3rd OWASP Information Security International Conference

"India's Cyber Security Kumbh…"

Sponsorship Kit

OWASP InfoSec India Conference 2012

August 24th & 25th 2012, Hotel Crowne Plaza, Gurgaon (Delhi NCR), India

Open Web Application Security Project

About OWASP

Open Web Application Security Project (OWASP) is a global open source application security project composed of corporations, educational organizations, and individuals from around the world. OWASP has quickly become the de facto standards body for web application security by providing free, vendor-neutral, practical, cost-effective application security guidelines.

OWASP has over 200 local chapters globally with presence in almost every important country.

550 participants at OWASP India's past conference

About OWASP India

India being major software and technical services outsourcing hub on the global map, brings maximum participation to OWASP activities. OWASP India comprises of over 10 local chapters present in Ahmedabad, Bangalore, Bhubaneswar, Chennai, Chhattisgarh, Delhi, Hyderabad, Kerala, Kolkata, Mumbai and Pune. OWASP India is a distinguished research and technology sharing platform with presentations from numerous information security professionals and researchers from across the world. With two successful past editions, OWASP India conferences have become largest information security conferences in India.

OWASP India Advisory Board

OWASP India Advisory Board comprises industry leaders and key decision makers who provide their mentorship and support to spread maximum awareness about information security in the region. Advisory board enjoys the participation of:

- Sanjay Bahl, Chief Security Officer, Microsoft Corporation (India)
- Mano Paul, Software Assurance Advisor, (ISC)2
- Vijay Raghav, Global Head - IT Security, Fidelity Investments
- Dr. J S Sodhi, Asst. Vice President & CIO, Amity Group
- Pawan Kumar Singh, CISO, Tulip Telecom
- Sunil Goyal, COO, Sopra Group
- Sandeep Khare, Asst. Vice President, WNS Global
- Rohit Malik, Program Manager, Egilent Technologies
- Sanjay Kharb, Assistant Vice President, MakeMyTrip
- Tarun Gupta, Director - Managed Service Security, Ericsson (EGI)

Participation at OWASP India Conferences

OWASP India has so far organized two information security conferences in the region where its first and second edition attracted 350 and 550 participants respectively. Participation comes from across all industry verticals including government and academia.

Few of the Participated Corporates & Academia:
GE, Fidelity Investments, HSBC, Punjab National Bank, Bank of Maharashtra, RBS, Aircel, MTS, Uninor, Idea Cellular, United Health Group, Microsoft, TCS, HCL, InfoSys, Mastek, EMC, Ford, KPMG, E&Y, PWC, Deloitte, Accenture, Volvo, EXL, Verizon, Dell, Adobe, Sopra Group, IBM, Times of India, Genpact, Satyam, SonicWall, MakeMyTrip, Paypal, CA, Nestle, Fiserv, Cognizant, Capgemini, CSC, NIIT, Amity & many more…

Participated Government & Defense Establishments:
National Informatics Center, CERT India, STQC, Integrated Defense Staff (MoD), NTRO, Indian Army, Indian Navy, ACSE, CBI & many more…

International Participation:
Protiviti UAE, University of Columbia, Light House Integration, Embassy of France, Speakers and more…

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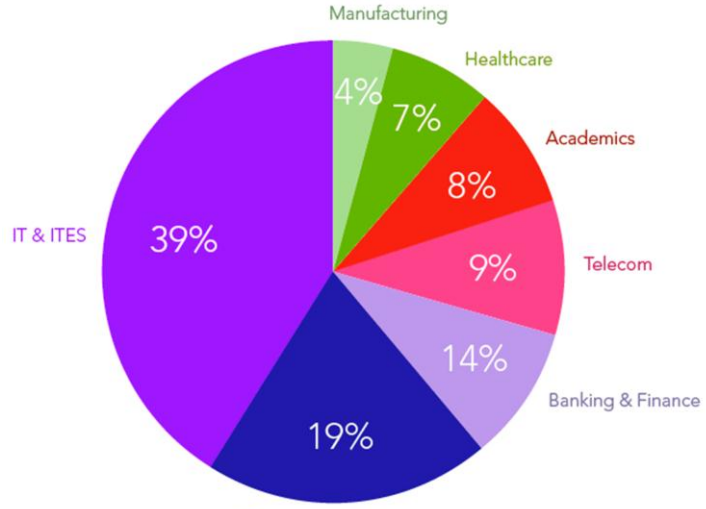
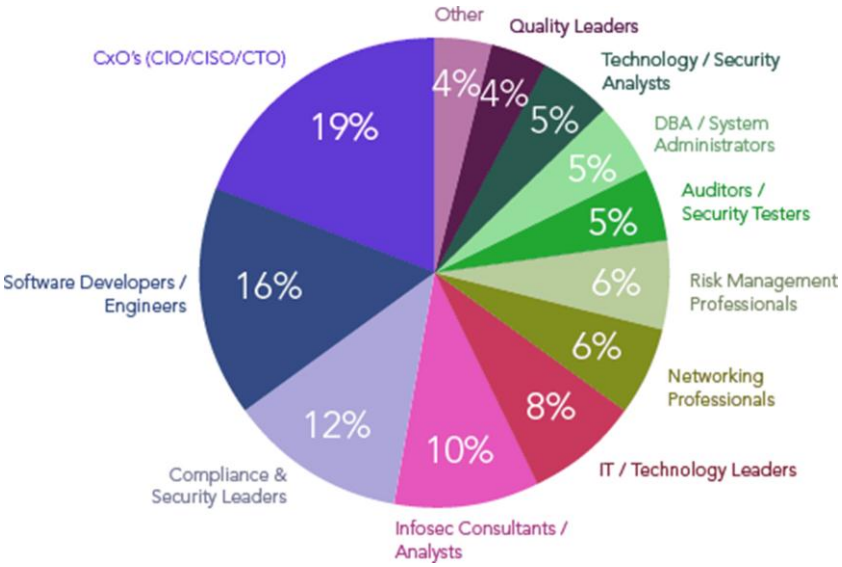
IInd Edition Demographics





IInd Edition Keynote & Speakers

Prof. Howard Schmidt, Cyber Security Czar – Whitehouse

Hord Tipton, Executive Director ISC2

Dr. Gulshan Rai, Director, CERT-In

Vice Admiral Shekhar Sinha

Mr. Ashwani Kumar, Director, CBI

Dr. Kamlesh Bajaj, CEO, DSCI

Alok Vijayant, Director NTRO

Terry Thomas, Partner, Ernst & Young

CRN Vairavelu, VP, Ford Technology Services

Raghavendra Vaidya, CIO, GE Capital

Debashis Ghosh, VP & Head, Life Sciences & Healthcare TCS

Vakul Sharma, Lawyer, Supreme Court of India

Sunil Gujral, CTO, Quatrro

Pankaj Agrawal, CISO, Aircel Ltd

Paritosh Segal, SVP, Patni Computer Systems

IInd Edition - Key Highlights

- ✓ **Participation:**
  - Attended by over 550 participants from 80 companies and government departments
- ✓ **Speakers:**
  - 30 world renowned InfoSec experts from across the globe to deliver talks & workshops
- ✓ **Talks & Workshops:**
  - 27 InfoSec talks and 8 hands-on workshops
- ✓ **Cyber WarFare Gaming Competitions:**
  - Capture the Flag and PacketWars
- ✓ **Networking At Its Best:**
  - Opportunity to meet InfoSec celebrities, industry leaders, regulators, investigators, policy makers and dignitaries from defense and security establishments

Past Key Sponsors & Education Partners

Past Media Partners

Why Sponsor?

1. Excellent track record of being the largest information security conference in the region
2. Parallel Running Tracks & Hands-on Advanced Training Sessions
3. Networking opportunity with an unique platform to showcase products and services to decision makers, government policy makers, investigators, regulators, law enforcement agencies, security and defense establishments
4. Enhanced Pre-event and post-event media coverage
5. Viral marketing plan led by entrepreneurs, driven by strong advisory panel of industry leaders
6. A spectrum of at-event branding opportunities in a luxurious environment

Proposed Marketing Plan*

1. Direct marketing mailers to a targeted database with supporting organisation branding
2. Event updates to global mailing lists of OWASP and partners having large subscriber base
3. Social media marketing on LinkedIn, Facebook, Twitter, Google directing to conference webpage
4. Targeted advertisement over online social media portals, search engines, partner portals and awareness via advertisement in print & electronic media
5. Pre-event and post-event press releases to online news portals and print media

OWASP India – Key Differentiators

1. A not-for-profit body with its mission to fight the insecure code, providing its guides, tools, applications for free.
2. Global community formed by information security evangelists. An International platform in its true essence.
3. Vendor neutral platform with participation from leaders, decision makers, developers, testers and end-consumers.
4. Most regarded and respectable brand globally within corporates, governments, academia and individuals. A de-facto standard for application security.
5. Largest information security community in the region with over 10 local chapters and over 5000 information security professionals.
6. Attracts international speakers to present their original research, case studies and techniques.

**Subject to changes and media material deadlines*

Sponsorship Options

** Zoom to 150% for clear resolution*

S. No.	Sponsorship Package Deliverables	Title Sponsor USD 30,000	Diamond Sponsor USD 25,000	Platinum Sponsor USD 15,000	Gold Sponsor USD 8,000	Silver Sponsor USD 4,000
1	Opportunity of being the 'Presenting Sponsor' of the Conference	P				
2	All unsponsored merchandise will be branded with company logo	P				
3	Run your corporate A/V film during the breaks of conference	P	P			
4	Arrangement of interview for senior most person / Company Head with Media being tied up by organisers for the conference	02 Interviews	01 Interview			
5	Display space for showcasing your products & services at conference	P	P	P	P	
6	Visibility across the venue by your corporate standees at strategic locations	6	6	4	2	
7	Prime visibility thru display of your logo on brandings across venue at strategic locations. Logo size will depend on the sponsorship package selected	P	P	P	P	P
8	Your corporate branding in all promotional activities including event webpage, e-mailers, event brochure etc.	P	P	P	P	P
9	Prime Visibility thru logo presence in electronic and Print media being tied up for the conference	P	P	P	P	
10	Sponsors logo on the opening page of conference videos uploaded on youtube, ppt's uploaded on slideshare, post event	P				
11	Sponsor announcement via twitter, facebook and linkedin	P	P	P	P	P
12	Distribution of Corporate literature to the conference participants	P	P	P	P	P
13	Distribution of Corporate literature to the conference participants	P	P	P	P	P
14	Your logo in the conference documentation being distributed to all attendees	P	P	P	P	P
15	Premium Full Page AD Space in the conference documentation	Full Page Premium	Full Page Premium	Full Page	Half Page	
16	Special announcements thanking Sponsors during the day's proceedings	P	P	P	P	P
17	Hotlink from conference microsite to your website	P	P	P	P	P
18	Complimentary passes in the hands on training sessions on second day	4	4	3	2	1

Other Sponsorship Options

Other Branding Options	
VIP Dinner hosted for Speakers & Industry VIP's	Rs. 2,50,000
Badge & Lanyard Sponsor	Rs. 2,00,000
Attendee Bag Sponsor	Rs. 2,50,000
Conference Documentation Sponsor	Rs. 1,50,000
T-Shirts Sponsor	Rs. 2,50,000
Delegate Bag Insert	Rs. 50,000

We look forward to your participation at OWASP InfoSec India Conference 2012.

Thank You,

OWASP India Board

Contact Us:

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Stay Connected!