SECURI-TAY
2024

SPONSOR PACK

ABOUT

The Abertay Ethical Hacking Society was established in 2010 and is a focal point for ethical hacking students to come together over a shared interest. In addition to our weekly meetings and events, we are also the organisers of the annual "Securi-Tay" conference.

Coming up on its twelfth year, Securi-Tay is the largest student run information security conference in Europe, and has become increasingly successful over the years. Our passion for cybersecurity inspired us to start the conference, and encourages us to make each year better than the last!

Securi-Tay provides a unique experience for our attendees and sponsors, allowing some of the best organisations in the industry to network with the brightest up-and-coming talent, moulded by Abertay's Ethical Hacking course (itself at the forefront of cybersecurity education).

In addition to the amazing networking opportunities, sponsors of Securi-Tay also gain access to numerous perks, which are listed in upcoming sections of this sponsorpack. We hope that you choose to join us in making Securi-Tay 2024 the most incredible year yet!

EVENT DETAILS

Securi-Tay 2024 will be held at **Abertay University** on **Friday, March 1st 2024**. The conference will host a total of 20 talks in addition to opening and closing keynotes provided by our platinum sponsors. Immediately after the conference will be our legendary after party which will be held at a nearby venue!
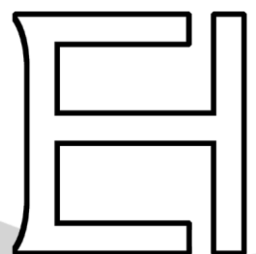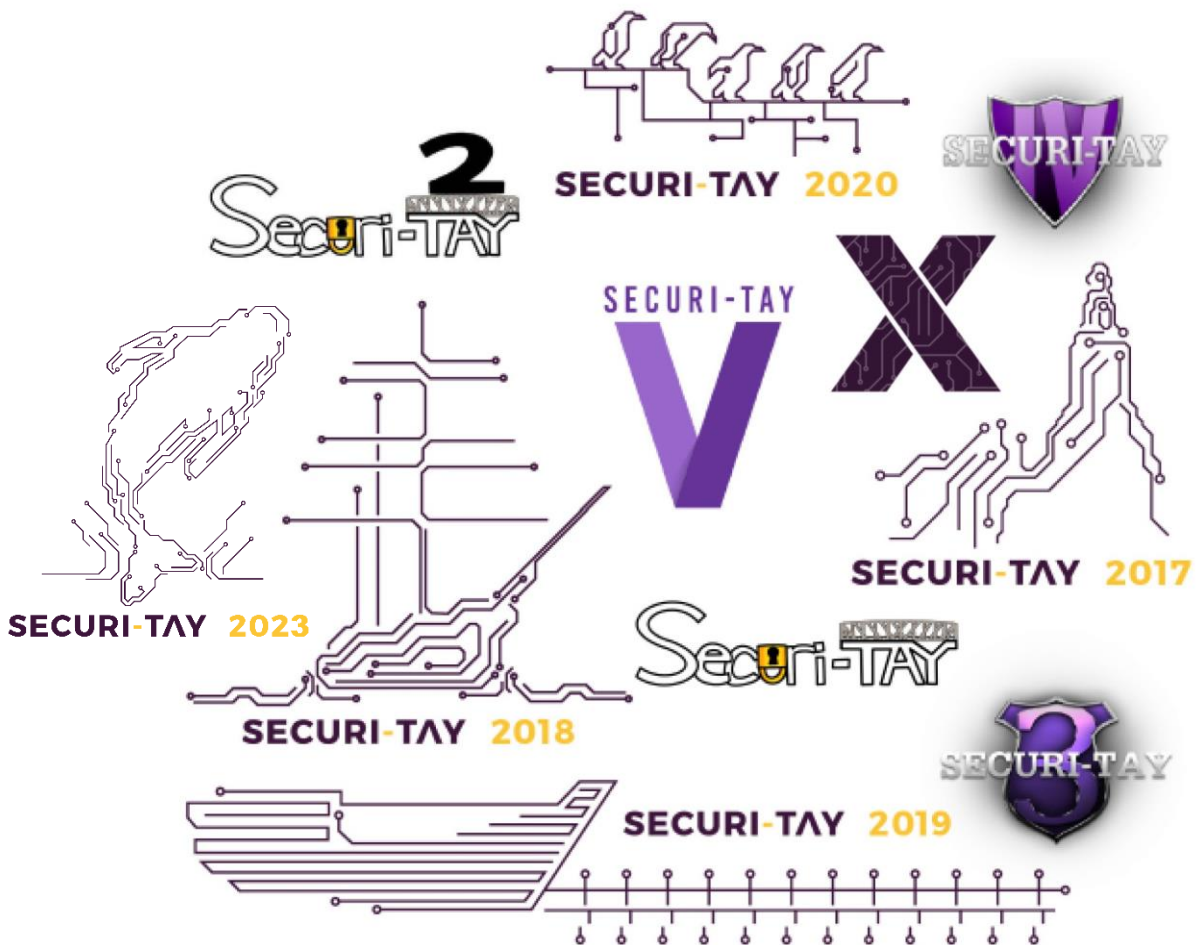
By tradition, each version of the Securi-Tay logo features a landmark found in Dundee. This year, we have chosen the dragon statue that stands guard in the east end of Dundee's high street. You may have already noticed this throughout the sponsorpack!
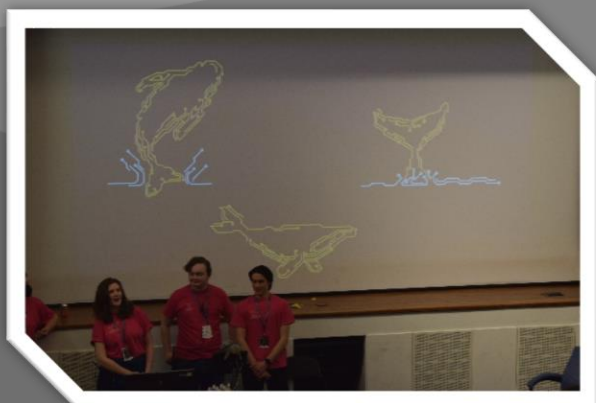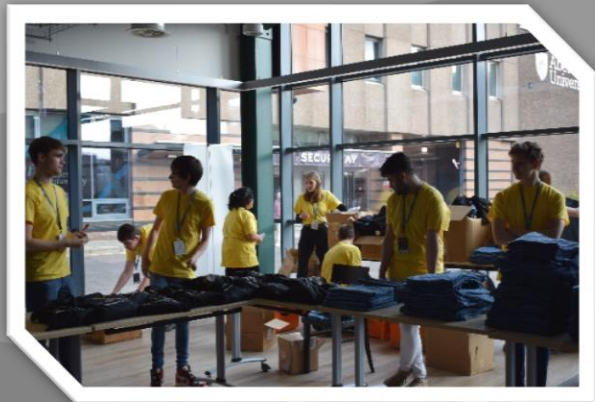
HISTORY OF SECURI-TAY

The story of Securi-Tay starts back in 2011 when the conference was first held. Seeing only 30 attendees, the conference was organised by a group of students who wanted to go beyond the classroom by sharing stories and presenting research. To this day, Securi-Tay remains true to its roots by holding students at the centre of the conference.

In the subsequent years, Securi-Tay has grown more than anyone could have imagined! The most recent edition, Securi-Tay 2023, hosted more than 380 attendees, spread over multiple simultaneous tracks.

LAST YEAR...
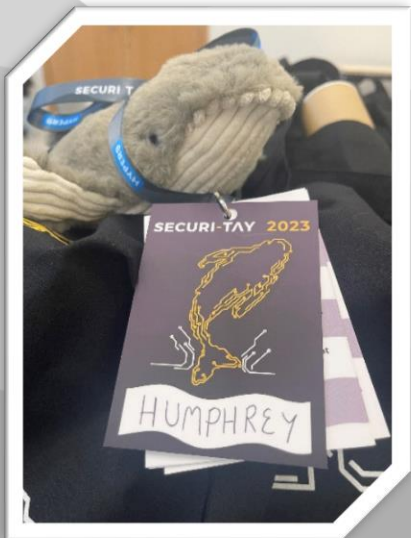
SPONSORSHIP
PACKAGES
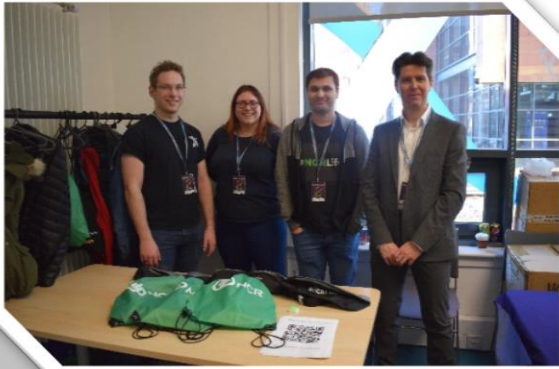
PACKAGES

	Bronze	Silver	Gold	Platinum	After Party
Available number of Packages	**Unlimited**	**8**	**4**	**2**	**1**
Cost	**£500**	**£1375**	**£2200**	**£3300**	**£4000**
Package Bonus			Logo Included on sponsor networking challenge run on the day	Logo included on sponsor networking challenge run on the day Access to contact information for consenting attendees Opening or Closing Keynote presentation for the event	Logo included on sponsor networking challenge run on the day Access to contact information for consenting attendees Option to organise an event for the after party. This must be approved by the organising committee
Stand Locations	No stand	Small Company stand in sponsorship area	Large Company stand in sponsorship area	Large Company stand in sponsorship area	Large Company stand in sponsorship area / Stand at the after party with any required technology (TV's etc.)
Logo Placement *(Additional Advertising may be available for each tier)*	Screensaver during the event Securi-Tay website: - Space for logo - Company description - URL Programmes / Printed Media: - Logo included on shared Bronze section	Screensaver during the event Securi-Tay website: - Space for logo - Company description - URL Programmes / Printed Media: - **Half page** per sponsor All Event Banners	Screensaver during the event Securi-Tay website: - Space for logo - Company description - URL Programmes / Printed Media: - **1 Page** per sponsor All Event Banners Attendee Badges	Screensaver during the event Securi-Tay website: - Space for logo - Company description - URL Programmes / Printed Media: - **2 Pages** per sponsor All Event Banners Attendee Badges	Screensaver during the event Securi-Tay website: - Space for logo - Company description - URL Programmes / Printed Media: - **2 Pages** per sponsor All Event Banners Attendee Badges

SECURI-TAY 2024

AFTER PARTY £4000

1 Available

Event Presence	Your Logo Placement	Securi-Tay Website
5 Attendee Tickets	All Event Banners	Space for Logo
Large Company Stand in Sponsorship Area	Screensaver during the event	Company
Large Company Stand at the After Party	Attendee Badges	Description URL
Logo Included on Sponsor Networking Challenge *(Run on the Day)*	2 Page Spread Advert in Programme	
[optional] Plan event for the After Party *(must be approved by the organising committee)*		

PLATINUM £3300

2 Available

Event Presence	Your Logo Placement	Securi-Tay Website
5 Attendee Tickets	All Event Banners	Space for Logo
Large Company Stand in Sponsorship Area	Screensaver during the event	Company Description
Opening or Closing Keynote presentation for the event	Attendee Badges	URL
Logo Included on Sponsor Networking Challenge *(Run on the Day)*	2 Page Spread Advert in Programme	

GOLD £2200

4 Available

Event Presence	Your Logo Placement	Securi-Tay Website
4 Attendee Tickets	All Event Banners	Space for Logo
Large Company Stand in Sponsorship Area	Screensaver during the event	Company
	Attendee Badges	Description URL
	1 Full Page Spread Advert in Programme	

SILVER £1375

8 Available

Event Presence	Your Logo Placement	Securi-Tay Website
2 Attendee Tickets	All Event Banners	Space for Logo
Small Company Stand in Sponsorship Area	Screensaver during the event	Company
	Half Page Advert in Programme	Description URL

BRONZE £500

Unlimited

Event Presence	Your Logo Placement	Securi-Tay Website
1 Attendee Ticket	Screensaver during the event	Space for Logo
	Shared Bronze section in Programme	Company
		Description URL

ADVERTS SPECS & DESIGN

All packages include various amounts of advertising space for which we need a copy of your company logo. Please ensure that your logo is sent to us in a **PDF, AI, SVG or EPS** format no later than the **15th of December 2023**. **Logos received after this time will not be included in the media.**

As part of the Silver, Gold, Platinum and After Party Packages you are also entitled to advertising space within the conference programme.

This advert must be provided to the specifications shown below, by no later than the **15th of December 2023**. **Any designs received after this time will not be included in the programme.**

Silver	Gold	Platinum/After Party
Size: A6 Landscape (with 3mm bleed) Total: 154x111mm *Safe Area: 138x95mm*	Size: A5 Portrait (with 3mm bleed) Total: 216x154mm *Safe Area: 200x138mm*	Size: A4 Landscape (with 3mm bleed) Total: 303x216mm *Safe Area: 287x200mm*
CMYK colour format	CMYK colour format	CMYK colour format
PDF or AI file	PDF or AI file	PDF or AI file
Embed or outline all fonts used	Embed or outline all fonts used	Embed or outline all fonts used

ALTERNATIVE
SPONSORSHIPS

Rather than a standard sponsorship, you may also wish to consider an opportunity to sponsor merchandise. These sponsorships can also be paired with the standard packages outlined above. The main merchandise sponsorships that we look for are bags, lanyards or T-shirts, however, other possibilities include branded items to be handed out in the merch bags. If you are interested in providing a custom sponsorship, please get in touch with us to discuss ideas!

BAG SPONSOR

1 Available

Tote bags containing conference merchandise

Large sponsor branding space on one side of the bags	Bags will include the sponsor branding, plus Securi-Tay 2024 logo on the reverse side	Sponsorship covers the price of purchasing the merch bags given to every attendee

LANYARD SPONSOR

1 Available

Attendee identification for the conference and after party

Two different coloured lanyards *(This is to help with photography preferences)*	Lanyards will include the logo of the sponsor along with the Securi-Tay 2024 branding	Sponsorship covers the price of purchasing attendee lanyards

T-SHIRT SPONSOR

1 Available

T-shirts given to all conference attendees

Multiple designs used to identify Committee, Crew, Attendees, and Speakers	T-shirts will include the logo of the sponsor along with the Securi-Tay 2024 branding	Sponsorship covers the price of purchasing conference t-shirts

TERMS & CONDITIONS

BOOKING AND PAYMENT

Once a booking form has been returned you are required to pay a 25% non- refundable deposit.

Payment for your sponsorship is due 14 days from receiving your invoice or before the 28th of December, 2023, whichever is soonest.

By completing a booking form, you are legally liable for the terms and conditions outlined below.

Payment can be made by:

• BACS: BACS details will be provided on your invoice.

• Cheque: Cheques should be made payable to Abertay University Students' Association, clearly stating your invoice number on the reverse.

The Abertay Ethical Hacking Society, under the umbrella of Abertay Students' Association, reserve the right to refuse any booking which they deem unsuitable for inclusion in the event and holds the sole right to determine such matters.

Agencies booking sponsorships on behalf of a client are responsible for passing on all relevant information, including these Terms & Conditions, to the appropriate person and Abertay Students' Association will not be held responsible for the failure of an agency to supply the correct details.

Late payment may lead to the sponsorship opportunity being withdrawn by Abertay Students' Association and offered to other public and/or commercial organisations.

By agreeing to sponsor Securi-Tay 2024, you agree that the sponsorship is non-
refundable, unless the conference is indefinitely cancelled.

Finally, for a booking to be successful, proof of third-party liability insurance for the business' costs associated with the conference must be supplied. If insurance details are not supplied within the payment timeframe then Abertay Students' Association reserves the right to withdraw the booking.

Please supply the proof with the booking form.

COMPANY AND SPONSOR STANDS

Company stands should be staffed by delegates attending as part of the sponsors' ticket allowance, additional delegates will be required to purchase their own tickets.

Any stands that are larger than the designated space agreed on the booking form will be refused. If you require additional space, you must obtain permission from the Securi-Tay 2024 Committee prior to the event.

Every stall will be provided with one table and a number of chairs, dependant on the selected sponsorship package; measurements are available upon request. If you do not require these facilities, please notify the Securi-Tay 2024 Committee on:

team@hacksoc.co.uk
by the 22nd of February 2024.

If you're bringing your own stall structure, you are responsible for setting up and taking down the stall.

Details of the size of the structure must be provided in advance as to be kept in line with other sponsors. Setting up time is at 8am on the day of the conference although sponsors are welcome to contact us if they wish to set up the day before. Taking down time is 7pm on the day of the conference. Please let us know if you will be bringing your own equipment ahead of time. If you are having equipment delivered by a third-party courier, please let us know so that we can ensure they are delivered to us safely. Any equipment left for collection by a third-party courier after the event has finished is done so at the owner's risk. Abertay Students' Association will not take any responsibility for loss, damage or theft of any items.

Distribution and Storage of Materials

Distribution of promotional material is only allowed at designated company stands or sponsor stands as per the package description. At no time may you distribute items, flyers or other material in any other part of the conference or Abertay University buildings.

Materials handed out at the event must relate specifically to your organisation. Sharing of stalls or distributing materials not directly related to your organisation is not permitted and could result in immediate expulsion.

All materials utilised at your stand (including boxes, papers and giveaways) must be cleared from the event no later than 5pm on the 6th of March 2024. Any items left after this time are not the responsibility of Abertay Students' Association and may be discarded during the clean-up. Items may only be stored underneath your allocated stand or space. At no time may you utilise the area surrounding your stand for storage.

CANCELLATIONS AND POSTPONING

In the event that Securi-Tay 2024 is postponed, the conference will be rescheduled for a later date and sponsors and attendees will be informed of the change no later than 4 calendar weeks before the proposed date of the conference. Sponsorships that have already been paid will not be eligible for a refund.

In the event that Securi-Tay 2024 is cancelled and cannot be rearranged for a later date, all sponsors and attendees will be informed of the change. Sponsorships that have already been paid will not[2] be eligible for a full refund, though in certain cases partial refunds may be offered as an alternative.

RESTRICTIONS ON DISTRIBUTION

The taking of any form of payment (including but not limited to: debit/credit card, cash or cheque) is forbidden at all stalls, unless specific arrangements have been made beforehand with Abertay Students' Association.

Failure to comply will result in immediate expulsion.

Stalls must not display images that may be deemed offensive, or demeaning to liberation groups at the event. In addition, Abertay Students' Association retains the right to veto the display or sale of any goods it reasonably deems offensive and holds the sole right to determine such matters.

GENERAL DATA PROTECTION REGULATION (GDPR)

By completing and submitting any document relating to the sponsorship of Securi-Tay 2024, you are agreeing to the collection and processing of your personal data by the Securi-Tay 2024 Committee and Abertay Students' Association in accordance with EU GDPR regulations.

Further, by completing and submitting any document relating to the sponsorship of Securi-Tay 2024, you are agreeing to the Abertay Ethical Hacking Society and related social media accounts using your company name and logo in advertising and promotional material.

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[2] For transparency under charity regulations: the deposit that Securi-Tay 2024 take from sponsorships is used to secure branding and catering for the conference in advance of final numbers. In the event of rescheduling this would not have a financial impact, however if the conference needed to be cancelled there would be a financial impact to the organisers, this is why sponsors will not be eligible for a full refund.

COVID-19

With all COVID rules and restrictions currently lifted in Scotland, our team is confident that Securi-Tay 2024 will be in person. The health and safety of our attendees is of utmost importance and all decisions regarding the conference will be made in adherence to guidance and recommendations issued by the Scottish government at the time of the event.

We encourage potential sponsors to reach out to us for any queries surrounding the organisation and planning of Securi-Tay 2024.

EXPULSION

Failure to meet the terms and conditions may result in immediate expulsion from the event without a refund for your booking.

"The Securi-Tay 2024 Committee" refers to the following people: Adam Board, Tristan Verrier, Callum Shanks, and Connor Smith.

SECURI-TAY
2024

PRESENTED BY

Abertay Ethical Hacking Society

team@hacksoc.co.uk

@AbertayHackers