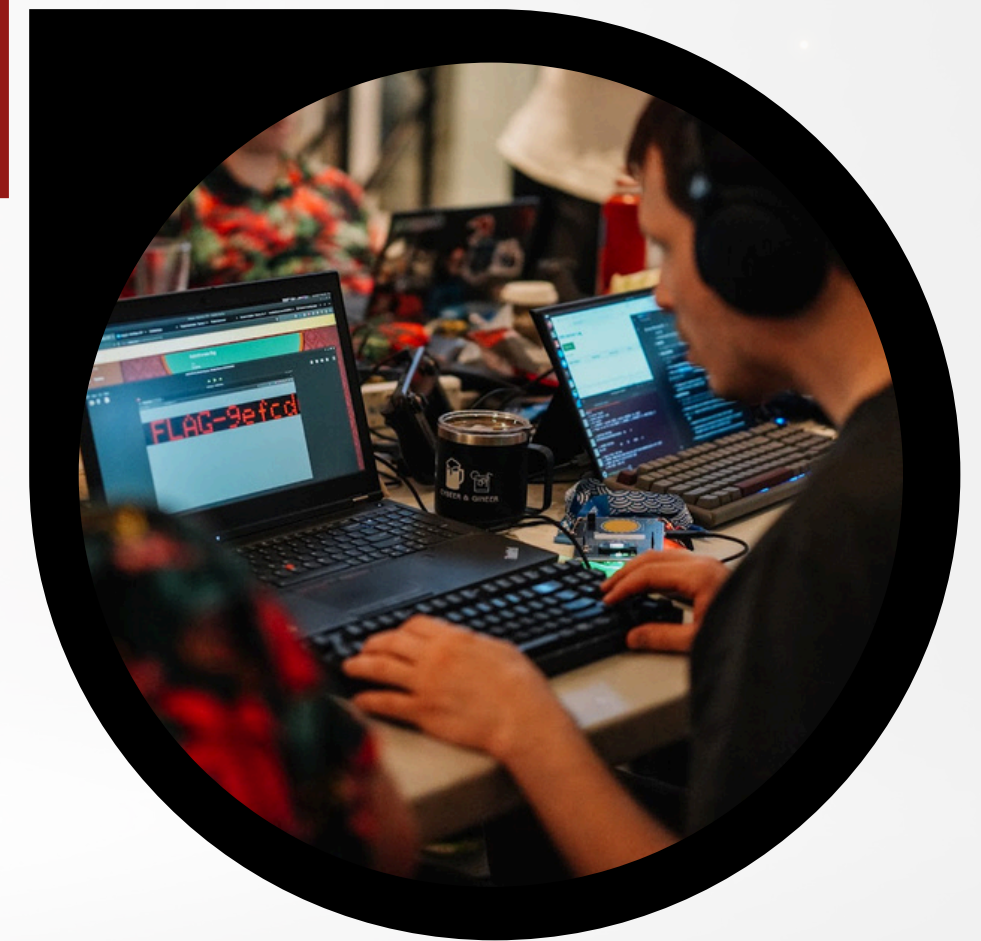


ENGAGEMENT OPPORTUNITIES

Depending on sponsorship tier:

- Thought leadership via talks or panels
- Participation in executive discussions
- Interaction with speakers and community leaders
- Limited exhibition or demo spaces (where permitted)
- Complimentary conference passes

All sessions are reviewed to ensure technical and educational value.





CXO & LEADERSHIP ENGAGEMENT

Security BSides Chennai 2026 will host **CxOs and senior executives**, offering sponsors:

- Direct engagement with decision-makers
- Exposure to leadership-level security discussions
- Participation in executive panels
- Insight into enterprise security priorities and challenges

This creates a rare opportunity to connect **strategy with security execution**.



COMMUNITY & TECHNICAL IMPACT

Sponsor support enables:

- Hands-on workshops and CTFs
- Practitioner-led talks
- Student and community scholarships
- Influencer Marketing
- Security awareness and skill-building initiatives
- Growth of the local BSides Chennai community

Sponsors become **enablers of impact**, not just advertisers.



SPONSORSHIP PACKAGES – COMPARISON TABLE

Feature / Package	Visibility Partner	Influence Partner	Authority Partner	Category Leader Partner
Price (INR)	₹99,999	₹149,999	₹199,999	₹279,999
Access Level	Brand	Conversation	Decision	Control
Logo on Website	Yes	Yes	Yes	Yes (Featured)
Logo on Event Slides	Yes	Yes	Yes	Yes (Priority)
On-site Sponsor Board	Yes	Yes	Yes	Yes (Top Tier)
Booth / Tabletop	Paid	Free	Free	Free
Stage / Screen Branding	—	—	Yes	Yes (Opening/Closing)
Speaker / Session Mention	—	—	-	Yes (Opening/Closing)
Event Passes	2	3	5	7
Social Media Mentions	1	3	4	6
Program / Brochure Mention	-	Yes	Yes	Yes (Featured)
Customize Category Mention	-	-	-	Yes
QR Code Poster Advertising	-	-	Yes	Yes

Most sponsors choose the Authority Partner to balance visibility, credibility, and influence without enterprise-level spend.

LOGISTICS

Items Provided by the Organiser

The following items will be provided by the organisers for each exhibitor booth:

- Three-side booth coverage
- One (1) table
- Two (2) chairs
- One (1) plug point
- Power supply

Additional Requirements

- If the sponsor requires any additional items to be included in the exhibitor booth, the same can be arranged upon request.
- Sponsors are requested to reach out to the organising team using the mentioned contact coordinates for guidance and support.
- The cost of items not included in the standard list of exhibitor booth deliverables will be borne by the sponsor.
- The organising team will assist sponsors in arranging these additional requirements wherever possible.



SECURITY BSIDES CHENNAI

THANK YOU

CONTACT US

E-mail info@bsideschennai.in

Linked in [@Securitybsideschennai](https://www.linkedin.com/company/@Securitybsideschennai)

Website www.bsideschennai.in