



OWASP

Lonestar Application Security Conference 2010

Austin, TX – October 29th, 2010

LASCON 2010 Sponsor Overview and Information

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, and cost-effective application security guidelines and tools, the organization has fast become the de facto standards body for Web Application Security.

LASCON 2010 is a premier gathering of Information Security leaders and web application developers in Texas. Texas has more Fortune 500 companies than any other state. Executives from these companies along with 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



Photo from past OWASP AppSec Conference. LASCON 2010 expects to draw over 150 attendees

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

Attendees will be pushed through the Expo floor during breaks giving them direct access to sponsors’ booths and technology. The conference is expected to draw over 150 attendees; all with budgets dedicated to web application security initiatives. Financial Services, Media, Pharmaceuticals, Gaming, State and Federal Government, 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. Sponsorship does not include speaking at the conference (other than speaker introductions). All speakers are chosen through the Call For Papers (CFP) for the conference.

To sponsor LASCON 2010 or if you have any questions, please contact:

James Wickett, OWASP Austin Vice President: (512) 683-6410 | james.wickett@owasp.org



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Sponsorship Information

	Platinum (6 positions)	Gold (14 positions)	Silver (10 positions)
Expo Space (Booth)	Yes with first choice of booth space location	Yes	Yes
Logo placement	<ul style="list-style-type: none"> Logo and text link on OWASP Conference (LASCON) website grouped with Platinum Sponsors On the front of the Conference Bulletin Signs at Conference Entrance 	<ul style="list-style-type: none"> Logo and text link on OWASP Conference (LASCON) website grouped with Gold Sponsors Signs at the Conference Entrance 	<ul style="list-style-type: none"> Text link on OWASP Conference (LASCON) website grouped with Silver Sponsors
Company description Placement	<ul style="list-style-type: none"> Speaker introduction by a representative from your company Listing in Conference Bulletin grouped with Platinum Sponsors Mention in pre-conference emails 	<ul style="list-style-type: none"> Listing in Conference Bulletin grouped with Gold Sponsors Mention in pre-conference emails 	<ul style="list-style-type: none"> Listing in Conference Bulletin grouped with Silver Sponsors
Company Literature Placement	Attendee packs. (Inserts must be provided by Sponsor)	Attendee packs. (Inserts must be provided by Sponsor)	None
Conference Passes	4	2	1
Cost	\$2,500 if paid in full before August 15 th \$2,800 if paid after August 15 th	\$1,500 if paid in full before August 15 th \$1,750 if paid after August 15 th	\$650 if paid in full before August 15 th \$750 if paid after August 15 th



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Additional Sponsorship Opportunities

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	The below sponsorships do not include a booth, but do include 2 conference passes.					
	OWASP Happy Hour	Lunch	Breakfast	Snack Break (2 avail.)	Badge	Bag
Sponsorship includes:	Host the LASCON 2010 Happy Hour from 5:00p to 7:00p	Lunch for all conference attendees	Breakfast for all conference attendees	Exclusive morning or afternoon coffee and snack for conference attendees	Printed badge lanyards for all attendees, co-branded and produced to OWASP specifications.	Printed bags for all attendee packs, co-branded and produced to OWASP specifications.
Sponsor Acknowledgement included in:	OWASP Conference website, brochure, and insert in attendee pack.	OWASP Conference website, brochure, and insert in attendee pack.	OWASP Conference website, brochure, and insert in attendee pack.	OWASP Conference website, brochure, and insert in attendee pack.	OWASP Conference website, brochure, and insert in attendee pack.	OWASP Conference website, brochure, and insert in attendee pack.
Branding at Venue	Party Entrance & Inside Venue	Signage at food table	Signage at food table	Signage at food table	On lanyards	On bags
Branding at Special Sponsors Table	Sponsor will have a table to setup	Banners & Corporate literature	Corporate literature	Corporate literature	Corporate literature	Corporate literature
Total Cost	\$4,000	\$3,500	\$2,000	\$1,500	ALREADY SOLD	\$1,500



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Exposure!



(OWASP AppSec US 2008, NY)

Network!



(OWASP EU Summit 2008, Portugal)

Traffic!



(OWASP AppSec US 2007, EBAY)

Share!



(OWASP EU Summit 2008, Portugal)

The community at your service!



Become a proud sponsor of the OWASP mission!