2023 Sponsorship Packet

Thursday & Friday, November 3-4 2023

Overview

Thank you for your interest in sponsoring the 10th annual Hackers Teaching Hackers. Many security conferences would love to have you as a sponsor, so we're delighted that you are considering being a part of ours! We want you to feel confident that you are making a great choice by partnering with us in a mutually beneficial way. We have ninja skill-level information security professionals on staff who volunteer their time and energy because they love learning, teaching, and connecting with the community.

So why sponsor us? As technology trends change, we are not afraid of fun and alluring content changes to provide new and relevant information that attendees can apply to their daily lives. We strive to create an environment where curiosity and an appetite to learn are valued over experience. Everyone is welcome to be a learner and a teacher.
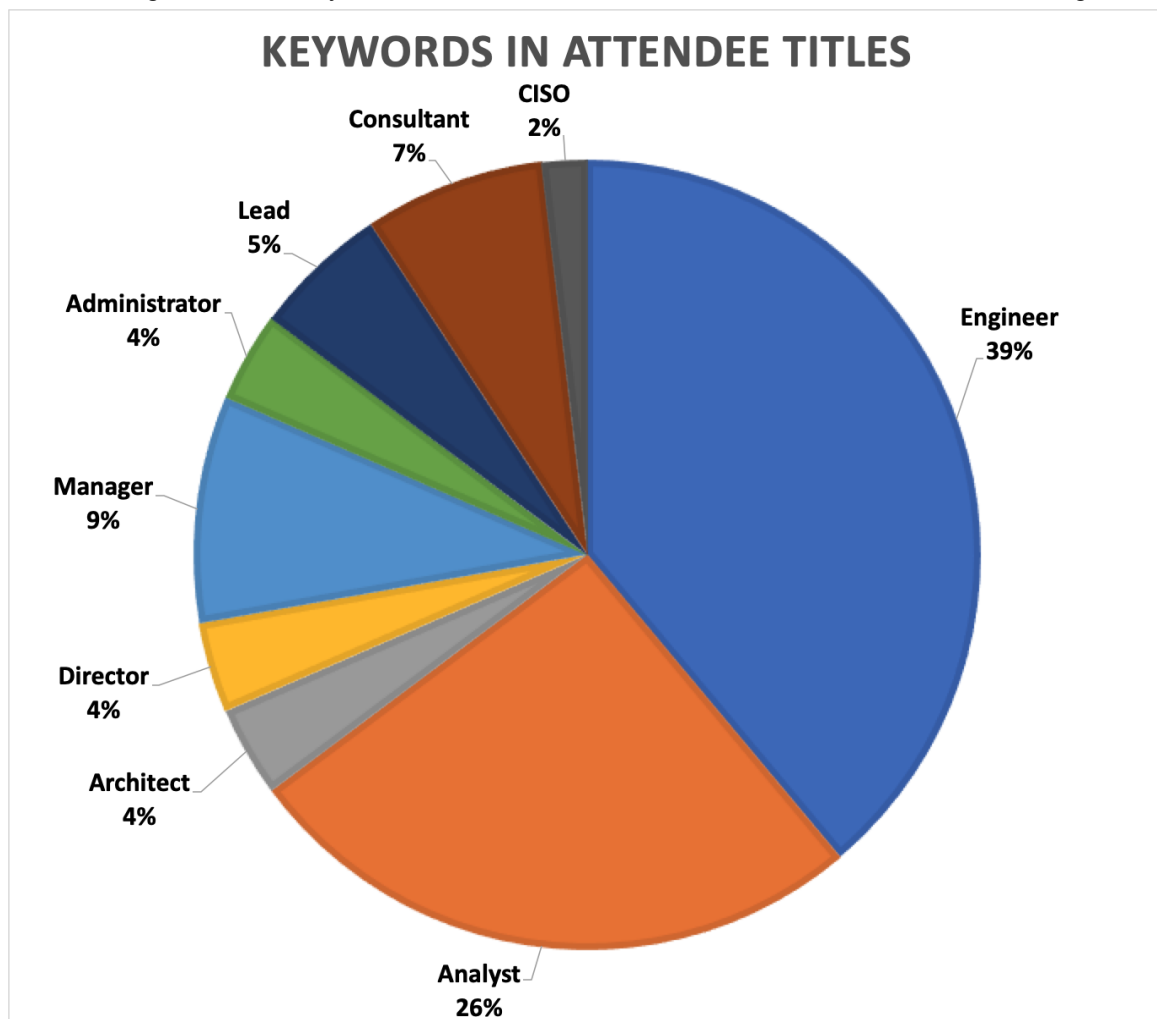
Sponsorship enables us to perform the mission of educating the community through hands-on experiences and networking opportunities. Space is limited, and we can only accept a limited number of sponsors. We highly encourage our sponsors to bring educational and immersive activities beyond marketing materials for attendees. Educational activities fit nicely with our theme of being a teaching conference, improve the likelihood of making meaningful connections with attendees, and enhance the odds of being accepted as a sponsor. We believe this is the best way to simultaneously create engaging opportunities for attendees and promote brand image.

Audience

InfoSec Practitioners, Attackers, Defenders, Makers, Breakers, Students, and Hobbyists. The following is a sample of the organizations attendees listed as their employer in 2022:

Batelle	Grange Insurance	OSU Wexner Medical Center
Big Lots	Huntington	Park National Bank
Bread Financial	JP Morgan Chase	Quest Software
Cardinal Health	Leidos	Safelite
Dick's Sporting Goods	Lockheed Martin	Victoria's Secret
DISA	Nationwide	Wendy's
Discover Financial	Northrop Grumman	Williams-Sonoma
DoD	Ohio State University	

The following breaks out keywords included in the titles attendees included in their ticket registration:

Attendance Projections

We expect to sell out again this year ~300 attendees based on previous sales.

Venue

BrewDog Brewery and TapRoom – Canal Winchester, Ohio
https://www.brewdog.com/usa/locations/brewery/columbus

Dates

Thursday-Friday, November 3-4, 2023

Benefits of Sponsoring

Hackers Teaching Hackers offers meaningful connections in a rapidly growing community of information security professionals: individuals who represent major firms, hospitals, and universities all over Ohio and the world. Sponsorship is an excellent opportunity to achieve brand awareness with enterprise buyers and champions.

Sponsoring can also be beneficial for organizations who want to recruit talented individuals. With increased visibility among a diverse pool of skilled attendees, your brand can connect with potential candidates, showcase company culture, and highlight career opportunities. This positions your organization as an employer of choice, strengthening talent acquisition efforts.

Contact Information

For questions, please email ***Info at HTHackers dot com.***

Theme

Every year, Hackers Teaching Hackers identifies a central theme that is integrated into all of our activities, such as the CTF and scavenger hunt. The 2023 theme will be "Knight Rider" which is a play on the cult classic TV show that was first released September 26, 1982, involving a futuristic A.I. powered car. We will focus on the A.I. aspect of the show in content and marketing.

Conference Budget

Full transparency is paramount to operating a conference ethically. The HTH budget is available upon request. We want you to be confident that the funding you provide us is being used with integrity and to maximize the attendee experience.

Sponsorship Levels

	Bronze $2,500	Silver $3,250	Gold $4,250	Platinum $5,500
Branding on Slides	✅	✅	✅	✅
Attendee List (Opt-In Only)	✅	✅	✅	✅
Logo on Website	✅	✅	✅	✅
Social Media Thank You	✅	✅	✅	✅
Giveaway Conference Passes	1	2	3	4
Sponsor Table (includes two booth worker passes)		✅	✅	✅
Branding on T-Shirt*		SM Logo	MD Logo	LG Logo
Virtual Exhibitor Booth with Video and File Sharing			✅	✅
$500 Addon Credits			1	2
Prime Booth Location				✅

Optional Sponsor Add-ons	Price	Available
Vendor Signage at Coffee Station	$500	1
Your Idea HERE - Must pitch to HTH Directors	?	∞
Requires Silver Level+:		
Virtual Exhibitor Booth with Video and File Sharing	$100	∞
30-Minute Sponsor Solution Lunch Talk (Nov 2)	$1,000	1
30-Minute Sponsor Solution Lunch Talk (Nov 3)	$1,000	1
Requires Gold Level+:		
Prime Booth Location (First come first serve!)	$500	5
Requires Platinum Level+:		
Branding on Lanyard*	$1,000	1
Branded Electronic Badge Add-on (SAO)**	$1,500	1

* Requires Sponsorship agreement and logo submission by 9/29/2023.

** Requires Sponsorship agreement by 7/30/23 and SAO design accepted by 8/31/23.

Sponsorship Details

This section details our conference's sponsorship levels, catering to different goals and budgets. From Palladium to Bronze, each tier offers distinct benefits for visibility, branding, and networking. Make an informed decision for maximum impact.

Branding on Slides

Your logo will be prominently displayed on presentation slides throughout the conference. This perk ensures maximum visibility as speakers deliver their talks, capturing the attention of attendees and creating strong brand recognition.

Attendee List (Opt-In Only)

During registration, attendees will have the ability to opt-in to having their information shared with sponsors. As a Silver Level or above sponsor, this list will be provided to you.

Logo on Website

Showcase your invaluable support as a sponsor with your company logo prominently featured on our website, hthackers.com

Social Media Thank You

We are delighted to extend a special recognition to you on our various social media platforms, including Twitter, Facebook, and more. Through these channels, we will express our heartfelt gratitude, acknowledging your invaluable support and publicly affirming your commitment to the community.

Conference Giveaway Passes

As a token of our appreciation, we are pleased to offer you HTH 2023 tickets that you can distribute among your customers, employees, or anyone else you choose. Feel free to host exciting contests or engaging giveaways, allowing you the flexibility to decide how best to share these tickets and create memorable experiences for your desired recipients.

Sponsor Table

Seize the opportunity for your company to directly engage with and represent your brand to attendees in person! With each sponsorship table, you will receive admission for two named members of your sponsorship team, allowing your team to interact and connect with event participants on a personal level.

Branding on T-Shirt

Hackers love T-shirts and wear them EVERYWHERE! We love our sponsors and want to see your logo on the back of the HTH 2023 shirt. Have attendees represent your company in style for years to come! (Requires Sponsorship agreement and logo submission by 9/29/2023.)

Virtual Exhibitor Booth with Video and File Sharing

Discover the power of our Virtual Exhibitor Booth! This is a dedicated virtual booth where you can engage with event attendees through a captivating video presentation, showcasing your brand's unique offerings. Additionally, you will have the ability to share important files, such as brochures, product catalogs, or exclusive promotional materials, allowing visitors to access and download valuable resources directly from your booth.

$500 Add-on Credit

Unlock even more value with our exclusive $500 Add-On Credit, designed to enhance your sponsorship experience! This credit can be utilized towards the purchase of any additional addons, providing you with the flexibility to customize your sponsorship package to suit your specific needs.

Sponsorship Add-Ons

Sponsorship Add-Ons can be purchased to gain additional exposure to attendees. *Add-Ons require Silver sponsorship level or above*.

Coffee Sponsor

This add-on perk provides exclusive branding opportunities at coffee stations, associating your brand with energizing breaks and offering valuable exposure to conference attendees.

Your Idea HERE

We welcome your innovative ideas! We encourage you to submit it for review. Please note that all proposals must be presented to the HTH directors for consideration and approval prior to your participation in the conference.

Virtual Exhibitor with Video and File Sharing

Discover the power of our Virtual Exhibitor Booth! This is a dedicated virtual booth where you can engage with event attendees through a captivating video presentation, showcasing your brand's unique offerings. Additionally, you will have the ability to share important files, such as brochures, product catalogs, or exclusive promotional materials, allowing visitors to access and download valuable resources directly from your booth.

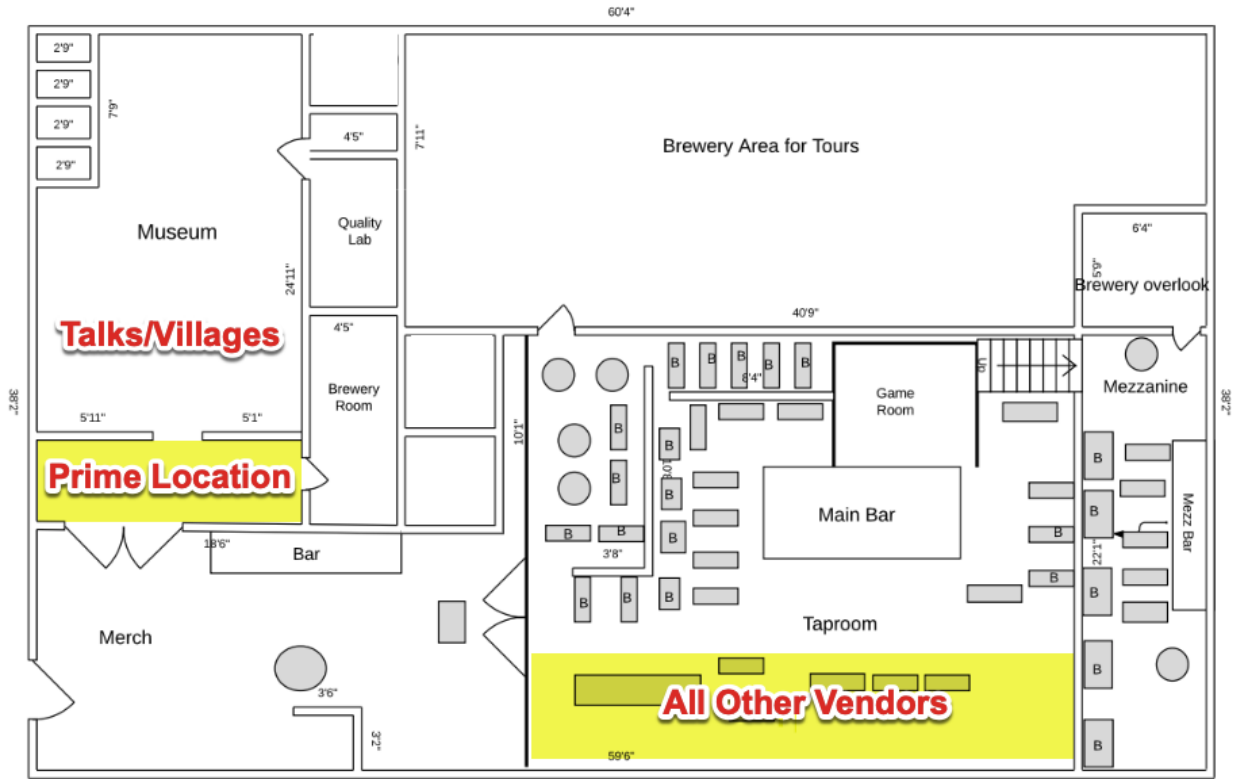## 30-Minute Sponsor Solution Lunch Talk (Nov 2)

Elevate your brand by seizing the opportunity to deliver a 30-minute lunchtime presentation, providing a platform to showcase your product-specific information during this dedicated session.

30-Minute Sponsor Solution Lunch Talk (Nov 3)

Elevate your brand by seizing the opportunity to deliver a 30-minute lunchtime presentation, providing a platform to showcase your product-specific information during this dedicated session.

Prime Booth Location

The prime booth location perk offers a limited opportunity for sponsors to secure a highly sought-after exhibition space at the conference. With only five available, this exclusive perk ensures maximum visibility and foot traffic for your booth. Located in a prime area by the talks and villages with high attendee flow, this coveted location allows sponsors to showcase their products or services to a larger audience, engage in meaningful conversations, and create impactful brand experiences. Don't miss the chance to position your brand front and center at the event with this prime booth location perk.

Branding on Lanyard

As the exclusive lanyard sponsor, your company's logo will be prominently displayed on the lanyards worn by all attendees, ensuring continuous brand exposure throughout the event. This sponsorship perk provides a powerful way to maximize brand recognition, create a lasting impression, and showcase your organization's support for the conference. (Requires Sponsorship agreement and logo submission by 9/29/2023.)

Branded Electronic Badge Add-on (SAO)

Make a lasting impression with our cutting-edge sponsorship opportunity! Nowadays, conference badges have become modular, enabling attendees to attach add-on printed circuit boards (PCBs) that offer a range of exciting features. The best part? The widely embraced Sh*tty Add-On (SAO) standard allows your custom PCB to be proudly worn at multiple conferences. As an SAO sponsor, we will create a unique PCB featuring your company logo, which attendees will receive in their swag bags upon check-in at the registration table. (Requires Sponsorship agreement by 7/30/23 and SAO design accepted by 8/31/23.)

Take a look at this SAO we created for a previous HTH conference, featured in the example below. The accompanying screenshot on the right demonstrates its compatibility with a Defcon badge: