Global AppSec 2020 Virtual
Frequently Asked Sponsor Questions

Event Summary

The Global AppSec 2020 Virtual Experience will offer attendees, both paid and limited access options to a number of event features similar to our live event model standards but in a virtual experience.

Paid attendees will have access to 60+ self-paced On-demand Education Sessions, advanced networking features, and Capture the Flag activation. In addition to those features, access will be provided to view a number of keynote speakers, and explore solutions from our sponsors in our Virtual Exhibit Hall, as well as participation in a Sponsor Scavenger Hunt.

Attendees with limited access will be able to join us for live keynotes and explore the Virtual Exhibit Hall to interact with our sponsors, explore their contests and set-up appointments to fit their service needs.

FAQ's

Q: What is On-Demand Education?
A: These pre-recorded, breakout sessions, will be hosted behind log-in for paid attendees. This self paced approach allows attendees to experience and learn from as many sessions as they wish over a longer period of time, rather than limiting learning to specific hours and session options with concurrent models. The experience is similar to viewing on-demand TV or webinars.

> ***Sponsor Benefit:** Branding / video promotions for sponsors will be included in each recorded session video (as outlined in the sponsor package level) and viewed by any attendee who accesses a particular session/track.

Q: What portion of the event will be live?
A: Our multiple Keynote Speakers will be featured at two time slots on both "live" event days, October 21st and 22nd. These sessions will be accessible to both paid and limited access attendees. These sessions will act as cornerstones to the virtual event experience and streamed live (not offered On-Demand). In addition to Keynotes, we will have Networking Hall sessions, Scavenger Hunt gaming, and live Exhibit Hour chats open on Oct. 21-22 to engage attendees with the live, interactive features of the event.

> ***Sponsor Benefit:** Branding / video promotions for sponsors will be included at the beginning of each keynote address (as outlined in the sponsor package level) and viewed by any attendee who access a particular keynote session.

Q: What does the Virtual Exhibit Hall entail?
A: A web page featuring all sponsors and organized with premium virtual booths listed at the top of the page. Similar to a retail shopping site, sponsor logos will appear as the booth cover image with brief company description shown in a mouse hover functionality. This is the virtual equal to entering and navigating our tradeshow hall. We are driving attendees to interact with sponsors by encouraging sponsors to participate in "Capture the SWAG" contests of their own and promoting an OWASP exclusive contest, the Scavenger Hunt, which will draw attendees to interact with sponsors during live hours to collect answers, clues, or keywords to complete an OWASP challenge with chances to win featured prizes from OWASP.

> ***Sponsor Benefit:** All sponsor booths have a company logo cover image and brief summary or Call to Action listed. Premium booth placements are offered as a benefit in select sponsor packages.

Q: What is Capture the SWAG?
A: A virtual activation offering, organized by the exhibitors and offered at their choice within their virtual booth. A link to a sponsor site form submission tool will be used to collect the attendee information. It is the exhibitors responsibility to list SWAG/prize details within their booth page area, manage their form site, and to follow-up and issue items to winners.

> ***Sponsor Benefit:** Most exhibitors use this as a raffle incentive for attendees and tie this to a lead activation effort.

Q: What is the Scavenger Hunt and how does it help sponsors?
A: An event activation for all attendees to have an interactive gaming experience while driving traffic to sponsor booths. This offering will be managed by OWASP event team via an attendee form submission tool. Attendees will seek information from participating exhibitors by visiting their booths during office hours to collect answers, clues, or keywords to complete an OWASP challenge with chances to win featured prizes from OWASP.

> ***Sponsor Benefit:** Exhibitors who qualify to participate in this offering will have an indicator of their participation at their virtual booth and will receive guidelines for rules in advance of the event to plan response content accordingly.

Q: What is Capture the Flag?
A: This feature is a separate, paid option for attendees to participate in as a complementary activation to our virtual event experience. This is solely an attendee benefit and is hosted by a third party sponsor.

Q: What is offered for Attendee Networking?
A: We are offering several options and formats for attendee networking at the event. In our Networking Hall we'll feature live sessions and fireside catch-ups with speakers, affinity topics, and attendee submitted problems where we invite conference goers to connect in small group formats for Q&A and discussion - promoting that lunch table and hallway conversation that is invaluable at our events. We also have our Community Conversations feature; this feature functions much like event mobile app networking. Attendees have profiles associated with their attendance in which they are able to publish professional details and make themselves available to direct contact by other attendees seeking 1/1 networking - they can even sync LinkedIn profiles for the best of self-promotion and maybe some job seeking if they choose.

Q: What is included in my Virtual Sponsor Booth?
A: This feature is the virtual version of an exhibit booth. Once an attendee navigates the Virtual Exhibit Hall and selects an exhibitor they'd like to interact with, they will land on the Virtual Exhibit Booth page. This page has a number of features which are the exhibitors responsibility to coordinate and submit assets to build out. This page and it's features will function closely to how an in-person booth experience normally would. Booths are highly customizable by the sponsors. You'll have the option of 3 different layouts which allow varied featured content to be displayed.
<u>Content areas can include functionality such as:</u> form collection tool, live chat with video features, appointment scheduler, links to sponsors' featured websites or product sites, a feature sponsor video, ability to link to marketing documents or sales materials - just about anything you can outline and link to can be built out in your space

> ***Sponsor Benefit:** Exhibitors should consider offering company marketing materials, promotional video content, live sponsor chats, contact me forms and will serve as the gateway for the Scavenger Hunt activation activity (included in select sponsor packages).

Q: How will I collect leads?
A: As the event will offer both paid and limited access attendance options, there are two groups of attendees, "Paid Leads" and "All Leads". If you receive "All Leads" as part of your sponsorship, this will include a larger volume of leads from both the paid and limited access attendee groups. If you receive "Paid Leads" these are attendees who pay for the full virtual event experience, which includes access to on-demand learning and advanced networking. This does not include limited access attendees who would attend keynote sessions for example.
Leads are collected in several ways:
- Booth visits (All Leads)
- Education Sessions (Paid Leads - these are specific to sponsors who have ad placement in front of on-demand sessions targeting attendees who have paid for a full conference pass)
- Sponsor booth feature lead collection: sponsors who elect booth features such as a contact form, linking to sponsor webpage forms/contests (for SWAG etc.), or via 1:1 appointments features will also be provided direct or follow-up sources of leads based on feature functionality.

**All leads, paid or otherwise will be issued within GDPR compliance.