

15<sup>th</sup> March 2025

**Hackademia 2025** is the second running of Lancaster University's student run cybersecurity conference, run by LUHack, Lancaster University's Ethical Hacking Society.

With three tracks, workshops and capacity for over 200 attendees, you'll be exposed to all the best the North West has to offer.



# Hackademia



# Why Lancaster?

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Lancaster University is recognised internationally, being in the **top 150** worldwide and **top 10 in the UK**, particularly in Computer Science. Lancashire offers a thriving tech ecosystem, attracting top talent and increased investment. Lancaster is recognised as an Academic Centre of Excellence in Cyber Security Research (**ACE-CSR**) and Cyber Security Education (**ACE-CSE**) by the **UK's NCSC**, as well as by the **Institute of Coding**.

**LUHack** hosts interesting talks and events around cybersecurity and promotes an open environment for people to learn about security. By sponsoring us, you'll have access to some of the best talent the North West has to offer.



# Who is LUHack and What is Hackademia

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LUHack is Lancaster University's ethical hacking group. We run **weekly sessions** about cybersecurity ranging from **talks by industry professionals** to **workshops and CTFs** with other universities. LUHack was started in 2014 by Dr William Knowles and Dr Benjamin Green and was briefly a DEFCON chapter. In 2017 the group was revitalised by Dr Ric Derbyshire and James Boorman and the group had a period of **explosive growth** in both popularity and size. LUHack sessions **attract as many as 100 people** at times and ensures a vibrant community for attendees.



Hackademia is LUHacks **cybersecurity conference**, featuring **three talk tracks** and **one workshop track** and capacity for **over 200 attendees**. We plan on bringing together the student cybersecurity community and that's reflected in the event itself, with student tickets at a significant discount and one track being exclusively **student/recent graduate talks**. We want to create an open space to promote learning about cybersecurity in an event that goes beyond our regular sessions and involves the wider Infosec community.



# Where are we located?

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Hackademia is located in the West Pavillion of the Management school, at Lancaster University. The space features three lecture halls and a workshop room with an overall seated capacity of over 500. The university is easy to get to, with buses leaving from the city centre roughly every 10 minutes and Lancaster itself is conveniently located on the West Coast Main Line, meaning very regular trains and direct connections to Manchester, London, Glasgow and Edinburgh.



Sponsorship of over £1500 gives you exhibition space in the main hallway between lecture theatres where talks will be held. Due to being located at a university, there's likely to be a high proportion of people who are close to graduation or looking for summer placements. This reach will go beyond just the North West however, as we have a track record of bringing in students from all over the country in our previous events, some of whom travelled from places as far as Bristol, Durham, Leeds and Glasgow.

# Our previous success

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Last year we ran on the 1<sup>st</sup> of June and had a hugely successful event:

- We were keynoted by Ric Derbyshire, Blackhat/RSA speaker who works in the OT space
- We had attendees travel as far as 200 miles to get to us
- We had a hugely successful lockpicking village and CTF
- Feedback from attendees was wholly positive

We are planning for this year to be bigger and better than before with more talks, more villages and more attendees.

# Why sponsor us?

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EXHIBITION SPACE ON  
GROUND FLOOR



SPACE FOR BANNERS  
AND OPPORTUNITY TO  
ADVERTISE AROUND  
VENUE



SPONSOR PASSPORTS  
WHERE ATTENDEES GET  
STAMPS TO RAISE  
SPONSOR ENGAGEMENT



BRANDING AT  
HACKADEMIA.AC



PROMOTION DURING  
THE OPENING  
CEREMONY



BRANDING DISPLAYED  
DYNAMICALLY ACROSS  
THE VENUE

# Planned sponsor stand locations

Blue corresponds to the Bowland package, yellow corresponds to the Lonsdale package and silver corresponds to the County package

Note that these are subject to change and the image is not to scale. Bowland sponsors will get 2 tables worth of sponsorship space, and both Bowland and Lonsdale sponsors will be allowed to up banners in prominent locations around the venue, including within the talk tracks.

The highest traffic area is reserved for Bowland and Lonsdale sponsors, as indicated by the graphic.



# Sponsorship Opportunities

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Sponsorship terms are negotiable – contact us at [sponsor@hackademia.ac](mailto:sponsor@hackademia.ac)

The Bowland package will also include exclusive branding and banners within the lunch space.

\*Prices are excluding VAT

Benefits	Bowland Package	Lonsdale Package	County Package	Cartmel Package
Investment*	£4000	£2000	£1500	£500
Number available	1	2	4	Unlimited
Branding on merch	Yes (large)	Yes	Yes	Yes (small)
Exhibition space	Yes (two tables)	Yes	Yes	No
Branding on website	Yes	Yes	Yes	Yes
Banners around venue	Yes	Yes	No	No
Prime exhibition space	Yes	Yes	No	N/A