

# **BSidesPR**

San Juan, Puerto Rico

April 2024



Sponsorship Prospectus

[bsides.pr](https://bsides.pr)

## What is BSides?



Each BSides is a community-driven framework for building events for and by information security community members. The goal is to expand the spectrum of conversation beyond the traditional confines of space and time. It creates opportunities for individuals to both present and participate in an intimate atmosphere that encourages collaboration. It is an intense event with discussions, demos, and interaction from participants. It is where conversations for the next-big-thing are happening. ([BSides, 2023](#))

BSides Puerto Rico (BSidesPR) was formed in 2013 and is the oldest hacker conference in Puerto Rico. BSidesPR brings security researchers, hackers, sysadmins, and management together. This event is recognized as promoting the focus on hands-on education, individual growth, and camaraderie. Focusing on workshops and community exchange for students, young professionals, and veterans alike in the field of information security creating a strong community with members from all levels and disciplines. This includes business owners, IT professionals, government officials, and those focused on protecting critical infrastructure from cyber threats.

The goal of this conference is to provide Puerto Rico with the necessary tools to protect against cyber attacks. The conference will feature keynote speakers who are experts in the field of cybersecurity. Attendees will also have the opportunity to participate in workshops and panels that will provide practical advice on how to protect themselves from cyber attacks. The conference will be open to the public and is aimed at individuals who are interested in learning more about cybersecurity.

BSidesPR will also present the opportunity for stakeholders in Puerto Rico to become familiar with ongoing discussions, knowledge, and broader stakeholders, while giving a clear opportunity to inform the larger community regarding resilience, local know-how, and experience facing and overcoming challenges to critical infrastructure, especially those related to natural disasters. It will also present an opportunity to engage clinical and administrative healthcare workforce with essential knowledge to be able to meet standards and best practices, especially, in areas of opportunity, where awareness may play a key role in adoption and compliance with existing rules and regulations.

BSidesPR will require funding to cover the cost of the venue, speakers, marketing, and other expenses. To produce an event of this magnitude, the sponsorship of the community contributes to make it possible and accessible. We plan to raise funds through sponsorships and donations. Companies that sponsor the conference will have the opportunity to showcase their products and services to a targeted and raptured audience.

## Team at Work

BSidesPR is maintained and promoted by Obsidis Consortia, along with other organizations in the community:

**José Arroyo**, President, Obsidis Consortia  
National Aerospace System (NAS) Defense Program (NDP)  
FAA, DOD, DHS

**José Fernandez**, Vice President of Obsidis Consortia  
President of CompSec Direct  
U.S. Army Veteran and Director of Recruitment for The Association of US Cyber Forces

**Pablo Pinna**, Treasurer, Obsidis Consortia  
Education and Training Engagement, Obsidis Consortia  
Professor of Information Systems at National University College (NUC), San Juan, Puerto Rico

**Ruth Silva**, Secretary of Obsidis Consortia  
US Department of Justice, Analysis and Development Office

**Janine Medina**, Director of Operations at Obsidis Consortia  
Sr. Strategist for Cybersecurity Regulatory Compliance at [ThermoFisher Scientific](#)  
Executive Director at the [Biohacking Village](#)

**Jorge Acevedo Canabal, MD**, Medical Advisor  
University of Puerto Rico at San Juan - Rare Disease and Cyber Risk Management Studies  
Advisory Board, Medical Director at the [Biohacking Village](#)

**Jennifer Agüero**, Director of Communications  
Communications Director at the [Biohacking Village](#)

Puerto Rico is a beautiful island that has recently experienced a cybersecurity crisis. The island has witnessed an increase in cyber attacks, which has left its residents and industries vulnerable to various forms of breaches. This conference would encourage the island's local and federal governments to consider the possibilities Puerto Rico has to become an independent contributor to the bioeconomy or leverage the opportunities of being the continental US's urgent need to reshore pharmaceutical and medical devices.



As the world surmises the requirements for an improved medical supply chain for software, hardware, and pharmaceutical products, Puerto Rico is a logical solution. According to statistics from the US Food and Drug Administration (FDA), 8% of everything Americans spend on pharmaceuticals is on drugs manufactured in Puerto Rico. The recurring arguments that the island already has the necessary infrastructure and a trained workforce, DePhillips mentioned the fact that Puerto Rico still manufactures more pharmaceuticals than any other jurisdiction in the US. Additionally, whether As a U.S. commonwealth or independent nation, U.S. laws and the dollar also apply to Puerto Rico, which provides the island with a “privileged location” and access to global markets.

BSidesPR would encourage the island's municipal, state, and federal governments to consider the possibilities Puerto Rico has to become a major contributor to the bioeconomy and/or leverage the opportunities for the reshoring of the pharmaceutical and medical devices manufacturing sectors. Activities such as this one could be an opportunity to feature Puerto Rico's strengths and leverage current manufacturing capabilities and skilled-workforce for the development of resilience in biotechnology and tourism sectors, in efforts to spearhead the sustainable development of the U.S. Commonwealth into the immediate and long term future.



#### **BSIDESPR CONFERENCE GOALS:**

Carrying out this conference in Puerto Rico will show the benefits of the U.S. Commonwealth as a group and convention destination, while also creating awareness of its role in the manufacturing of medical devices and pharmaceutical components and products. With a focus on the biomedical and biotechnology ecosystem, BSidesPR would encourage the island's municipal, state, and federal governments to consider the possibilities Puerto Rico has to become a major contributor to the bioeconomy and/or leverage the opportunities for the reshoring of the pharmaceutical and medical devices manufacturing sectors. Activities such as this one could be an opportunity to feature Puerto Rico's strengths and leverage current manufacturing capabilities and skilled-workforce for the development of resilience in biotechnology and tourism sectors, in efforts to spearhead the sustainable development of the U.S. Commonwealth into the immediate and long term future.

As part of our goal to showcase the location perks present in Puerto Rico, we would like to schedule unique experience opportunities in line with a “work hard, play hard” ethos, thus cementing the idea that traveling for groups and conventions in Puerto Rico is something to look forward to in the future. BSidesPR will also present the opportunity for stakeholders in Puerto Rico to become familiar with ongoing discussions, knowledge, and broader bioeconomy stakeholders, while giving a clear opportunity to inform the larger community regarding resilience, local know-how, and experience facing and overcoming challenges to critical infrastructure, especially those related to natural disasters. It will also present an opportunity to engage clinical and administrative healthcare workforce with essential knowledge to be able to meet standards and best practices, especially, in areas of opportunity, where awareness may play a key role in adoption and compliance with existing rules and regulations.

#### **Audience**

The intended audience for this event are: healthcare providers and their corresponding collectives, with specific focus on physicians, physicians in training, cybersecurity sector professionals and students, interested stakeholders in academia, non-profit and community based organizations, manufacturing companies and the collectives that represent them, Federal, state, and local governments and specific agencies involved healthcare, cybersecurity in health, and disaster planning, mitigation, and response.

<https://www.thenation.com/article/economy/puerto-rico-big-pharma/>

<https://www.datexcorp.com/onshoring-u-s-pharmaceutical-manufacturing-covid-19-congress-and-puerto-rico-pharma-hub/>

[https://www.theweeklyjournal.com/top-stories/can-puerto-rico-reclaim-its-lead-in-pharmaceutical-manufacturing/article\\_c5ed8d04-9a64-11ec-89a1-cf4acec828b4.html](https://www.theweeklyjournal.com/top-stories/can-puerto-rico-reclaim-its-lead-in-pharmaceutical-manufacturing/article_c5ed8d04-9a64-11ec-89a1-cf4acec828b4.html)

[https://www.theweeklyjournal.com/business/12-emerging-pharma-companies-show-interest-in-puerto-rico/article\\_5a40e3ee-0a95-11ec-bf05-fb7d79d358fe.html](https://www.theweeklyjournal.com/business/12-emerging-pharma-companies-show-interest-in-puerto-rico/article_5a40e3ee-0a95-11ec-bf05-fb7d79d358fe.html)

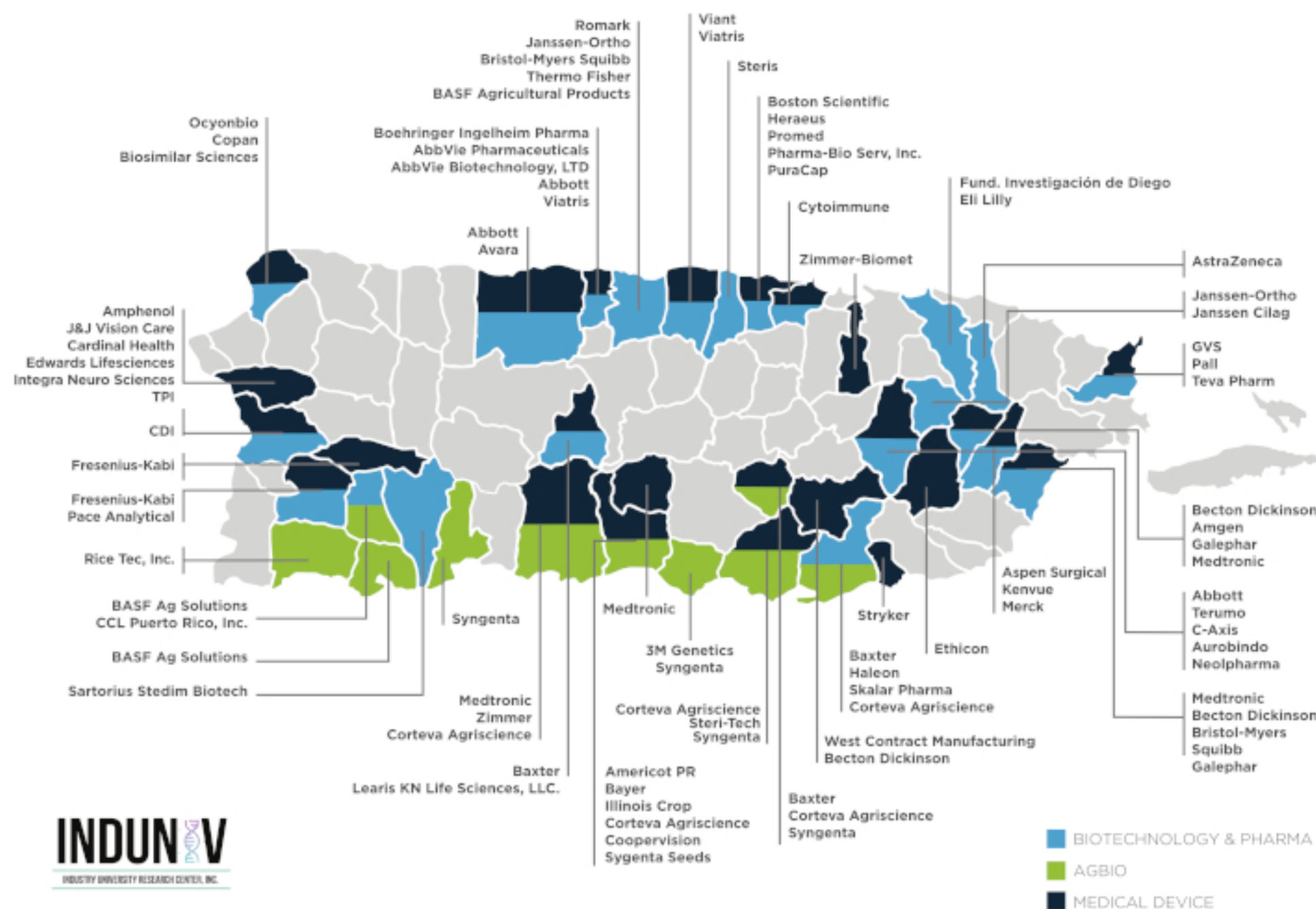
This year will focus on **healthcare and biotechnology** and the status Puerto Rico plays in the manner the United States and other countries receive, distribute, and economize biomedical cybersecurity, supply chains, bioeconomy, and workforce development.



Puerto Rico, a commonwealth territory of the United States, is a centralised area of critical infrastructure and presents various factors about how those risks can transform people, society, and an economy. 'For more than six decades, Puerto Rico has established itself as a prominent bioscience hub, earning the reputation of being the "Medicine Cabinet of the USA." With a rich history and expertise in the industry, the island offers a foundation for innovation and growth.

Stats:

- #1 bioscience manufacturing hub in the U.S.
- 75% share of FDA Class III device manufacturers in Puerto Rico
- 30 medical device companies operating on the island'



### Puerto Rico's Agricultural Biotechnology Assets

The University of Puerto Rico at Mayagüez is a land-grant university with a well-developed agricultural sciences research community and several agricultural experimental stations across the island.

- A 22,000 sq. ft. facility for agricultural biotech research and training (CEIBA)
- Seed research and field trials at several company research stations
- Major research and development projects in agricultural products including corn hybrids and other field crops
- Favorable weather conditions allow four to five crops to be produced in a year period
- Micropropagation and tissue culture facilities'. [\(InvestPR, 2023\)](#)

Damage to buildings and to electrical, water, and communications infrastructure closed medical and social service facilities and affected health and social service agencies' ability to operate.

### Building Health and Social Service Systems Capacity

One of the critical challenges that was demonstrated through Hurricane Maria was the fragility of the health care system, including social, behavioral, and environmental health services. This component seeks to address ongoing resilience in the health care system to ensure flexibility and agility in response and long-term recovery. This includes the repair and rebuilding of hospitals and primary care centers. Health and social services require reliable electricity systems to function, so efforts to create a hardened electricity grid supported by alternative energy generators will be required to keep these services available in a future emergency. The portfolio also includes elements of routine function in the system, including stronger primary care options (e.g., community health centers/primary care clinics), better financing mechanisms (e.g., Medicaid/Medicare payment systems), and better data integration and digitization of health and related information.

### Strengthening the Workforce and Its Capacity to Address Health Issues

Given the shortages in some health specialties and concerns about personnel moving away, the government of Puerto Rico intends to incentivize, retain, and train the health care and public health workforce through such initiatives as loan repayment programs and policies that allow nurse practitioners (NPs) and physician assistants (PAs) from other states to provide care in Puerto Rico. In addition, the government of Puerto Rico will focus on improving workforce capabilities in public health surveillance and vital records data use, which will be important during disaster response and under normal circumstances. (Chandra A, Marsh T, Madrigano J, et al. [Health and Social Services in Puerto Rico Before and After Hurricane Maria: Predisaster Conditions, Hurricane Damage, and Themes for Recovery](#). Rand Health Q. 2021;9(2):10. Published 2021 Aug 16.)

# Sponsorship Opportunities



Pricepoint Perks	Platinum \$30,000	Gold \$20,000	Silver \$15,000	Bronze \$10,000
<b>Media Recognition</b> (Website, Social Media, Signage)	✓	✓	✓	✓
<b>VIP Entry Passes</b> (2)	✓	✓	✓	✓
<b>Table in Sponsor Area</b>	✓	✓	✓	
<b>Lunch Talks</b>	✓	✓		
<b>Guided Day Tour Excursion for 4</b>	✓			

Pricepoint Perks	\$5,000	\$4,000	\$3,000	\$2,000	\$1,000
<b>Badges</b>	✓				
<b>Lunch (2)</b>		✓			
<b>Cocktail Hour (2)</b>			✓		
<b>Lanyards</b>				✓	
<b>T-Shirts</b>					✓

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Organized By:



In Partnership with:



**BIOHACKING**  
**VILLAGE**



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