

The Long Con Sponsorship Package

Introduction

Since 2013, Winnipeg's biennial security conference (BSides Winnipeg) has been selling out and filling the second floor of the King's Head Pub with information technology and security professionals and enthusiasts. As Winnipeg's security community continues to grow, we are excited to grow with it, which is why we are pleased to announce that for the first time ever, we are moving to an annual conference format under a new name: The Long Con!

Our name isn't the only thing that's changing! Based on feedback from attendees and sponsors, we've decided to expand this year with more space, workshops, and lots more! As a result, we've added two new exclusive sponsorship levels that will give your brand unprecedented exposure to the best and brightest from Winnipeg's information security community and beyond.

For the first time ever, we are also offering sponsors the opportunity to have their own table space in a separate area for recruitment. This is a great opportunity for close interactions with local information security talent!

Event Details

- Date: Saturday November 3rd and Sunday November 4th, 2018
- Venue: [The King's Head Pub, 120 King Street, Winnipeg, MB](#)
- Attendees: Up to 300 individuals interested in information security
- Admission: \$20, which includes one meal each day
- Twitter: [@TheLongConWpg](#)
- Website: [TheLongCon.ca](#)

Target Audience

The Long Con targets all levels of information security enthusiasts, from students all the way up to industry leaders. The common goal of the attendees is to learn about emerging issues and threats on a highly technical level — focusing on research rather than products. The presentations given at the conference share a common thread of being technical and “from the trenches”: the talks from previous years covered topics such as [security posture in the cloud](#), [detecting malware on very large networks](#), [advanced Windows vulnerability research](#) and [debunking machine learning marketing hype](#). You can see all of the talks on our [2013](#), [2015](#) and [2017](#) YouTube pages.

Sponsorship Tiers

Sponsors are essential to making the event a success, and will be recognized at the event based on their level of contribution:

Silver: \$750+

- Sponsor-provided swag and/or fliers at registration
- Logo on event website and in program guide
- Logo on back of badge
- Two free tickets to the event

Gold: \$1500+

- Everything from previous tiers
- Sponsor-provided cloth-type banner at venue
- Logo on back of t-shirt
- Table space for recruiting
- Four free tickets to the event

Platinum: \$3000+ (Limited to 3 Sponsors)

- Everything from previous tiers
- Half-page advertisement in the program guide
- Verbal recognition during opening and closing ceremonies
- Six free tickets to the event

Adamantium: \$5000+ (Limited to 1 Sponsor)

- Everything from previous tiers
- Logo prominently featured on badges, programs, bags, etc.
- Sponsor-provided standing banner placed on stage
- Five-minute slot to address audience
- Eight free tickets to the event

À la carte: Varies

À la carte allows you to choose exactly how to impact The Long Con by choosing to sponsor a specific service or offering. Verbal recognition and/or signs will be given for each service, as appropriate.

- Exclusive party sponsor (Limited to 1 sponsor)
- Meals at the venue (lunch or dinner options)
- Coffee at the venue
- Audio/visual equipment
- Conference badges
- Conference swag bags

Note that sponsorship *does not guarantee a speaking slot!* Sponsors are welcome to submit talks, but all submissions will be evaluated on their own merits.

For vendors with table space, events such as draws are encouraged and can be announced during meal times.

Budget

How will sponsorship money be spent? Based on previous years, our costs are as follows:

Line Item	Amount
Coffee, Dinner, and Venue (Both Days)	\$15,000
T-Shirts	\$3,000
Badges	\$1,500
Tote Bags	\$750
Equipment Rentals	\$500
Event Insurance	\$450
Programs and Signage	\$350
Open Bar (funds permitting)	\$6000

It's important to note that The Long Con Inc. is a non-profit organization and that all donations received will be spent on making the event a success. Additionally, all organization, planning, and execution is done by a small, dedicated group of experienced volunteers who are donating their time out of a desire to make this an amazing event.

Contact

Help make this awesome conference happen by becoming an official Long Con Sponsor. You can reach us at sponsors@thelongcon.ca. If you have any questions or would like more information about the event, please email organizers@thelongcon.ca or call Ron Bowes at +1-502-409-0320. We can't wait to hear from you!

Revised: May 7th, 2018