OWASP AppSecDC 2010 Sponsorship Options

Open Web Application Security Project (OWASP) is an open-source application security project made up of corporations, educational organizations, and individuals from around the world. Providing free, vendor-neutral, practical, cost-effective application security guidelines, the organization has fast become the de facto standards body for Web AppSec.

The OWASP AppSec DC Conference is the premier gathering for Information Security leaders. Executives from the US Government, Fortune 500 firms, technical thought leaders, security architects and lead developers, gather to share cutting-edge ideas, initiatives and technology advancements.

OWASP events attract a worldwide audience interested in "what's next?" -- As an OWASP Conference sponsor, your brand will be included as an answer.

International Experts Share their Insights

OWASP AppSec Draws over 600 Global Attendees

OWASP is providing sponsors *exclusive access* to its audience in Washington DC through a limited number of Expo floor slots, providing a focused setting for potential customers

Attendees will be pushed through the Expo floor for breakfast, lunch and coffee breaks giving them direct access to sponsors' booths and technology. The conference is expected to draw over 600 national and international attendees; all with budgets dedicated to web application security and software assurance initiatives. Government, Financial Services, Media, Pharmaceuticals, Healthcare, Technology, and many other verticals will be represented.

Sponsorship opportunities are filling up rapidly. All proceeds from sponsorship support the conference and the mission of the OWASP Foundation (501c3 Not-For-Profit), driving funding for research grants, tools and documents, local chapters, and more.

All sponsorship opportunities feature significant discounts to **OWASP members**, allowing you year-round access the web application security's top thinkers as well as use of OWASP materials in product and service delivery.
Contact us today or visit http://www.owasp.org/index.php/OWASP_AppSec_DC_2010 for more information:
 Mark Bristow, AppSecDC 2010 Coordinator mark.bristow@owasp.org
 Doug Wilson, AppSecDC 2010 Coordinator, doug.wilson@owasp.org
 Kate Hartmann, OWASP Operations Director kate.hartmann@owasp.org

OWASP
AppSecDC 2010 Conference
Sponsorship Information

	Diamond	Platinum	Gold	Silver	Exhibitor	Small Business
Cost	$20,000.00	$14,000.00	$9,000.00	$6,000.00	$3,000.00	$1,500.00
Member Discount	$5,000	$4,000	$2,000	$1,500	$500	None
Expo Space	First Choice	Second Choice	Third Choice	Fourth Choice	Fifth Choice	None
Website Logo	Yes	Yes	Yes	Yes	Yes	Yes
Brochure Logo	Yes	Yes	Yes	Yes	Yes	Yes
Company Description in Brochure	Full Page in Conference Bulletin including graphics	Half Page in Conference Bulletin including graphics	Quarter Page in Conference Bulletin	None	None	
Logo Placement at Conference	At Conference Entrance At Entrance to all Tracks At Breakfast	At Track Entrance to a track	At Track Entrance to a track	None	None	Banner in one High Traffic Area
Company Literature Placement	Attendee packs	Attendee packs	Attendee packs	Attendee packs	None	At information desk
Conference Passes	5	5	2	2	0	1
Expo Passes	2	2	2	2	2	0

	Cost	# Available	Benefits	Additional Passes	Notes
Party Sponsor	$5,000	5	Acknowledgement of Party Sponsors on Conference web page and conference announcements Sponsors can place corporate banners near entrance or inside party venue	2 Exhibitor Passes	An individual sponsor may purchase multiple party sponsorships up to the number available
Lunch Sponsor	$4,000	2	Advertisement of sponsorship with logo on OWASP Conference webpage; posting of company banners, and literature near lunch service	None	
Coffee Break Sponsor	$2,000	4	Advertisement of sponsorship with logo on OWASP Conference webpage; posting of company banners, and literature distribution on special sponsors table near coffee service	None	
Lanyard Sponsor	$5,000	1	Provide badge lanyards for all attendees, co-branded and produced to OWASP specifications. Includes acknowledgment in conference guide and on OWASP website.	None	
Notepad Sponsor	$3,000	1	Provide letter sized notepads for all attendees, co-branded and produced to OWASP specifications. Includes acknowledgment in conference guide and on OWASP website	None	
Pen Sponsor	$2,000	1	Provides the license to provide quality pens for all attendees, co-branded and produced to OWASP specifications. Includes acknowledgment in conference guide and on OWASP website.	None	

Diamond Sponsor (1 Position Available) $20,000

- ❖ "Active" OWASP Corporate Member discount of $5,000
- ❖ First choice of Expo space including draped tables, electrical power, and chairs.
- ❖ Featured placement of company information around breakfast space.
- ❖ Featured placement of company logo on OWASP Conference website, at entrance to conference, and on any pre-conference literature.
- ❖ Company description in a featured position included in any pre-conference brochures
- ❖ Literature placed in attendee packs.
- ❖ Featured full-page description of company in the conference bulletin. Graphics can be used for product placement of photographs.
- ❖ 5 Passport tickets provided for people within your organization or VIP Customers
- ❖ 2 Exhibitor only passes for table staff

Platinum Sponsor (3 Positions Available) $14,000

- ❖ "Active" OWASP Corporate Member discount of $4,000
- ❖ Second choice of Expo space including draped tables, electrical power, and chairs
- ❖ Placement of company logo on OWSAP Conference website, on the conference schedule, and at the entrance of one conference track
- ❖ Featured placement of company logo on pre-conference literature.
- ❖ Featured 1/2-page description of company in the conference bulletin. Graphics can be used for product placement of photographs.
- ❖ 5 Conference passes provided for people within your organization or VIP Customers
- ❖ 2 Exhibitor only passes for table staff

Gold Sponsor $9,000

- ❖ "Active" OWASP Corporate Member discount of $2000
- ❖ Expo space including draped tables, electrical power, and chairs
- ❖ Placement of company logo on OWSAP Conference website, on the conference schedule, and at the entrance of one conference track
- ❖ Featured placement of company logo on pre-conference literature.
- ❖ Literature placed in attendee packs.
- ❖ 2 Conference Passes to the event
- ❖ 1/4 page description of company in the conference proceedings
- ❖ 2 Exhibitor only passes for table staff

Silver Sponsor $6000

- ❖ "Active" OWASP Corporate Member discount of $1500
- ❖ Expo space including draped tables, electrical power, and chairs
- ❖ Company logo placed on OWASP Web Site as Conference Sponsor
- ❖ Featured as a sponsor in any pre-conference brochures
- ❖ Literature placed in attendee packs
- ❖ 2 Conference Passes to the event
- ❖ 2 Exhibitor only passes for table staff

OWASP

AppSecDC 2010 Conference
Sponsorship Information

Exhibitor Only $3000

- ❖ "Active" OWASP Corporate Member discount of $500
- ❖ Expo space including draped tables, electrical power, and chairs
- ❖ 2 Exhibitor only passes for table staff

Small Business $1500

- ❖ Company logo placed on OWASP Web Site as Conference Sponsor
- ❖ Featured as a sponsor in any pre-conference brochures and banner placement in one high traffic area of conference
- ❖ Literature available at information desk
- ❖ One Conference Pass to the event
- ❖ Qualification for a small business sponsorship is at the sole discretion of OWASP

OWASP Party Sponsor (5 Available) $5000

- ❖ To be hosted on November 10th after the plenary sessions and will be open to all attendees
- ❖ Acknowledgement of Party Sponsors on Conference web page and conference announcements
- ❖ Sponsors can place corporate banners near entrance or inside party venue
- ❖ 2 Exhibitor only passes for Party Staff
- ❖ An individual sponsor may purchase multiple party sponsorships up to the number available

Lunch Sponsor   (1-Day) (2 Available) $4000

- ❖ Exclusive host of Lunch Service on day of conference for delegates.
- ❖ Advertisement of sponsorship with logo on OWASP Conference webpage; posting of company banners, and literature distribution near lunch service.

Coffee Break Sponsor (1-Day) (4 Available) $2000

- ❖ Exclusive host of full coffee service in afternoon or morning for conference delegates.
- ❖ Advertisement of sponsorship with logo on OWASP Conference webpage; posting of company banners, and literature distribution on special sponsors table near coffee service.

Lanyard Sponsor (1 Available) $5000

- ❖ Provide badge lanyards for all attendees, co-branded and produced to OWASP specifications.
- ❖ Includes acknowledgment in conference guide and on OWASP website.

Notepad Sponsor (1 Available) $3000

- ❖ Provide letter sized notepads for all attendees, co-branded and produced to OWASP specifications.
- ❖ Includes acknowledgment in conference guide and on OWASP website.

Pen Sponsor (1 Available) $2000

- ❖ Provides the license to provide quality pens for all attendees, co-branded and produced to OWASP specifications.
- ❖ Includes acknowledgment in conference guide and on OWASP website.

OWASP Membership Advantages

The OWASP community includes corporations, educational organizations and individuals from around the world. This community works to create freely-available articles, methodologies, documentation, tools, and technologies. OWASP membership allows access to the leading minds in the world of web application security allowing for exchange of ideas, promotion security across the dimensions of people, process, and technology.

- ❖ Your Company's Logo on OWASP Home Page
- ❖ Recognition for supporting an OWASP Project
- ❖ Every member of your Company can take advantage of OWASP Discounts
- ❖ Being a supporting member helps drive business to your company
- ❖ Use of OWASP materials and methodologies in your product
- ❖ Significant discount on OWASP Conference sponsorship opportunities and attendance

Category	Description	Annual Fee (USD)
Individual Members	Individuals who support OWASP's mission and would like to provide financial support to our efforts.	**$50**
Educational and Non-Profit Members	• Raise Awareness of the University worldwide • Be recognized as a supporter by posting your university logo on the OWASP website • OWASP and the University can jointly publicize season of code events which provide funding for students or faculty to perform security based research • OWASP and the University can work together to host security seminars or provide introductory training sessions for students on OWASP tools, documentation and security skills.	**FREE**
Vendor Organization Members	• Opportunity to post a rotating banner ad on the front page for 30 days at no cost • Be recognized as a supporter by posting your company logo on the OWASP website • Have a collective voice via the Global Industry Committee • Annual local sponsorship of a local chapter • Optional – Host a local OWASP meeting to raise security awareness at your offices.	**$5,000**

For more information on OWASP Membership please access http://www.owasp.org/Membership or contact: Kate.Hartmann@owasp.org

SAMPLE Sponsor Contract

Open Web Application Security Project (OWASP) is an open-source application security project made up of individuals, educational organizations, and corporations from around the world providing free, vendor-neutral, practical, cost-effective application security guidelines, the organization has fast become the de facto standards body for Web AppSec. This contract is for the sponsorship of the AppSecDC 2010 conference that will be held at the Walter E. Washington Convention Center (801 Mount Vernon Place NW Washington, DC 20001) on November 8th through 11th 2010.

By signing the contract below WebCorp is committing to the Diamond sponsorship level and will remit the sum of $20 on or before November 1st 2010 to:
Kate Hartmann
The OWASP Foundation
9175 Guilford Road
Suite 300
Columbia, MD 21046.

WebCorp understands that OWASP will provide the following services to support the conference sponsors:
- First choice of Expo space including draped tables, electrical power, and chairs. (Booths are available but may require union costs, contact an organizer for details)
- Featured placement of company information around breakfast space.
- Featured placement of company logo on OWASP Conference website, at entrance to conference, and on any pre-conference literature.
- Company description in a featured position included in any pre-conference brochures
- Literature placed in attendee packs.
- Featured full-page description of company in the conference bulletin including graphics.
- 5 Passport tickets provided for people within your organization or VIP Customers.
- 2 Exhibitor only passes for table staff

Name of Sponsor: WebCorp
Contact Name: Jane Doe
Address:
    1234 WebApp Drive
    Anytown, US 12345
Phone: 123-456-7890
Email address: jane.doe@webcorp.com

_____ _____
Signature   Date

OWASP
AppSecDC 2010 Conference
Sponsorship Information

Exposure!   ## Network!

Traffic!   ## Share!

The community at your service!

Become a proud sponsor of the OWASP mission!