



## The Long Con 2019 Sponsorship Package

### Introduction

Following up on a successful back-to-back con for the first time ever, The Long Con is going for the hattrick in 2019! If you're unfamiliar, The Long Con is Winnipeg's premier technical information security conference attracting hundreds of information technology and security professionals and enthusiasts alike. The Long Con has come a long way since 2013 and we don't plan on slowing down now!

Building on the feedback received from sponsors and attendees, The Long Con will for the first time ever be at a new venue. This allows us to have more flexibility in what we can offer sponsors and attendees in terms of engagement and accessibility.

We hope that you'll join us in our new venue, and help make The Long Con the great information security conference that it is. We can't do it without you, as this truly is by the community and for the community.

### Event Details

- **Date:** November 2nd and November 3rd, 2019
- **Location:** The Good Will Social Club, 625 Portage Avenue, Winnipeg, MB
- **Attendees:** Up to 200 individuals interested in information security
- **Twitter:** [@TheLongConWpg](https://twitter.com/TheLongConWpg)
- **Website:** [thelongcon.ca](http://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 since 2013 on our [YouTube channel](#).

## 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
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.

## Sponsorship Tiers

### Bronze (\$400+)

- Sponsor provided swag and/or fliers at the event
- Logo on the event website
- One free ticket to the event

### Silver (\$750+)

- Everything in the previous tier
- Logo on the back of the shirt
- Logo in the event guidebook
- Two free tickets to the event

### Gold (\$1500+)

- Everything in the previous tier
- Logo on the back of the badge
- Half-page ad in the event guidebook
- Four free tickets to the event

### Platinum (\$3000+)

- Everything in the previous tier
- Larger logo real-estate
- Full-page ad in the event guidebook
- Table space for recruiting
- Six free tickets to the event

### Custom

The custom tier allows you to choose exactly how to impact The Long Con by choosing to sponsor a specific service or offering to fit your goals and budget. Verbal recognition and/or signs will be given for each service, as to ensure you get maximum recognition for your service.

Items include, but are not limited to:

- After-party sponsor (Limited to 1 sponsor)
- Meals at the venue (coffee break, lunch or dinner options)
- Audio/visual equipment
- Conference badges and other swag
- Sponsor banners to place on the speaking stage
- Table space for recruitment (while space remains)

Please contact us for more questions about how you can augment your tier or create your own custom sponsorship package!

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 prize draws are welcome and encouraged, and can be announced during meal and break times.

## **Contact**

Help make this awesome conference happen by becoming an official Long Con Sponsor. You can reach us at [sponsors@thelongcon.ca](mailto:sponsors@thelongcon.ca). If you have any questions or would like more information about the event, please email [organizers@thelongcon.ca](mailto:organizers@thelongcon.ca).

We can't wait to hear from you!

Revised: June 7th 2019