



OWASP
AppSec USA

ORLANDO

19-22 SEPT 2017

SPONSORSHIP OPPORTUNITIES

APPSECUSA.ORG



PROSPECTIVE SPONSORS AND EXHIBITORS

On behalf of the Orlando and Tampa, FL OWASP chapters, we cordially invite you to consider the benefits of sponsoring the 14th annual international Global AppSec USA at the beautiful Disney's Coronado Springs Resort in Orlando, FL on September 19-22, 2017.

The planning committee for AppSec USA 2017 is excited to present many exciting changes to enhance sponsor value and improve ROI. With an expo floor plan designed for expo purposes and sponsor placement and event activities structured to maximize foot traffic to YOUR booth, you can be assured that you will maximize lead generation activities. Additionally, the planning team has several events planned to encourage a family friendly atmosphere to drive attendance numbers skyrocketing upwards, and what better place than Walt Disney World?

The vendor booths are located in high track areas so that you can be assured to get the attention of more than 1,000 security decision makers, influencers, and practitioners in the community. This is the opportunity for your company to recruit, generate business, and share ideas.

Attendance at the AppSec USA conferences has grown steadily since its inception. With previous events boasting over a thousand attendees, last year's conference in Washington DC was very well attended. With world-class speakers at previous events such as Samy Kamkar and Dan Geer at previous AppSec events and Kevin Johnson already committed to AppSec USA 2017, the draw will be spectacular. The dedicated efforts of our combined local chapters will tap into the growing global appetite for application security to make AppSec USA 2017 our largest conference yet.

Please consider joining us in Orlando, and learn why thousands of attendees and dozens of sponsors keep coming back. We look forward to welcoming you to one of the world's leading tourist destinations!

Sincerely,
Tony Turner, Jack Norman, Adrian Pastor, Mike Felch, Willa Riggins, Justin Morehouse, Jon Singer, Sunny Wear, Brian Beaudry and Todd Salmon

**OWASP ORLANDO
OWASP TAMPA**

4 BOOTH

SPONSORSHIP OPPORTUNITIES



D DIAMOND

The ultimate choice for brand recognition

Thoughtfully located in the middle of the expo hall and the registration desk, the Diamond expo area will be impossible to miss! Providing all of the recognition your company deserves.

\$50,000



P PLATINUM

Premium booth with lots of perks

Extremely visible location? Absolutely! Bigger expo space? You got it! Deep discounts for your employees and partners? Oh yeah!

\$22,000



G GOLD

Booths in the center of the action

To increase foot traffic, gold sponsors are included in the Passport Program. To further drive traffic, breaks and other activities will keep attendees in the exhibition hall throughout the day.

\$15,000



S SILVER

CAREER FAIR

Access to AppSec USA attendees at a bargain

Establish your brand and interact with thousands of developers, operations and admins support, testers, and cyber security professionals.

\$10,500

\$800

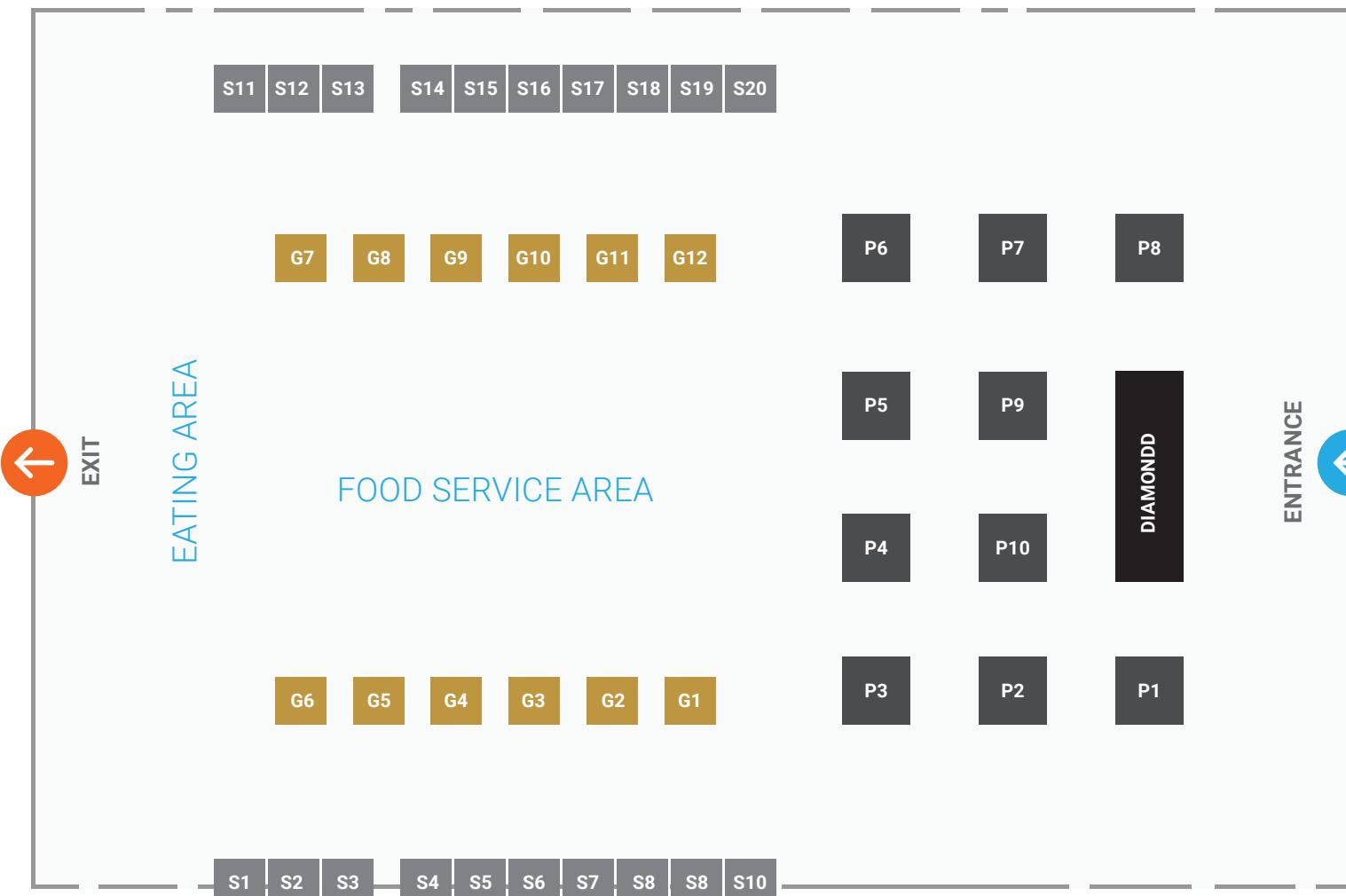
VENUE FLOORPLAN

D DIAMOND
30'x10'

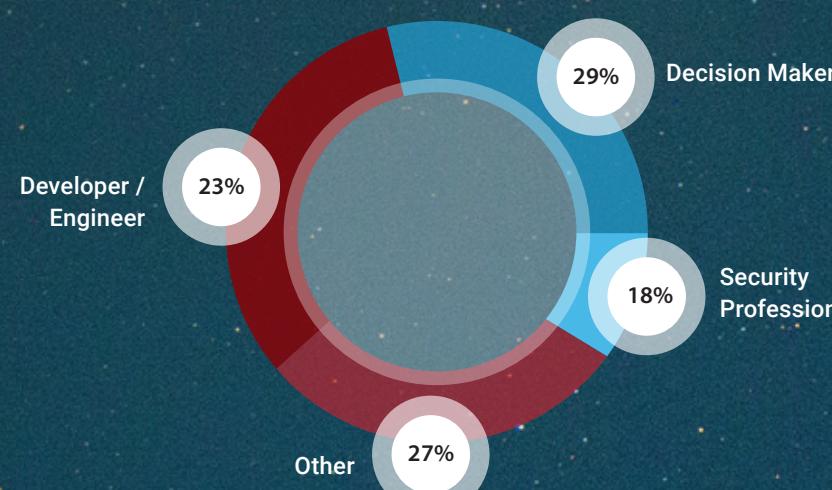
P PLATINUM
10'x10'

G GOLD
6'x6'

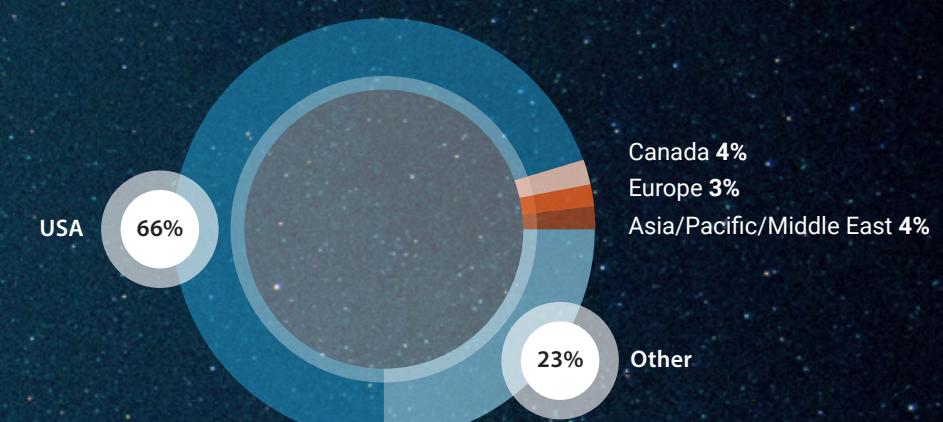
S SILVER
6'x6'



WHO ATTENDS OUR GLOBAL APPSEC USA EVENTS?



REGIONS REPRESENTED



A GLOBAL COMMUNITY OF LEADERS

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 leading minds in the world of web application security allowing for exchange of ideas and the promotion of security across the dimensions of people, process and technology. Three commitment levels exist, and benefits include:

- Advertising, press, social media and other acknowledgements and recognition
- Corporate supporter bios
- Discounted sponsorship rates at OWASP conferences
- Discounted global AppSec conference registration rates for employees
- A vote in global annual elections and other issues
- Optional allocation of funds to specific OWASP chapters, projects, initiatives or events

https://www.owasp.org/index.php/Corporate_Membership

WHY JOIN OWASP?

COMMUNITY

Worldwide events, conferences, training, professional peers. Members include developers, architects, security, auditors, risk managers, executive management, press, law enforcement, legal and entrepreneurs.

INTELLIGENCE

Attend meetings, join mailing lists for current information on new attack vectors, trends and mitigations. Priority access to global and local meetings, conferences and events. Access to podcasts, videos, and presentations including well known projects such as the OWASP Security Testing Guide, OWASP Top Ten, Secure Development Guide, Code Review Guide, Application Verification Standard and hundreds of other projects.

SOFTWARE AND TOOLS

OWASP supports close to 100+ active projects across Builder, Breaker, and Defender categories. Our Code and Documentation projects are licensed under OSI approved open source licenses and are free to download, use, modify and share.

	D	P	G	S
DIAMOND				
General rate	\$50,000	\$22,000	\$15,000	\$10,500
Corporate Member Rate	\$40,000	\$17,600	\$12,000	\$8,000
Exhibit space	Yes - 30'x 10'	Yes - 10'x 10'	Yes - 6'x 6'	Yes - 6'x 6'
Booth location	Ultimate	Premium	-	-
Conference passes	5	4	3	2
Exhibition passes	4	3	2	2
A-la-carte sponsorship discount	20%	20%	20%	20%
Lead retrieval	Yes	Yes	Yes	Yes
Logo on Official Event Website	Yes	Yes	Yes	Yes
Company Ad in Conference Program	Full page	Half page	Quarter page	No
Ticket Discount *	\$100 Unlimited	\$100 Unlimited	\$50 Unlimited	No
Inclusion in Passport Program **	Yes	Yes	Yes	Yes
Event Entrance Signage	Yes	No	No	No
Conference Room Naming Rights	Yes	No	No	No

TICKET DISCOUNTS



CHEAPER TICKETS PLUS LEAD GENERATION

Although OWASP does not sell our attendee contact data, sponsors may provide discount codes which allow attendees to opt into sharing their information with the sponsor in exchange for a reduced admission price.

PASSPORT PROGRAM



LET THE ATTENDEES COME TO YOU

All conference-goers will receive a Passport which may be entered into a drawing by first visiting eligible sponsor booths to receive a "stamp".

TESTIMONIALS

"Johnson Controls has been an innovator in the building and energy efficiency industry since Warren Johnson's invention of the electric room thermostat over a century ago. With the functionality and efficiency that technology has brought to building controls devices the need for software security in embedded controls and the IoT is more apparent than ever. Johnson Controls leverages several OWASP projects to include the OWASP Top Ten and the Application Security Verification Standard (ASVS) and others. Partnering with OWASP is a logical step given our shared commitment to software security."

Jason R. Rosselot, Director Global Product Security (GPS), Johnson Controls

"The OWASP resources and tools have been instrumental in getting our company going. We want to support the ongoing work."

Jacob Hansen, Cobalt.io

"We want to give back to the organization which has given the security community at large so much. It's important that the OWASP mission continue, and we wish to be a part of it."

Kiran Sharma, Application Security Program Lead, FICO

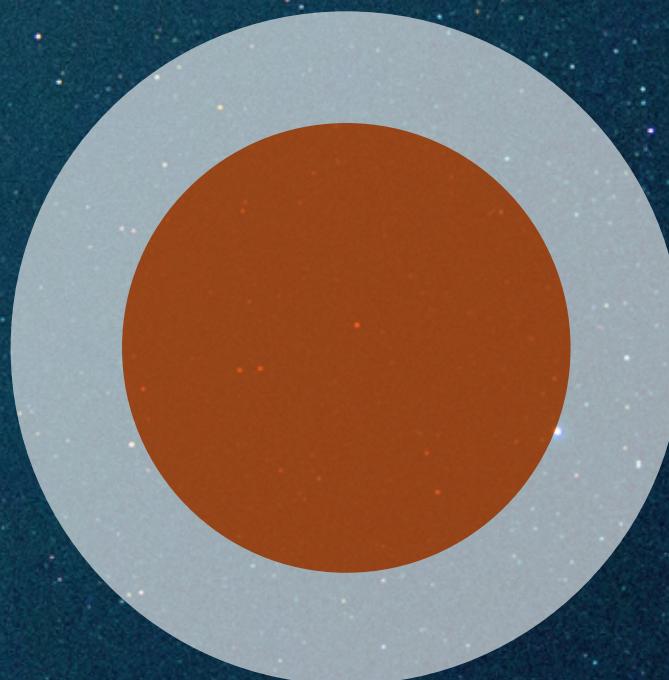
"For Twitter, OWASP has become a trusted community of security experts and a source of great information (e.g., Top Ten) that we use in our security trainings. It has been an honor to support their events and activities in California and we look forward to working more with them in the future"

Chris Aniszczyk, Twitter, 2014

WHY SPONSOR APPSEC USA

OWASP's AppSec events are one of the world's most professional events, gathering a top application security managerial and technical audience. Ever since its foundation, Checkmarx has been supporting OWASP and has enjoyed working closely with a hardworking, devoted and professional team."

Asaph Schulman
VP Marketing Checkmarx



"Security Compass has always been a strong supporter of OWASP. We've been a member for over 5 years and are an enthusiastic sponsor of their AppSec events. In the space of just one year, we sponsored AppSec USA '16 in Washington, DC, AppSec Europe '16 in Rome, Italy, and AppSec California in '17. In 2015 we were Platinum Sponsor at AppSec USA '15 in San Francisco, CA.

OWASP conferences are a gathering place for the most brilliant minds in the application security space. The organizers, Kelly Santalucia and her amazing team at OWASP, make preparing for these events easy and painless. They make us feel so welcome and part of things, dealing with them is a real pleasure. Sometimes it feels as if we're the only sponsor at the show!

Security Compass also encourages the Toronto AppSec community to attend OWASP Chapter meetings, where people can learn from the best about the newest trends, and network with a vibrant community of security professionals. We've even hosted a few of these meetings at our office. To learn more, or to be part of the OWASP Toronto Chapter, visit us at <https://www.owasp.org/index.php/Toronto>.

Isabel Choi
Product Marketing Coordinator, Security Compass Inc.

• A LA CARTE ITEMS



PRE CONFERENCE RECEPTION



A Who's - who in an intimate setting

Both the Main Reception and the Pre-Conference Reception target all conference attendees. However, the Pre-Conference Reception historically serves as an informal meeting spot for keynotes, speakers, and VIPs. As the Pre-Conference Reception sponsor, you will be behind it all.

Sponsorship includes conference website and brochure acknowledgement and venue signage. Other details will be mutually agreed upon. Some limitations and exclusions apply.

\$10,000

TUESDAY
SEPTEMBER 19



- Training
- Conference Registration

WEDNESDAY
SEPTEMBER 20



- Training
- Conference Registration
- Sponsor booth set-up
- Pre-Conference Reception

MAIN RECEPTION



See and be seen

The official AppSec USA 2017 networking social event is attended by hundreds of attendees. Take center stage and give them an event they will talk about for years to come.

Sponsorship includes conference website and brochure acknowledgement, conference shout outs, and signage.

\$17,500

THURSDAY
SEPTEMBER 21



- Conference Registration
- AppSec USA Conference proceedings
- Exhibit
- Career Fair
- Main Reception

FRIDAY
SEPTEMBER 22



- AppSec USA Conference proceedings
- Exhibit
- Sponsor prize giveaways
- Exhibit and Sponsors booth tear-down

12 A LA CARTE ITEMS

13



MORNING COFFEE

FIRST IMPRESSIONS LAST

Yours will be the first brand seen in the morning as conference goers start their day with coffee.

Sponsorship includes web and brochure shout-outs as well as ample area signage.

LUNCH

YOUR BRANDING WHEN ATTENTION IS AT ITS HIGHEST

So many great conversations happen over lunch. What better way to start the dialog than with your company?

Sponsorship includes web and brochure shout-outs as well as ample area signage.

\$2,000

\$6,000

2 Available (1 per conference day)

COFFEE BREAK

TWO FOR THE PRICE OF ONE

We rolled two coffee breaks into one offering to double your branding, and kept the price the same to double your value.

Sponsorship includes web and brochure shout outs as well as signage for morning and afternoon coffee breaks

\$5,000

2 Available (2 per conference day)



WI-FI

AN OASIS OF CONNECTIVITY FOR THE WORKING ATTENDEE

Sponsor Internet access with branded SSID and splash page and we will throw in signage in your dedicated Business center as well as acknowledgements in the conference brochure.

\$5,000

1 Available

PHOTOGRAPHY

TAP INTO OUR SOCIAL MEDIA MACHINE

The AppSec USA Photo Team will don sponsor-branded attire and promote your company in between live photo tweets. Sponsorship also includes credit on the official event photo gallery for ongoing recognition.

\$1,000

3 Available (Wed., Thur., and Fri)

VIDEOGRAPHY

UNPARALLELED BRANDING FOR YEARS TO COME

Past OWASP conference videos have seen hundreds of thousands of views. Become a Videography Sponsor and add your brand to the intro and outro animations for all AppSec USA 2017 Videos.

\$4,500

2 Available (1 per conference day)



BAG SPONSORSHIP

USEFUL AND LASTING

All bags will be co-branded with AppSec USA 2017 logo.

\$6,000

1 Available

LANYARDS

WHERE THE BADGE GOES, THE LANYARD HIGH VISIBILITY, LOW COST WILL FOLLOW

Sponsor the official AppSecUSA 2017 lanyard and assure badge-level visibility. Co-branded with the AppSec USA 2017 logo.

\$6,000

2 Available

NOTEBOOKS

HIGH VISIBILITY, LOW COST

Sponsor the notebooks used by all conference attendees. Sponsor is responsible for providing their branded notebooks for inclusion in each attendee bag.

\$2,000

1 Available

PENS

BECAUSE EVERY CONFERENCE NEEDS ONE

The true hallmark of souvenirs. Sponsor is responsible for providing their branded pens for inclusion in each attendee bag.

\$2,000

1 Available





DRINK TOKENS

DRIVE BOOTH TRAFFIC WITH DRINK TOKENS

Receive a 100-chip bundle to distribute to booth visitors, partners and others. Each chip is redeemable for a beverage (beer, wine, soda) at the Conference Reception.

\$1000/BUNDLE OF 100

INTERESTED IN SPONSORING?

Contact **Kelly Santalucia**

kelly.santalucia@owasp.org

ROOM NAMES

CREDITABLE, AUTHORITATIVE BRANDING

You pick the name for one of our primary session rooms. The sponsored room name will be used for AppSec USA signage and schedule.

TRACK ROOMS

TALKS

\$5,000

3 Available

TRACK ROOMS

LIGHTNING TALKS

\$1,000

2 Available

WORKSHOPS

\$1,000

2 Available

WOMEN IN APPLICATION SECURITY PROGRAM

The purpose of the Women in AppSec Program is to increase the visibility and participation of women in application security. The program was successfully launched in 2011 at AppSec USA, and the aim is to run the program at every OWASP Global AppSec going forward. Most recently, at AppSec USA in Washington DC in October 2016, Women in AppSec hosted a Mentor Luncheon, Women's Networking event, and Planning Session as well as sponsored women students from local universities to attend the conference and events.

The Women in AppSec program is for any OWASP member who believes that diversity is important to the success of the organization, as well as for women looking to learn more about AppSec or who want to make career connections with like-minded colleagues. This includes female undergraduate and graduate students, instructors, and professionals who are dedicated to information security or application development.



The OWASP Foundation, in recognition of value to both organizations and society, is working to support and enhance programs that increase the participation of women in the field of information and application security. The OWASP Foundation Women in AppSec Program provides merit-based funding for women to attend participating OWASP AppSec conferences. OWASP's current program objective is to encourage female students at both the undergraduate and graduate levels, instructors, and professional working women who are dedicated to a career in information security and/or application development, to expand their skills and pursue application security. Interested applicants are encouraged to apply to the program running within their region of residence.



WOMEN IN APPSEC SPONSORSHIP OPPORTUNITIES

DIAMOND LEVEL WIA LUNCHEON SPONSOR

\$3500 / \$3300 CORP MEMBER (1 AVAILABLE)

- ◆ Logo on the WIA webpage on the event website
- ◆ Logo on the WIA wiki page for one year
- ◆ Literature placement on a table in the WIA Luncheon *
* Sponsor is responsible for providing literature
- ◆ Logo placement on signage in the WIA Luncheon
- ◆ Logo placement on the screen at the WIA Luncheon
- ◆ Have a representative from your company introduce The WIA speakers at the Luncheon
- ◆ Large size logo in the Conference Brochure on the WIA page

PLATINUM LEVEL WIA LUNCHEON SPONSOR

\$2500 / \$2300 CORP MEMBER

- ◆ Logo on the WIA webpage on the event website
- ◆ Logo on the WIA wiki page for one year
- ◆ Literature placement on a table in the WIA Luncheon *
* Sponsor is responsible for providing literature
- ◆ Logo placement on signage in the WIA Luncheon
- ◆ Logo placement on the screen at the WIA Luncheon
- ◆ Medium size logo in the Conference Brochure on the WIA page

GOLD LEVEL WIA LUNCHEON SPONSOR

\$1500 / \$1300 CORP MEMBER

- ◆ Logo on the WIA webpage on the event website
- ◆ Logo on the WIA wiki page for one year
- ◆ Literature placement on a table in the WIA Luncheon *
* Sponsor is responsible for providing literature
- ◆ Small size logo in the Conference Brochure on the WIA page

SILVER LEVEL WIA LUNCHEON SPONSOR

\$500 / \$300 CORP MEMBER

- ◆ Logo on the WIA webpage on the event website
- ◆ Logo on the WIA wiki page for one year
- ◆ Company mention in the Conference Brochure on the WIA page



OWASP PROJECT SUMMIT USA 2017

SEPTEMBER 19th - 20th

We are excited to announce the OWASP Project Summit USA 2017. OWASP is providing a platform for project leaders on the two full days prior to AppSec USA 2017. The platform provides an open forum setting for ideas, discussing innovations, gaining project contributors and sharing feedback for projects with the goal of helping them advance to the next level.

This year's project summit will include the opportunity to work on some of the hot topics and initiatives being discussed at OWASP. Please give us your feedback on which of the following topics you'd like to see discussed at the summit. We've listed some below - feel free to suggest others:

- [Gaming OWASP projects and badges](#)
- [OWASP Documentation Projects into github/markdown & sharing content](#)
- [Project Review Activities and the new Conversational Review methods](#)

Use this opportunity to demo your project to others at the summit, promote for sponsorship, gain feedback, or simply brain-storm some ideas and add a few features.

LET'S MAKE THIS A SUCCESS! SIGN UP!

Requirements for Participation:

- Active OWASP Project started in the last 9 months
- Complete and updated wiki page with a clear roadmap
- Agenda and Deliverables for your project at the summit are required
- Deadline on September 5th!

Funding Opportunities: (through the Reimbursement Process)

- \$750.00 for Air Travel Assistance per OWASP Project
- Two Nights of accommodations for the days of the Project Summit USA
- OWASP Project Leaders (three leader max) receive a complimentary pass for AppSec USA 2017.

Please use our [contact us form](#) with any questions or concerns.

Contacts at OWASP Foundation:

Matt Tesauro: matt.tesauro@owasp.org

Claudia Aviles Casanovas: Claudia.Aviles-Casanovas@owasp.org



SPONSORSHIP OPPORTUNITIES

OWASP PROJECT SUMMIT **USA 2017**

Support the OWASP Project Summit happening at our Global AppSec events. For a small donation, your company will receive ALL of the benefits listed on the next page.

Please use our [contact us form](#) with any questions or concerns.

Contacts at OWASP Foundation:

Matt Tesauro: matt.tesauro@owasp.org

Claudia Aviles Casanovas: Claudia.Aviles-Casanovas@owasp.org

Benefits include:

- Logo on Project Summit page on the Global AppSec event website
- Logo on Project Summit signage located outside the Project Summit room (if signed on by a specific date)
- Logo on Project Summit wiki page
- Logo on Project Summit presentation deck
- Twitter- social media thank you
- Connector: thank you in the release of our Connector following the conclusion of the Global AppSec event
- Logo in conference program (if signed on by a specific date)

Minimum donation: \$250/USD
per Global AppSec Project Summit



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