

SecDSM Monthly Sponsorship Opportunities

As the premiere monthly hacker meeting, there is simply nothing else like SecDSM. With a reach to over 100 of Des Moines' most influential Information and Network security professionals, SecDSM is the place where you can finally reach an audience that simply just 'gets it'. Each month, SecDSM holds a 'Mini Conference' similar to BSides/Derbycon/Defcon consisting of conference quality presentations on hacking topics ranging from PCI to Penetration Testing, from getting free wifi on a plane to printing your own physical security badges. SecDSM is the where the people you are trying to reach are.

Vendor Sponsorship Opportunity

- As an Information Security vendor, this is the audience you are looking for.
- Now in our second year, SecDSM is continuing to grow our attendance and influence, providing more world-class presentations by the industry's top security experts and cutting-edge researchers, and also live hands-on demonstrations. This opens new opportunities for attendees and community engagement, including the ability for information security sponsors to support or speak at monthly events.
- The purpose of sponsorship is to help the Des Moines infosec community and to create a positive image of *your* company. Sales pitches to the group are not allowed.

SecDSM is a registered 501c3, and all donations are tax deductible.

Venue

Every month we meet at The Forge by Pillar Technologies. Please visit the following link for images of the space. <http://wsastudio.com/portfolio/the-forge/>

Attendee Profile

- SecDSM attendees represent those with a role in their company's purchase decisions including solution requirements and selection.
- While SecDSM remains a technical or engineering-focused group, attendees include leadership positions such as Manager, Director and Executive roles.
- Industries represented include, but are not limited to: Financial Services, Software Development, Healthcare, IT/Telecommunications, Education, Manufacturing and Retail
- SecDSM attendees include multiple Fortune 500 companies



Des Moines' Premier Monthly Hacker Meeting

The following sponsorship opportunity is available each month. If you are interested in sponsoring, please visit secdsm.org/sponsor or contact info@secdsm.org.

Sponsor SecDSM: \$300

These sponsorships help cover the costs of our website and hosting, shirts, stickers, cryptocurrency mining, meeting, appetizers/refreshments and external speaker's travel costs. This also goes towards the creation and support of educational workshops. Sponsoring at this level provides the following benefits:

- Sponsor-provided banner hung in a prominent position on entry to venue
- General space for brochures, material, or swag available at event
- Sponsor will be announced during opening talk (SecDSM 101).
- Sponsor logo on website displayed at the bottom of the month's schedule.
- A representative (1) of the sponsor will have 60 minute exclusive one-on-one meeting with a member of the SecDSM leadership team.
- Sponsor logo displayed on surrounding televisions before and after meeting (during meeting will be used for SecDSM media)
- Sponsor has an opportunity to contribute to grab bag with branded items. (But is not required to)
- The 'Grab Bag' is offered as a thank-you to the presenter. We suggest that if you are interested in contributing, to put your business card (and stickers would be awesome too) on a great gift for the speaker! This is a great way for the sponsor brand name to get a second call out at a SecDSM event.

Contribute another amount:

If our defined option don't match your budget or you would like to make a more significant sponsorship - we'd love to hear from you. Send an email to info@secdsm.org and we'll figure something out.

Sponsor Responsibilities for All Sponsors

- Communicate with SecDSM which benefits will be utilized so we can better support the sponsorship.
- Provide any and all banners or signage appropriate to the sponsorship outlined above.
- Provide any and all brochures, material, or swag appropriate to the sponsorship outlined above.
- Provide logo for inclusion in announcements.

The Mission of SecDSM is to provide a free, vendor-neutral forum for the expansion and dissemination of industry knowledge, to extend the culture of security awareness, and enable members to make informed, and educated security decisions.