

SPONSOR PROSPECTUS // JULY 17-18, 2026

HOB@CON

The Hacking Conference on Rails

// Kansas City to Chicago via Amtrak Lincoln Service

60

HACKERS

~22hr

ON THE RAILS

1

PRIVATE CAR

501(c)(3)

TAX DEDUCTIBLE

A conference that *moves*.

Hobocon is the world's only hacking conference held aboard a moving train. Born from the Kansas City security community, it brings together **information security professionals, hackers, researchers, and enthusiasts** for an unforgettable multi-day journey of learning, collaboration, and community.

On July 17–18, 2026, we're chartering a **private train car** on Amtrak's Lincoln Service from Kansas City to Chicago and back, approximately 11 hours each way through the heartland. Once in Chicago, a chartered bus brings everyone to our hotel, where the party continues with our friends from **Burbsec**.

This isn't your typical conference. There are no fluorescent-lit hotel ballrooms. Just **60 hackers, rolling countryside, and ~22 hours of uninterrupted community**.



501(c)(3) via SecKC.org

All sponsorships are tax-deductible charitable donations



The *Journey*

July 17–18, 2026 takes us from Kansas City to Chicago aboard our own private train car.

All Day

On the Rails

~11 hours each way of hacking, talks, CTF challenges, and building community through the Missouri and Illinois countryside.

Night

Chicago Night Out

A group outing with the Burbsec crew. Whether it's a sponsored pub crawl or a party at a local bar, the fun continues off the rails. Interested in shaping the evening? Sponsor the night out and make it yours.

July 17 · 8:40 AM · Train #318

Kansas City, MO

Board the Amtrak Lincoln Service at Union Station. Our private car means we set the vibe from the very beginning.

July 17 · 8:00 PM

Chicago, IL

Arrive at Union Station. A chartered shuttle bus takes the crew straight to our hotel with a block of rooms reserved.

July 18 · 9:50 AM · Train #319

The Ride Home

Board the return train. Prize drawings, lightning talks, awards, and closing ceremony. Arrive KCY at 8:51 PM.



The *Inaugural* Trip

In late December 2025, 25 hackers bought their own tickets and hopped aboard the train from Kansas City to St. Louis. No sponsors, no plan, just community.

25

HACKERS ABOARD

6

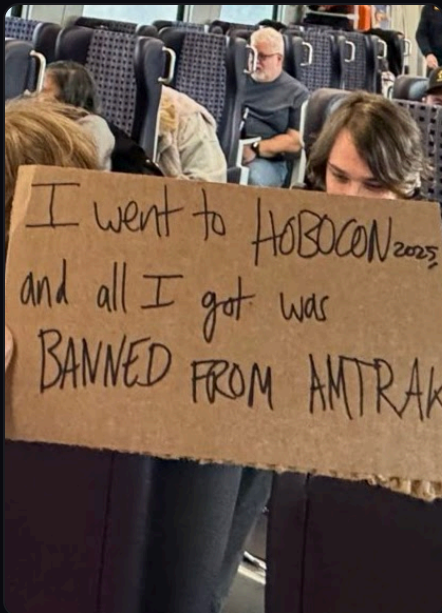
STATES REPRESENTED

KCY

DEPARTURE

STL

DESTINATION



Attendees traveled from **Texas, Colorado, California, Iowa, Missouri, and Kansas.**

We hacked on laptops, soldered badges, explored St. Louis, and proved that the security community doesn't need a convention center to build something incredible. On

July 17–18, 2026, we're going bigger: a private car, 60 people, and Chicago as our destination.

Why Support *Hobocon*?

This isn't a tradeshow. It's 60 engaged security professionals in a train car for ~22 hours total. Your brand doesn't compete for attention. It's part of the journey.



Captive Audience

No hallway track to get lost in. For ~11 hours each way, every attendee is in the same car. Your brand gets genuine, sustained attention.



Intimate Community

With just 60 attendees, your brand connects directly with the decision-makers, researchers, and builders shaping infosec through real conversations, not badge scans.



Growing Fast

From 25 self-funded hackers to 60 in a private car in one iteration. The most unique con in the scene. Get in early.



Tax Deductible

Hobocon operates under SecKC.org, a registered 501(c)(3). Every dollar of sponsorship counts as a charitable donation.



Nationwide Reach

Attendees travel from coast to coast. Your brand gets in front of security professionals from across the country, all in one car.



Unforgettable

People don't forget a hacking conference on a train. Your brand becomes part of a story people tell for years.

Sponsorship does not guarantee a speaking slot. Hobocon is community-driven and all content is selected on merit. **All sponsorships are tax-deductible through SecKC.org, a 501(c)(3) non-profit.**

Choose Your *Ticket*

Every level of support makes this journey possible and puts your brand in front of the infosec community.

Community Organization \$500 Pass the Hat benefits for registered non-profits, hacker spaces, and community groups.

PASS THE HAT

\$750+

Show your support and get your name out there.

- ✓ Logo on Hobocon website
- ✓ Social media shout-outs
- ✓ Logo in conference program
- ✓ Logo on event shirt

CONDUCTOR

\$1,500

The backbone of Hobocon. Full visibility on and off the train.

- ✓ Everything in Pass the Hat
- ✓ Verbal recognition on train
- ✓ Items in swag bags
- ✓ 1 attendee ticket included

RAILROAD BARON

\$3,000

Title-level sponsorship. Maximum visibility, maximum impact.

- ✓ Everything in Conductor
- ✓ "Booth" setup at your seat (during designated times)
- ✓ +1 additional attendee ticket
- ✓ Dedicated social media feature
- ✓ Full-page ad in conference program
- ✓ Present a custom award of your choosing at the ceremony


EXCLUSIVE

TRAIN CAR SPONSOR

\$18,000

The ultimate sponsorship. Name the car, own the experience.

- ✓ Everything in Railroad Baron
- ✓ Name the second train car
- ✓ Dedicated table at the center of the car
- ✓ Villages and activities set up around you
- ✓ Your brand is the heartbeat of the social car
- ✓ 4 attendee tickets included

 Car reservation expires April 9, 2026. Act fast!

Pick Your *Adventure*

Sponsor something specific. Each a la carte item includes logo on the website, social media recognition, and verbal shout-outs on the train.



Custom Sponsorship

Let's Talk

Have a creative idea? We love working with sponsors to build unique activations. If you can dream it, we can probably put it on a train. Reach out and let's make it happen.



Hotel Shuttle Bus

Price: TBD

Charter the bus from Chicago Union Station to our hotel. Your brand is the first thing attendees see when they arrive in the Windy City.

QTY AVAILABLE: 2



Chicago Night Out

Price: TBD

Sponsor the group outing in Chicago with the Burbsec crew. Put your brand front and center for an evening of community and fun off the rails.

MULTIPLE SPOTS AVAILABLE



Blinky Badge

Price: TBD

Sponsor the electronic conference badge. Your logo on the back of every badge, a collectible keepsake attendees treasure for years.

QTY AVAILABLE: 1



Food & Beverage Sponsorships

Put your name on what keeps the hackers fueled. Your logo on signage, napkins, and the eternal gratitude of 60 well-fed security professionals.

SPONSORSHIP	PRICE	QTY
Morning Express (Breakfast Day 1)	\$1,000	1
Morning Express (Breakfast Day 2)	\$1,000	1
Dining Car (Lunch Day 1)	\$1,500	1
Dining Car (Lunch Day 2)	\$1,500	1
Evening Meal (Day 1)	\$1,500	1
Evening Meal (Day 2)	\$1,500	1
Snack Car	\$1,000	1
Engine Fuel (Coffee & Energy Drinks)	\$500	1

All a la carte sponsorships include website logo, social media recognition, and verbal shout-outs aboard the train.

// ALL ABOARD

Ready to *Ride*?

Join us for the most unique sponsorship opportunity in information security. Let's build something unforgettable together.

hobocon@seckc.org

EMAIL

hobocon@seckc.org

ORGANIZATION

SecKC.org

TAX STATUS

501(c)(3)