



# BSidesDayton

## 2027 Sponsor Prospectus

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Dayton's community-driven infosec conference

Saturday, May 15, 2027 • Fairborn, Ohio

**Build real connections with the practitioners shaping security in the Miami Valley.**

This prospectus outlines who we are, who you'll reach, and how your organization can partner with BSidesDayton.

[sponsors@bsidesdayton.com](mailto:sponsors@bsidesdayton.com) • [bsidesdayton.com/sponsors](https://bsidesdayton.com/sponsors)

# 1 Executive Summary

**The opportunity.** BSidesDayton puts your brand in front of security engineers, analysts, architects, and decision-makers who evaluate, deploy, and advocate for the tools and services your organization provides, without the overhead of a mega-conference price tag.

BSidesDayton is an independent, volunteer-run information security conference serving the Dayton region and greater Ohio infosec community. Since our first event in 2019, we have grown from a grassroots gathering into a full-day conference with a main talk track, hands-on villages, a capture-the-flag competition, and a vibrant after party.



Dave Hatter, 2026



Guy Royse, 2026



Annie Dai, 2026

For sponsors, BSidesDayton offers something increasingly rare: **authentic, in-person engagement** with a highly technical audience in an environment built for learning, collaboration, and genuine conversation, not transactional booth traffic.

2026 Attendees

**100**

2026 Talks

**9**

Hands-On Villages

**4**

# 2 About BSidesDayton

## 2.1 Our Mission

BSidesDayton exists to bring security professionals, researchers, students, and enthusiasts together for hands-on learning, real conversations, and practical knowledge. We are community-driven by design: organized by volunteers, shaped by speakers and village leads from the region, and priced to stay accessible.

## 2.2 What Makes Us Different

- **Community-first.** Every dollar of sponsorship directly supports the event experience: talks, villages, CTF, badges, and venue, not corporate margins.
- **Practitioner-focused.** Attendees come to learn and build, not to collect swag. Sponsors who show up with expertise and curiosity earn lasting goodwill.
- **Intimate scale, high signal.** A single-day format keeps energy high and conversations flowing. Your team can meaningfully engage with attendees throughout the day.
- **Built to grow.** From 30 attendees in 2019 to 100 in 2026, BSidesDayton has demonstrated consistent community demand and year-over-year momentum.

## 3 Why Partner With Us

Sponsors invest in **access**, not just logos. BSidesDayton is designed to create moments where your organization can:

### 👁️ Visibility That Matters

Logo placement on the website, welcome banner, attendee materials, signage, and (at Diamond tier) event apparel. Session sponsorships and tailored branding available for higher tiers.

### 👤 Direct Practitioner Access

Reach the people who evaluate, recommend, deploy, and discuss security tools: engineers, analysts, architects, and team leads from enterprise, government, and education.

### 📈 High-Impact ROI

Strong visibility and engagement without the six-figure price tags of commercial conferences. Your investment supports the community *and* your pipeline.

### 👥 Genuine Engagement

Foyer tables, village participation, CTF challenges, and hallway conversations create natural touchpoints, not forced pitches in a crowded expo hall.

## 4 Who You'll Reach

Sponsors invest in audiences. BSidesDayton attracts a technical, engaged crowd drawn from across the Miami Valley and greater Ohio region.

### 4.1 Audience Profile

- **Security practitioners:** engineers, analysts, penetration testers, and builders actively working in the field

- **Enterprise organizations:** large-scale businesses and corporations with dedicated security teams
- **Government & public sector:** agencies and organizations with compliance and operational security needs
- **Education:** university students, faculty, and programs developing the next generation of security talent

## 4.2 What Attendees Value

Attendees come for technical depth, hands-on learning, and community connection. They respond to sponsors who bring demos, expertise, and authentic participation, whether that is staffing a table, running a village activity, or contributing to the CTF.

Role Types	Industries	Engagement Style
Engineers & analysts	Technology & SaaS	Demos & deep dives
Architects & team leads	Finance & healthcare	Evaluations & POCs
Students & researchers	Government & defense	Hands-on villages & CTF
Consultants & founders	Manufacturing & logistics	Networking & recruiting

## 5 BSidesDayton 2027 at a Glance

### 📅 Event Snapshot

<b>Date</b>	Saturday, May 15, 2027
<b>Time</b>	9:30 AM to 5:00 PM
<b>Venue</b>	Fairborn City Church, Fairborn, Ohio
<b>Format</b>	Single talk track, villages, CTF, sponsor foyer, after party
<b>Theme</b>	Monitoring DC to Daylight
<b>Expected attendance</b>	150

### 5.1 Conference Experience

**Talks.** A single main track in 2027 featuring research, tooling, career stories, and lessons learned from practitioners at every level.

**Villages.** Hands-on spaces where attendees learn by doing. We are expanding our village lineup for 2027; past villages have included software-defined radio, P25 public-safety systems, social engineering CTFs, and creative physical challenges.

**Capture the Flag.** A story-driven, multi-category CTF that runs throughout the day and draws teams into collaborative problem-solving.

**After Party.** Attendees continue conversations over food and drinks at a local venue, with extended networking beyond the conference floor.

## 6 Sponsorship Opportunities

We offer two primary tiers designed to deliver clear value at different investment levels. Diamond sponsorship is limited to **one partner** per event, ensuring exclusive top-tier visibility.

### Gold Sponsor | \$1,500

- Large sponsorship table in the foyer with optional liaison
- Logo on the BSidesDayton website
- Logo on the welcome banner
- Visual recognition throughout the event
- Sponsor swag in the attendee bag
- Verbal introduction and closing shoutout

### Diamond Sponsor | \$4,000

- **Everything in Gold, plus:**
- Repeated verbal recognition throughout the event
- Logo on the official event T-shirt
- Extra features, options, and upgrades are negotiable
- Priority placement and tailored activations

LIMIT 1

## 6.1 Tier Comparison

Benefit	Gold (\$1,500)	Diamond (\$4,000)
Foyer sponsorship table	✓ Yes	✓ Yes
Website & banner logo	✓ Yes	✓ Yes
Attendee bag swag	✓ Yes	✓ Yes
Verbal recognition	Intro & closing	Throughout event
Event T-shirt logo	Not included	✓ Yes
Custom activations	Not included	✓ Negotiable
Availability	Open	Limit 1

## 6.2 Beyond the Package

Looking for something specific? We welcome custom partnerships: village sponsorship, CTF category naming, session sponsorship, recruiting-focused activations, or co-branded workshops. Tell us your goals and we'll build a package that fits.

## 7 Activation Ideas

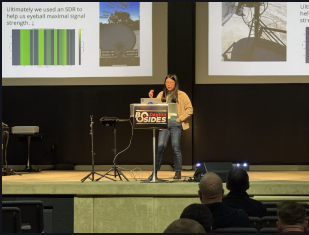
Move beyond static logo placement with experiences that attendees remember:

- **Live demos at your table.** Show your product or research in a low-pressure setting where attendees opt in because they're genuinely curious.
- **Village partnership.** Co-host a hands-on activity: RF exploration, lock picking, cloud security labs, or anything your team excels at.
- **CTF challenge or category.** Sponsor a CTF category aligned with your domain expertise and watch teams engage for hours.
- **Session sponsorship.** Put your brand in front of a captive audience during a talk block with verbal recognition from the stage.
- **Recruiting & talent.** Connect with practitioners and students who are actively building careers in security.

## 8 Our Track Record

BSidesDayton has a proven history of delivering quality events that grow year over year.

## 8.1 Moments from Past Events



Annie Dai, Main Track, 2026



P25 Radio Village, 2026



Conference Talk, 2022



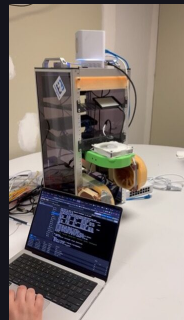
Lunch, 2019



Matt Scheurer, 2022



Main Track, 2022



Capture the Flag, 2026



Badge Pickup, 2026

## 🕒 Event Timeline

**2019** First BSidesDayton: 30 attendees, 2 talks, Jimmie's Ladder 11

**2020** Virtual event: 4 talks, community continuity while gathering online

**2022** Return to in-person: 70 attendees, 4 talks, Vyrat esports arena

**2026** 100 attendees, 14 talks, 4 villages, CTF, Fairborn City Church

**2027** You're invited to be part of what's next.

## 8.2 Past Sponsors

Just a few of the sponsors we've worked with:



Allendeaux



NephoSec



AIS



Vyrat

## 9 Your Partnership Team

BSidesDayton is organized entirely by volunteers who care deeply about this community. When you sponsor, you work directly with people who will ensure your partnership is executed with care.

### Logan | Executive Director



✉ [logan@bsidesdayton.com](mailto:logan@bsidesdayton.com)

Your primary contact for sponsorship inquiries, packages, and partnership logistics.

General inquiries: [sponsors@bsidesdayton.com](mailto:sponsors@bsidesdayton.com)

## 10 Next Steps

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Ready to partner with BSidesDayton 2027? Here's how to get started:

1. **Reach out.** Email [sponsors@bsidesdayton.com](mailto:sponsors@bsidesdayton.com) or contact Logan at [logan@bsidesdayton.com](mailto:logan@bsidesdayton.com) to express interest.
2. **Choose your tier.** Select Gold or Diamond, or tell us about a custom partnership you'd like to explore.
3. **Confirm & collaborate.** We'll finalize details, collect assets (logos, swag), and coordinate your activation plan.
4. **Show up & connect.** Join us on May 15, 2027 for a day of real conversations with the Dayton infosec community.

**Let's build something together.**

[sponsors@bsidesdayton.com](mailto:sponsors@bsidesdayton.com)

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