

BARCODE

PROSPECTUS



AUG 7, 2025

BARCODE'S EPIC ANNUAL HACKER SUMMER CAMP EVENT

SPONSORED BY:  mongoDB

ABOUT US

BarCode is an award-winning podcast and live event series that dives into modern security, offering expert insights on cybersecurity challenges and trends to help professionals strengthen their organizations' defenses.

- Podcast and live events explore modern security topics
- Features expert discussions on pressing cyber challenges and emerging trends
- Aims to help professionals strengthen their organizations' cyber defenses
- Showcases the most influential, bleeding edge researchers and professionals with thought providing insights.
- Provides a laid-back atmosphere with a non-corporate feel



CHRIS GLANDON

Podcast Host

Chris Glandon, a cybersecurity veteran, founded BarCode in 2020 during the COVID-19 pandemic. Starting as a podcast to replicate the educational aspects of in-person events, BarCode has grown into a leading firm providing consulting, content, collaborations, and film production. Chris's leadership and strategic vision drive the company's mission to share cybersecurity expertise and help organizations strengthen their defenses against evolving threats.

[Website](#) | [LinkedIn](#) | [YouTube](#) | [X](#) | [Apple Podcasts](#) | [Spotify](#) | [Pandora](#)

THE LIVE EXPERIENCE

A valuable and engaging way for cybersecurity professionals to stay up-to date on the latest trends and best practices, connect with subject matter experts and other professionals in the field, and engage in real-time discussions and networking opportunities, all while being entertained by a host that is rooted within the cybersecurity realm. Benefits include real-time engagement, education, entertainment, access to experts, networking opportunities, lead generation, and on-demand availability to a mass audience.

THE OPPORTUNITY



BarCode is actively seeking sponsors for its Aug 7th, 2025 event during "Hacker Summer Camp" in Las Vegas. Titled "THE SYN CITY SOUNDTRACK," this year's event is focused on DJs, beats, and music makers in security. This event provides exposure to an influential audience of cybersecurity leaders, decision makers, and hands-on security professionals. BarCode events attract hundreds of cybersecurity thought leaders and practitioners across all industries. We have a variety of sponsorship packages that will showcase your brand and market value to this key target market. Partnering with BarCode will reinforce your position as an industry trailblazer.

THE VENUE

Our event will be hosted at BarCode in Las Vegas, celebrated for its award-winning food and drink. BarCode Burger Bar offers award winning gourmet burgers, wings, craft beers, and unique cocktails in a lively and inviting atmosphere. Located 7 mins off the strip, this venue is ideal for having engaging discussions and high quality networking!!



BarCode Burgers, LAS VEGAS NV

SPECIAL GUEST DJs

SYNTAX blends hacker grit with underground beats. A pentester by day and DJ by night, his sets fuse drum & bass with tech-driven sound design, stego, and glitchy waves. From small-town hacking roots to spinning at DEF CON and BSides, he's built a rep in both cybersecurity and music. Whether teaching lockpicking, creating CTF soundtracks, or dropping live visuals with Luna, Syntax lives the hacker life loud and full throttle.

LUNA's connection to music runs deep through visual and performing arts, having grown up a dancer of many disciplines. Their first exposure to EDM was through roller skating, and first accidental 'hack' was a tainted torrent. Now, when they're not stirring it up onstage or in the crowd, they'll be jockeying video with fervor behind the decks with the DJ at hacker cons.



PREPARE TO HEAR WHAT HACKING SOUNDS LIKE

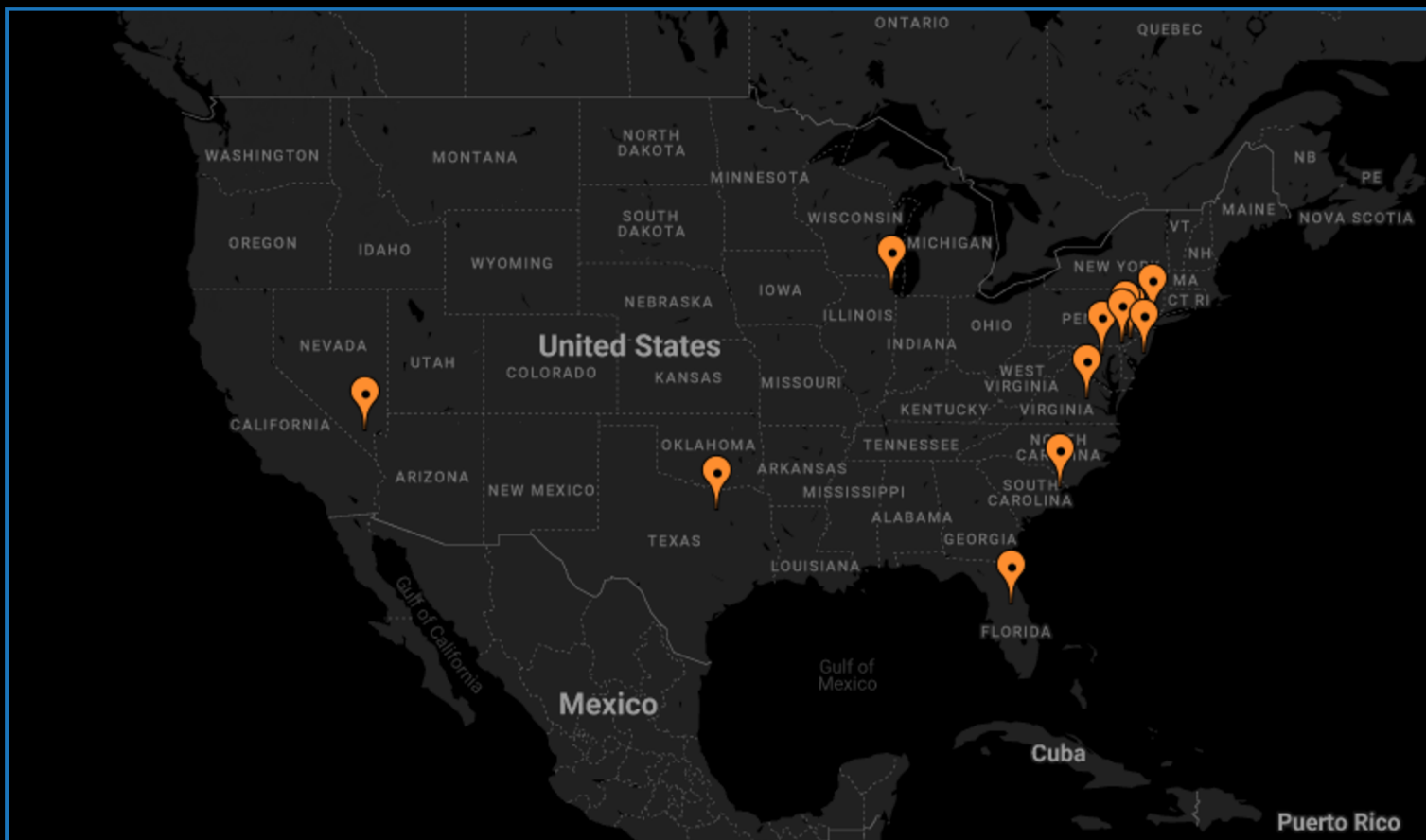
SPECIAL GUEST INTERVIEWS

Throughout the show, we'll also be interviewing special guests: cybersecurity trailblazers, groundbreaking researchers, and industry gurus (lineup TBA). Expect real-time engagement, thought leadership, entertainment, and authentic connections—all rooted in the heart of the InfoSec community.

It's more than an event, it's a celebration of hacker culture, creativity, and community.

METRICS

LOCATIONS PERFORMED LIVE ON SITE



THE RUNDOWN

AUDIENCE SIZE:

~ 1000 attendees/views per show.

~ 100-250 attend live.

AUDIENCE DEMO:

Practitioners from analyst up to CISO.

CAMP AIGN GOALS:

- “We’re looking for leads”
- “We’d love to share our story”
- “We need more visibility”
- “We aim to disrupt the space”
- “We want to claim a niche”
- “We want to spark dialogue”





EPIISODES



LIVE SHOWS



DOWNLOADS



FOLLOWERS

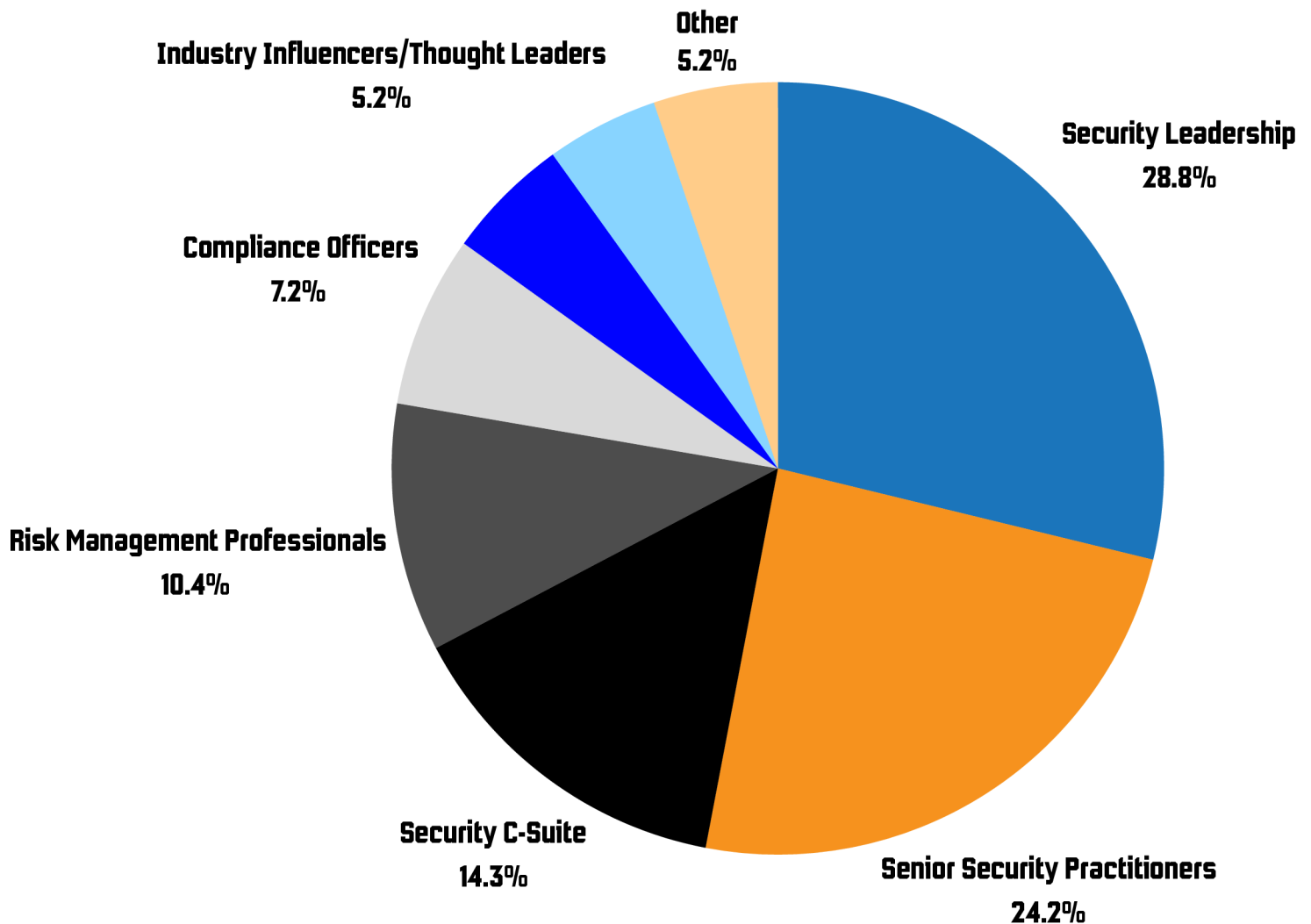


**CONFERENCE
APPEARANCES**



ENTERTAINED

LIVE EVENT ATTENDEES



ATTENDEE TESTIMONIALS

"It was great seeing Chris do his thing with the podcast live! I listened to the podcast, but seeing it live and seeing all of the panelists do their thing was fantastic. The graphics that he used was fantastic as well. I asked him about it. He said he did it himself. Fantastic. I'm so proud of Chris after working with him for so long and then seeing how he's done the podcast and how it's grown over the years. I was glad I could see it live." - **Secureworld attendee**

"When we come to events like thi during Black Hat, we get to be a part of a podcast AND we get to listen to a podcast. We get to hear insights from individuals and experts that we couldn't get in many other people's work. Insights from Chris that get very deep, as technical as you need to go, to something that will cover an industry as a whole. That allows me to very quickly, take that data and insight and knowledge, bring that back to my company and the customers that I'm working with, and help them learn from the knowledge and experience of other folks." - **Live Podcast/ Party Attendee**

"INCREDIBLE!!! You can see the crowd behind me. Not only was it tough to get out of that crowd, it's going to be tough to get back in." - **Private Event attendee**

SPONSOR TESTIMONIALS

"TuxCare has had an exceptional experience working with BarCode and highly recommends the podcast to other organizations looking to advertise in the live podcast realm. Not only is BarCode a top-quality podcast, but the team behind it is also fantastic to work with. Chris is extremely knowledgeable about cybersecurity and covers topics that are at the forefront of the industry. His expertise and insights have been invaluable in creating compelling content that resonates with listeners." - **Senior Social Media Manager at TuxCare**

"Our sponsored live podcast event had a really laidback format that was engaging and entertaining. Chris always brings interesting topics and prominent guests to the mic. The in-person networking opportunity was fun and the drinks served at chosen venue were also outstanding! It's a great way to break the monotony of standard cybersecurity happy hours. INSTANT R.O.I" - **Marketing Manager at GCR2**

"The BarCode Sponsorship definitely helped us reach out and connect with the local security community. Chris is personable, insightful, and the pod provides a relaxed atmosphere to engage security practitioners in a new way. Our mission as an organization is to provoke conversations about the real effectiveness of a business's security and BarCode definitely aligned with that mission." - **Senior Account Executive at Horizon3.ai**

SPONSOR RECORDED PODCAST PRICING

Silver	Gold	Platinum
1 Pre-Roll	1 Pre-Roll	1 Pre-Roll & 1 Mid- Roll
1 Newsletter Feature	1 Newsletter Feature	1 Newsletter Feature
1 Social Media Post	Long Form Interview	1 Newsletter Feature
	1 Social Media Post	3 Social Media Posts
\$CONTACT US	\$CONTACT US	\$CONTACT US

SPONSOR LIVE EVENT PODCAST PRICING

Silver	Gold	Platinum
Vendor Booth or Exhibit Space	Vendor Booth or Exhibit Space	Vendor Booth or Exhibit Space
Branded Giveaways	Branded Giveaways	Branded Giveaways
Sponsor Mention at beginning and end of event	Sponsor Mention at beginning and end of event	Sponsor Mention at beginning and end of event
Up to 2 minutes intro	Up to 2 minutes intro	Up to 2 minutes intro
Social media promotion (1 post per event on each members social accounts)	Social media promotion (2 posts per event on each members social accounts)	Social media promotion (3 post per event on each members social accounts)

Inclusion in the shownotes	Inclusion in the shownotes	Inclusion in the shownotes
	Stage Branding (logo on stage)	Stage Branding (logo on stage)
	Sponsor interview segment mins during event	Sponsor interview segment mins during event
	Additional social media promotion (2 posts per event on each members social accounts)	Additional social media promotion (2 posts per event on each members social accounts)
	Banner ad on the podcast website	Banner ad on the podcast website
		Sponsor segment or interview (10 minutes) prior to main show starting
		Sponsored Meal
		Exclusive sponsor-branded content
		Premium banner ad placement on the podcast website
		Logo on Custom Coasters
\$CONTACT US	\$CONTACT US	\$CONTACT US

WE CAN CUSTOMIZE!!!

OUR STRATEGY IS TO HELP YOU REACH YOUR GOALS & BUSINESS OBJECTIVES THROUGH ENTERTAINING CONTENT.

For more info, please email chris@barcodesecurity.com

WWW.BARCODESECURITY.COM