

ACCELERATE BADGELIFE @ DC34

The Badgeline Village Prospectus
DEF CON 34 (2026) Sponsor Packet



WELCOME TO DEF CON 34!

We are thrilled that you're considering sponsoring one of the most interactive, fun-filled and educational parts of DEF CON. Let's start by telling you a bit about who we are.

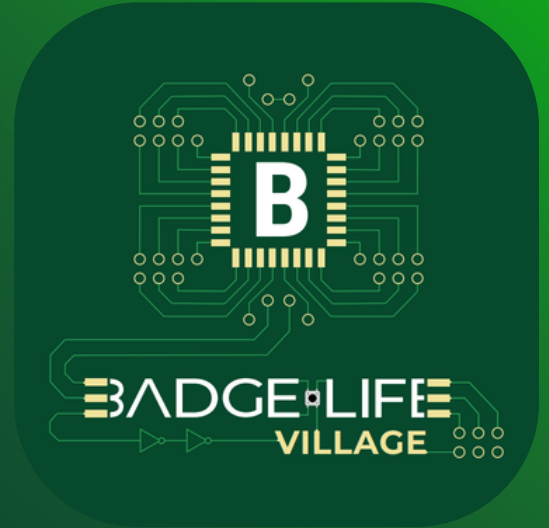
About DEF CON

DEF CON is the final part of what is known as "Hacker Summer Camp", the combination of the Black Hat, B-Sides, and DEF CON security conferences, which take place in Las Vegas every August. 2025 will be DEF CON's 33rd year running.

DEF CON is the world's largest security conference, attracting over 30,000+ of the world's greatest hackers and cybersecurity professionals far and wide.

The conference is divided into dozens of Villages and Communities - sections of the con dedicated to a particular subject, such as hardware hacking, lockpicking, car hacking, and more.

In 2006, DEF CON, with the help of Joe Grand, created their first conference badges made of circuit boards (PCBs), with art and LEDs. This tradition continues today.



What is #Badgeline?

#Badgeline is a term which embodies the grassroots movement of makers and hobbyists who are turning electronic engineering into an outlet for creativity, and a form of art. Most of us are security professionals by day, tinkerers by night. In the off-years of DEF CON's tick-tock 2-year (digital vs "analog") badge schedule, we missed the digital (PCB) badges, and did what any good hacker would do, and injected the fun back in ourselves by creating third-party, unofficial DEF CON "badges". The hobby and its following soon grew so much that the trend spread to other conferences, and badges now even have their own add-on standard!

ORIGINS OF #BADGELIFE

DEF CON and Joe Grand's electronic PCB badge idea got very popular very quick. So much so that when they alternated them on and off each year, people missed them in the off years. As early as DEF CON 17 in 2009 ,groups like Ninja Networks and later QueerCon and AND!XOR began to create custom badges of their own, which garnered a massive following of collectors, and inspired other groups to learn, collectively snowballing #Badgelifelife into the phenomenon it is today. Today there are hundreds of official and unofficial electronic badges, that even have cross-compatible badge add-ons in some cases, like SAOs and Minibadges. A handful of conferences globally have an electronic badge annually or biannually, including DEF CON, Saintcon, Hackaday Supercon, CactusCon, and more.



The #Badgelifelife Slack, and Discord

Around 2016-2018, a Slack was formed with a small group of badgemakers including AND!XOR, DCZia, the Crypto Privacy Village, and more. Shortly after, due to Slack's increasing restrictions, Drew (ReanimationXP) created the Badgemakers Discord, invited existing Slack members, and opened part of the server up to the public so new would-be creators had access to established teams. The Discord grew to critical mass and is now the definitive home for #Badgelifelife. Today, we are home to over 1100 members! Over 30% of them online and active daily. Of those users, 200+ are personally-vetted creators who have been verified by a human to have created a digital PCB-based badge.

THE #BADGELIFE VILLAGE

Last year, DEF CON officially recognized Badgeline as a community space. DEF CON Communities were created to give a greater voice and reach to smaller “tribes” within the larger DEF CON ecosystem. The attendee response to our community was overwhelming with significant interest in designing, producing, and collecting badges.

Demand was so great, the DEF CON leadership elected to elevate our community to a fully fledged village, **one of only two communities to be granted the honor in a single year**. The now-village is a home for all things Badgeline, right on the con floor, where con-goers can meet their favorite creators, pick up this year’s creations from presales, see badges being made, trade with others at our SAO Trading Wall, check out all the historical creations in our Badgeline Museum, experience many interesting talks from our creators, and more!

Our community is coming together to make this happen, but running things at con is time consuming and costly. This year and in the future, we need your help.





VILLAGE OBJECTIVES

The Badgeline Village exists to give DEF CON's badge-making community an official home: a place where makers, collectors, hackers, artists, and curious first-timers can gather around the strange little glowing circuit boards that became one of DEF CON's most beloved traditions.

Our goal is to turn hacker curiosity into hands-on learning. Through talks, demos, soldering activities, repair support, badge drops, the SAO wall, and the Badgeline Museum, the Village helps attendees move from "that looks cool" to "I think I can build one."



JUST THE NUMBERS

Here for the nitty gritty? This is the page for you!

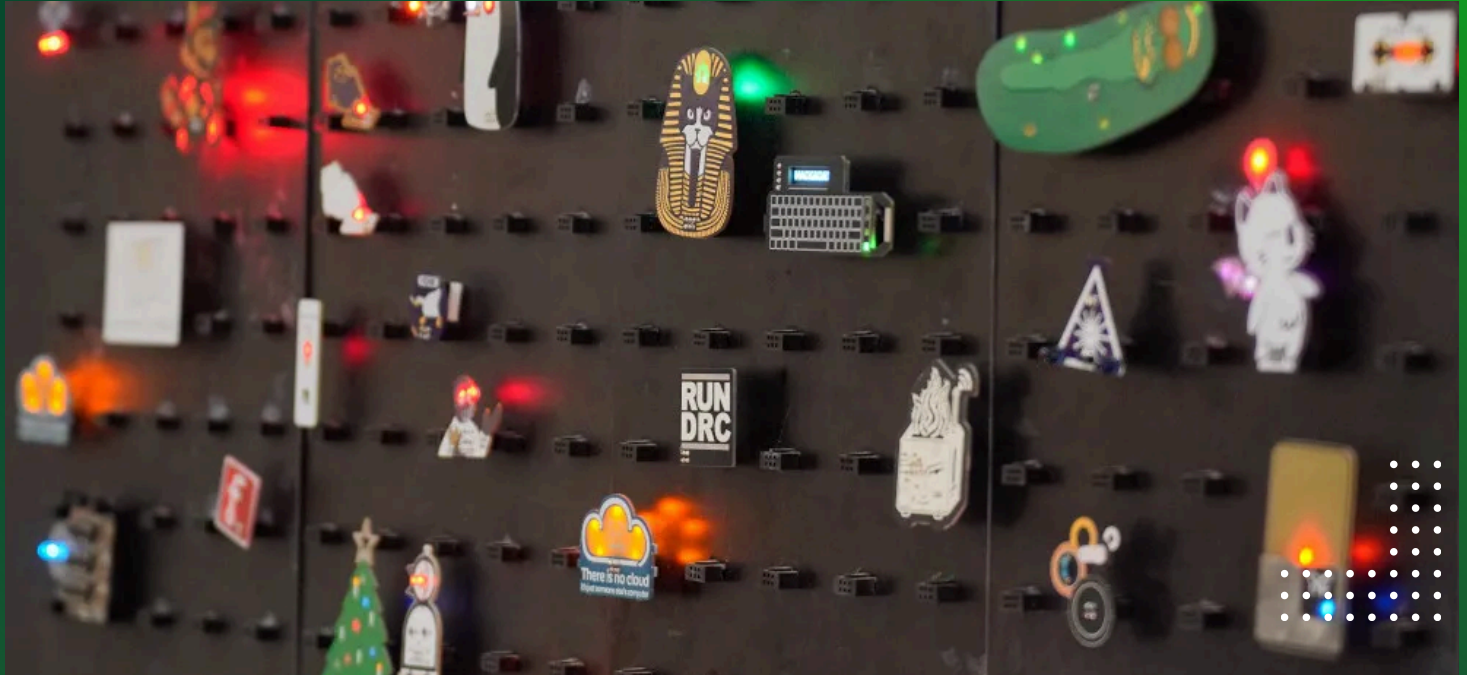
EYEBALLS

If you sponsor our village (and if you'd like) we'll make sure people know it.

- DEF CON has over **30,000** attendees annually. This is the Badgeline's first year as a fully-fledged village which will give Badgeline a centralized location in the conference and is sure to get attention.
- Our Discord has **over 1100 users** centered around creating, with **30% active daily, 200+** of which are **human-verified badge makers**.
- We averaged foot traffic between **500 - 1000 attendees per hour** within our community space each day of DEF CON last year.
- Our Badgeline Museum already holds over **400 distinct electronic artifacts** created over the past 17 years making it a prime carrier of the historical impact of DEF CON.



VILLAGE EVENTS & ACTIVITIES



Badge Drops

- Official location for badgemakers to conduct pre-organized badge “drops”
- Allows guests to meet the makers, and provides an in-person path for badge delivery

Talks

- Full Village Talk Track with a 60 seat “silent disco” audio setup

SAO Wall

- Powered wall of SAO ports
- Trading Wall which allows attendees to trade an SAO they own for one on the board

Badge Museum

- Our Museum displays the community’s best badges annually!
- Each year we will store and archive the community’s creations for future cons
- An online badge archive will soon be hosted on our website listing all the artifacts we can

Badge Trivia

- Custom live trivia spanning back to the early years of Badgeliflife hosted by legends in the Badgeliflife community

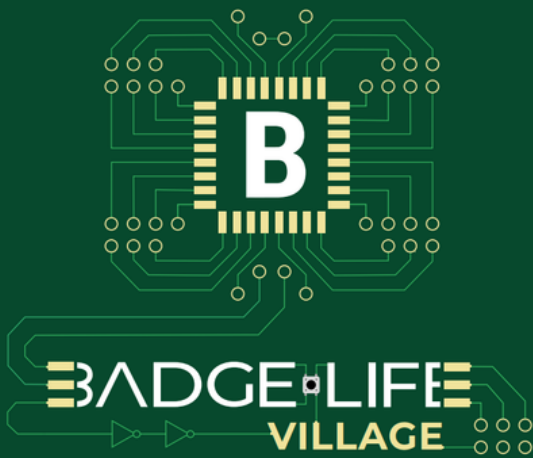
Badge Genius Bar

- Badge creator meet and greets, supplies and soldering stations for badge repair
- Hardware and Software support for badgeliflife community badges as well as DEF CON badge

VILLAGE NEEDS & SPONSOR BENEFITS

Village Needs

- Total village costs estimated between \$8-12K
- First year setup costs (SAO Wall and Badge Museum construction, improvements, badge repair supplies)
- Long term storage of equipment associated with village
- Promotional media (signage, lighting, production, digital assets via social media, TV, etc).



Sponsor Benefits

- Logo exposure on Signage throughout the Village
- Recognition on our Discord and Website
- Logo recognition on all SAOs given out by the community!*
- Custom SAO Opportunity!*
- We will provide consultation to develop and produce SAOs of **your own design**, and seed our SAO Trading Wall with them!
- Sponsor recognition prior to official events (talks, trivia, etc.)
- More Rewards! (See next page)



*Note: SAO-centric rewards do have a donation deadline due to production constraints, so hurry to be included!

SPONSORSHIP REWARDS!

DONATION	BRONZE (\$500)	SILVER (\$1000)	GOLD (\$2500)	PLATINUM (\$5000+)
Rotating Recognition on Village TVs				
Recognition and Links on our Website and in the Badgelife Discord				
Recognition on Signage in the DEF CON Village				
Branding on our Village Badge and/or SAO Kits (*Time Permitting)				
Invite to private badge-creator-only Suite Party				
We will create and give away a custom SAO of your Logo or Design! (*Time Permitting)				



*Note: SAO-centric rewards do have a donation deadline due to production constraints, so hurry to be included!

WANT TO SUPPORT US?



REACH OUT!



Drew Alden



ReanimationXP@gmail.com



317.946.6046



<https://badge.life>

Thanks for your time and support! Together we can make the Badgeliflife Village a reality, and create a special home for our creative electronic hobbyists and the DEF CON community.

#Badgeliflife in the Media

Here are some articles and videos which have covered our community in the past, to see which kind of outlets show interest:

- **Hackaday**

[BADGELIFE, THE HARDWARE DEMOSCENE DOCUMENTARY](#)
[ALL THE BADGES OF DEF CON 26 \(VOL 1\)](#)
[ALL THE BADGES OF DEF CON 26 \(VOL 2\)](#)
[ALL THE BADGES OF DEF CON 26 \(VOL 3\)](#)
[TEARDOWN: QUEERCON 15 BADGE \(AND THE GAME HIDDEN WITHIN\)](#)
[FIRST LOOK AT DEF CON 26 OFFICIAL BADGE](#)
[VIDEO REVIEW: AND!XOR DEF CON 26 BADGE](#)
[BRINGING FULL COLOUR PCB ART TO PRODUCTION](#)
[THE WAY OF THE PCB ARTIST: HOW TO MAKE TRULY](#)
[BEAUTIFUL CIRCUIT BOARDS](#)
[PICTORIAL GUIDE TO THE UNOFFICIAL ELECTRONIC](#)
[BADGES OF DEF CON 27](#)

- **Vice**

[A History of Badgeliflife, Def Con's Unlikely Obsession with Artistic Circuit Boards](#)

- **Ars Technica**

[Badge life: The story behind DEFCON's hackable crystal electronic badge](#)

- **Hackster.io**

[#Badgeliflife at DEF CON](#)

- **Engadget**

[The exquisite art and subculture of Def Con's \(unofficial\) badges](#)
