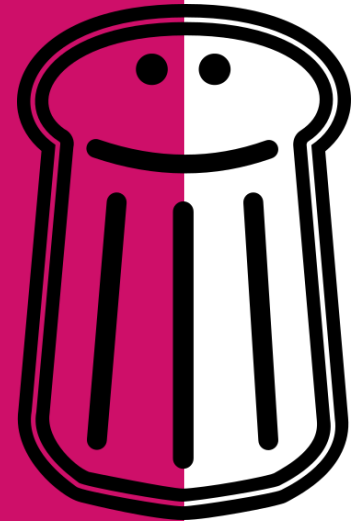


# > SPONSORSHIP Brochure



**Pass the SALT 2024**

**7th edition**

*[sponsoring@pass-the-salt.org](mailto:sponsoring@pass-the-salt.org)*

# The conference

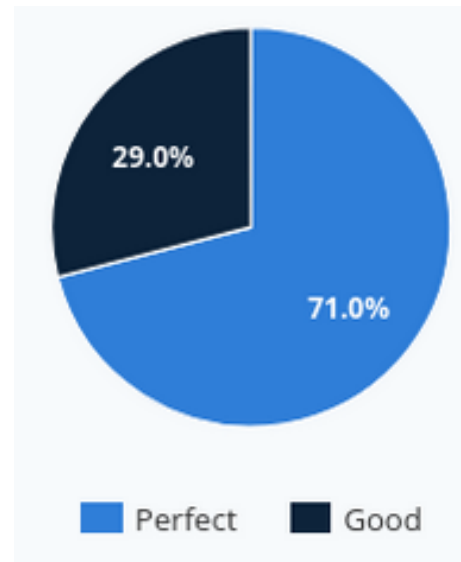
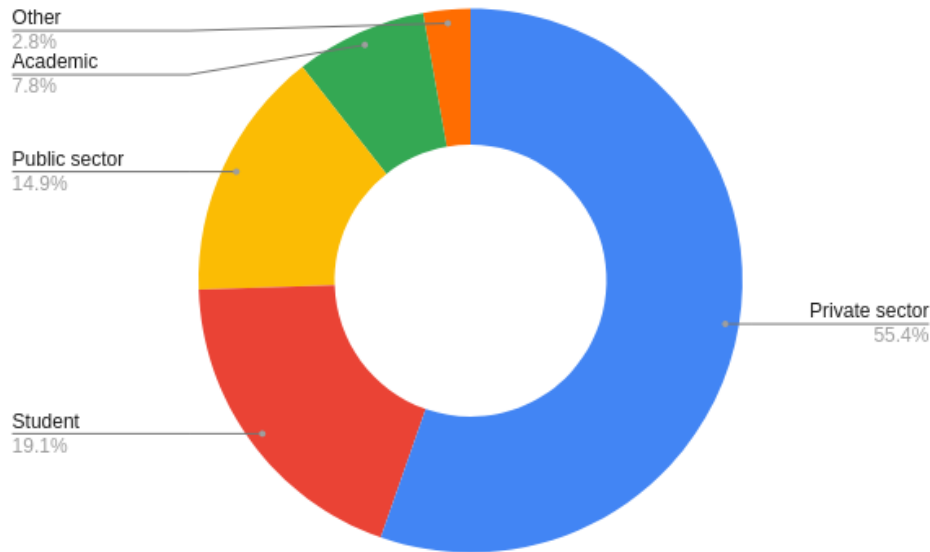
Pass the SALT is a **technical conference** held **in English** and entirely **dedicated to Security and Free Software**. Last edition, in July 2023, hosted **22 talks and 3 workshops**.

**2024 edition** will be held:

- **Date** : from 3 to 5 July, 2024
- **Location**: FR, Lille, Polytech engineering school
- **Entrance** : Free
- **Attendance (goal)** : 200-300 people



# Attendance & evaluation (2023)



The 2023 edition saw its **no-show rate dropped from 33% to 20%**, which is good for a free access event. 108 persons attended and **most of them stayed all along the 3 days**. Their **event evaluation has been excellent** (post event survey) on the organization and content sides. Our complete 2023 edition report is available at : <https://2023.pass-the-salt.org/annual-report/>

# Feedback



My slides "Hacking Jenkins" for #pts19 and #HITBAMS is out! This is my first time to go French and Pass the SALT(@passthesaltcon) is such a really really good and interesting conference!



@passthesaltcon la conf m'a donné une pêche et une inspiration d'enfer. Merci à tous !



Super cool proxmark workshop at #PTS19 with @herrmann1001 and @doegox ! Thanks for all the knowledge shared today !

[Traduire le Tweet](#)



"My Favorite IT Security Event: Pass the SALT"

# Why sponsoring

- **Brand exposure:** your brand strengthens its image with the participants present (**hackers, professionals, researchers**) or with those watching in streaming / replay..
- **Recruitment:** your hiring process will be made more credible by your presence as a partner. (**attendees: 15 % students and academics, 21 % public sector and 55 % from private sector**).
- **Strengthen your brand image** inside the community by allowing :
  - a free access to quality talks about Security and Free Software ;
  - exchanges and collaborations [1] between experts from these communities, passionate hackers but also professionals using Open Source Security solutions.

[1] <https://www.pass-the-salt.org/achievements/#contributions>



# 2024 edition sponsoring counterparts

Sponsoring Level	Platinum (2 sponsors max. per edition)	Gold	Silver	Associations
Donation	Min 3000€	Min 2000€	Min 1000€	Min 500€
Presence on all media supports (press, web, on site)	Yes, under « Platinum Sponsors »	Yes, under « Gold Sponsors »	Yes, under « Silver Sponsors »	Yes, under « Associations »
Possibility to have a rollup/kakemono at room entrance	Yes	Yes	No	No
Pre-booked seats for the event	Yes (4)	Yes (2)		
Possibility to have a booth (table + rollup/kakemono)	Yes	No	No	No
Invitations for the Speakers Dinner	Yes (2)	No	No	No

# Sponsoring form

Complete and send it to [SPONSORING@PASS-THE-SALT.ORG](mailto:SPONSORING@PASS-THE-SALT.ORG)

Name : .....

Company name : .....

Address : .....

Email : .....

Website : .....

My company engages itself to sponsor 2024 Pass the SALT at the following level: :

- Platinum sponsor      3000€ or more : .....€
- Gold sponsor            2000€ or more : .....€
- Silver sponsor          1000€ or more : .....€
- Association                500€ or more : .....€

**Bank transfer to :**

**IBAN** FR7616798000010000065413623

**BIC** TRZOFR21XXX

**Account name** Association PASS THE SALT

**Bank** Treezor Rue Gallieni 150 92100 Boulogne-Billancourt France

**Transfer label** : « Sponsor Pass The SALT 2024 »

City ..... Date .....

Signature & company stamp :



# 2024