

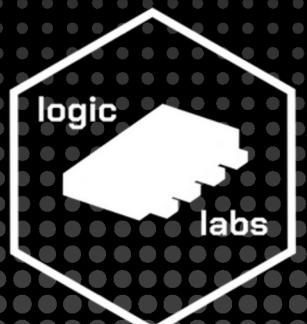
CASE STUDY:

BarCode 3: SynCity Soundtrack

8/7/25. Las Vegas, NV

Prepared by Chris Glanden, **Founder & CEO**

SPONSORED BY



Cognitive Security
Institute



Event Snapshot

BarCode 3: SynCity Soundtrack brought together cybersecurity leaders and hacker culture under neon lights in Las Vegas. With over 600 registrations, the live streamed event mixed music, authentic networking, live podcasting, giveaways, and immersive sponsor activations.



600+ Registrations



DJ Sets + Live Podcast Interviews



Sponsored Giveaways



Craft Cocktails & Award-Winning Food



Sponsor Deliverables



01 Logo Placement

Livestream overlays, signage, drink coasters, swag.

02 Sponsored Cocktails

Custom cocktails named and branded for sponsor.

03 Sponsored Giveaways

Branded swag, raffle prizes, and door giveaway items.

04 Book Signing Activation

Author meet & greet with signed copies for attendees.

05 Mid-Roll Video Ads

Branded video played live on-screen during the event.

06 Post-Event Recap Exposure

Brand featured in recaps, media, and social coverage.

Talent & Featured Guests



CHRIS GLANDEN (HOST)



DJ SYNTAX 976 & LUNA



LEN NOE



CYBER CIRCUS



FREAKYCLOWN



GEORGE GERCHOW



WINN SCHWARTAU

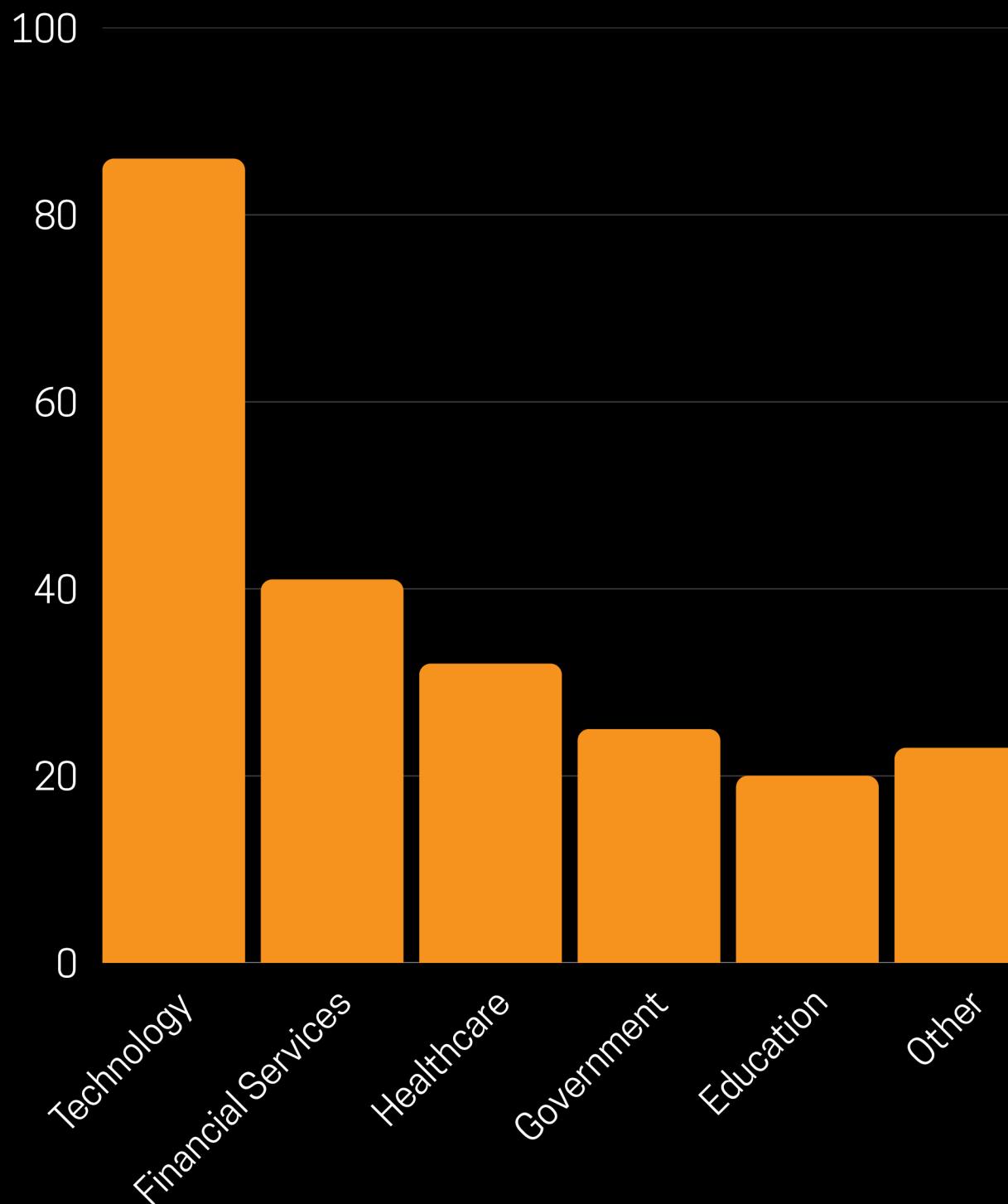


DR. MATT CANHAM

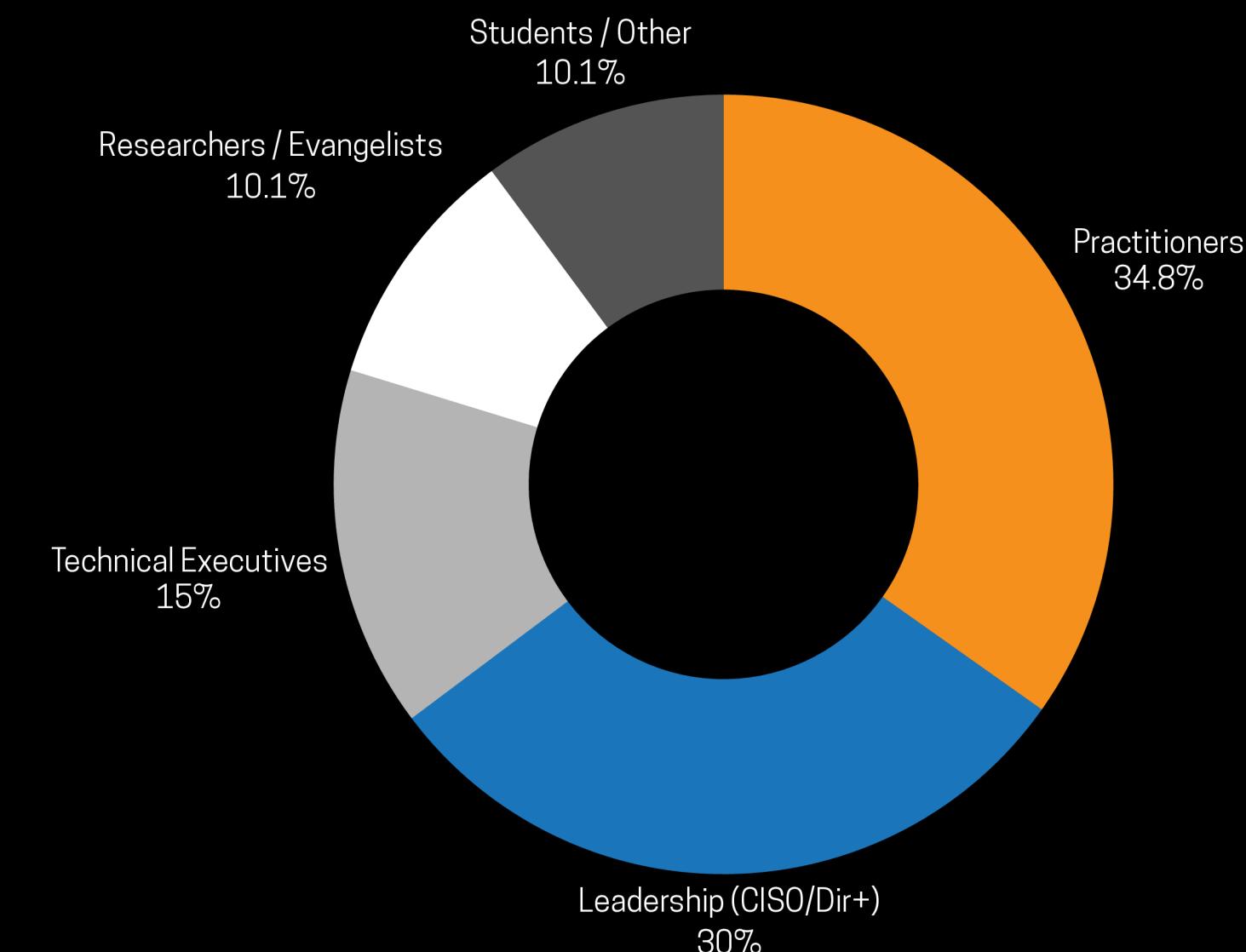
Audience Profile

Role Breakdown

Industry Breakdown



Role	Description
Practitioners	Security Engineers, Pentesters, Analysts
Leadership (CISO/Dir+)	CISOs, VPs, Senior Directors
Technical Executives	CTOs, Heads of Engineering, Architects
Researchers / Evangelists	Advisors, independent speakers, influencers
Students / Other	Students, educators, non-security roles



Audience Brand Representation

Fortune 500



Enterprise & Innovation

SIEMENS **jetBlue**

Capgemini

 Microsoft

 EY

Public Sector / Government



U.S. AIR FORCE

Media / Cloud / Tech



Google



Meta

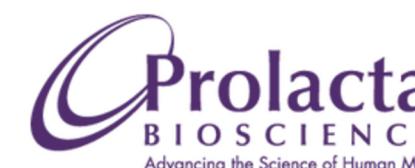


Healthcare / Life Sciences

AMGEN

MEMORIAL HERMANN

Viasat

 **Prolacta[®]
BIOSCIENCE**
Advancing the Science of Human Milk[™]

Genesis

Education / Academia

UNLV



**CITY
COLLEGE
OF SAN FRANCISCO**

**UCDAVIS
HEALTH**

Key Metrics & ROI

- 635 Registrations → 220 Verified Onsite Attendees**
(Conversion rate: ~35%)
- 5,000+ Live Stream Viewers**
(Extended global brand reach beyond physical venue)
- 6K+ Social Media Impressions | 150+ Engagements**
(Across LinkedIn, X, YouTube, Twitch)
- Sponsor Visibility**
(Stage branding, spotlight posts, & 3 newsletter sends)
- Content Longevity**
Event replay available on-demand (continued exposure)
- Community Engagement**
Swag, stickers & coasters distributed to 200+ attendees
- Direct Sponsor Mentions**
Shout-outs during live podcast + Partner Highlights



Sponsor Feedback



“

As a first-time sponsor of BarCode Security's Black Hat party, Elisity **couldn't be more impressed** with the experience. The event brought together an incredible **mix of cybersecurity leaders, practitioners, and partners** in a setting that was both **high-energy** and **highly valuable**.

- Marnie Warren, Global Sales Leader

”

“

CSI was **thrilled to be part** of such an **incredible experience**. The event struck the **perfect balance** of **high value conversations, meaningful connections**, and a **fun, energized atmosphere** that kept everyone engaged. The community spirit was **unmatched**, and we'll definitely sponsor again!

- Dr. Matthew Canham, Exec. Director

”

Attendee Feedback

“

Chris Glanden's BarCode 3 event at Black Hat in Las Vegas lived up to his reputation as a **cutting edge podcast personality**. **Outstanding guests, sharp insights** across the cybersecurity spectrum and **a great night of networking!**

- David Lingenfelter, CISO of
PENN ENTERTAINMENT

”

“

BarCode Security's live podcast in Vegas was **truly next level**. I was part of many **powerful conversations**, watched **standout guests**, and immersed in a **packed room of security pros** making real connections. Can't wait for the next one!

Amar Sonik, Infosec Speaker
& Circuit Evangelist

”



Outcomes & Next Steps

Funnel Flow: Extended Value Beyond the Event

Lead Nurture & Follow-Up

- Sponsor logos and CTAs included in post-event recap emails
- Access to opt-in attendee leads for targeted outreach

Content Continuity

- Option for co-branded webinar / virtual session
- Sponsor highlight clips pulled from livestream & podcasts

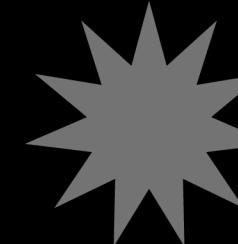
Relationship Building

- Warm introductions to industry leaders & practitioners
- Priority placement for future events & activations

Ongoing Brand Presence

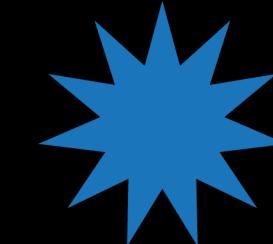
- Mentions in BarCode newsletter & social media
- Inclusion in Interlink featured podcasts or community spotlights

Thank You!



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Social Media

@barcodeseecurity



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