OWASP 2024 GLOBAL AppSec™

SAN FRANCISCO SEPT 23-27 | HYATT REGENCY

EXHIBITOR
AND SPONSORSHIP
PROSPECTUS

TOP 10 REASONS TO EXHIBIT

→ Meet and connect with prospects

→ Strengthen relationships with existing customers

→ Learn about new products /services in the industry

→ Generate sales

→ Capture leads and build a database

→ Build brand awareness

→ Speak directly to target market

→ Introduce new products/services

→ Network with like-minded professionals

→ Fun and engaged attendees

WHAT DO I GET FOR A BOOTH?

Exhibitors who choose to exhibit at **2024 Global AppSec San Francisoc** will be provided with:

→ A simple shell scheme as a booth

→ A standard trestle table with cloth and two chairs (2 tables and 4 chairs for Diamond Plus)

How big are the booths?
The unique floor plan required for the venue means that not all exhibitors have the same measurements. Sizes are provide as a guide only.

Diamond Plus
Located in one of the premium positions in the main expo hall.
Diamond Plus booth is: **8'x16'**

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Located in one of the premium positions in the main expo hall.
Diamond booths are: **8'x16'**

Gold
Large booth, significant traffic in the main expo hall.
Gold booths are: **8'x8'**

Silver
Booth in high traffic area in the main expo hall.
Gold booths are: **8'x8'**

EXHIBITOR PACKAGES

Benefits	Diamond Plus (1)	Diamond (12)	Gold (8)	Silver (12)	Start-Up Companies (22) established 36-months or less	Supporter
Exhibition	8'x16' located in one of the premium positions in the main expo hall.	8'x16' located in one of the premium positions in the main expo hall.	8'x8' large booth, significant traffic in the main expo hall.	8'x8' booth in high traffic area in the main expo hall.	booth in Grand Ballroom Foyer	NO
Complimentary full conference passes	8	8	4	2	2	1
Discounted conference passes (unlimited uses off a full conference ticket).	$100 OFF	$100 OFF	$50 OFF	$25 OFF	$25 OFF	$25 OFF
Logo on the official event website	YES	YES	YES	YES	YES	YES
Logo on the exhibitor acknowledgment slide during the events opening and closing ceremony.	YES	YES	YES	YES	YES	YES
Logo projection display on a wall for both conference days	YES	NO	NO	NO	NO	
Lead Generation License (up to 3 users).	YES	YES	YES	*Available as an add-on	*Available as an add-on	NO
Thursday Evening Networking Reception Sponsor	YES	NO	NO	NO	NO	NO
Event Signage	YES	YES	NO	NO	NO	NO
Social Media Recognition	YES	YES	YES	YES	YES	YES
Option to provide one collateral piece for inclusion in attendee bags	YES	YES	YES	YES	NO	NO
Drink Tickets valid Thursday evening during our Networking Reception.	100	50	*Available as an add-on	*Available as an add-on	*Available as an add-on	NO
Passport Program (exhibitor agrees to provide a prize valued at $50 or more).	YES	YES	YES	*Available as an add-on	*Available as an add-on	NO
Corporate Supporter Cost	$36,000	$29,750	$20,250	$16,625	N/A	N/A
General Cost	$45,000	$35,000	$22,000	$17,500	$7,500	$3,000

SPONSORSHIP AND BRANDING
PACKAGES

Lanyard Sponsorship (1 available)	**$8,500**

- Sponsor provides lanyards for all conference attendees. Needs to meet OWASP specifications and approval
- Logo on event website
- Logo on the exhibitor/sponsor acknowledgment slide during the events opening and closing ceremony.
- Social media recognition
- Two full conference passes

Bag Sponsorship (1 available)	**$10,000**

- Sponsor provides bags for all attendees
- Logo on event website
- Branded event attendee bag
- Logo on the exhibitor/sponsor acknowledgment slide during the events opening and closing ceremony.
- Social media recognition
- Two full conference passes

Keynote Sponsorship (2 available)	**$10,000**

- Keynotes are recorded, so your brand will forever been seen in the recordings.
- Sponsor provides at least one pull-up banner to be placed in the Keynote room for one day. Two keynote sessions per day.
- Logo on event website
- Social media recognition
- Two full conference passes
- Logo on the exhibitor/sponsor acknowledgement slide during the events opening and closing ceremony.

SPONSORSHIP AND BRANDING
PACKAGES

Track Sponsorship (5 available) — $10,000

- Tracks are recorded, so your brand will forever been seen in the recordings.
- Sponsor provides at least one pull-up banner to be placed in one track room for the two conference days.
- Logo on event website
- Social media recognition
- Two full conference passes
- Logo on the exhibitor/sponsor acknowledgement slide during the events opening and closing ceremony.

Networking Reception Sponsorship (1 available) — $20,000

- 5-minute speaking opportunity at the beginning of the reception
- Branded dessert
- Option to provide handouts during reception
- Sponsor provides pull-up banners for branding during reception
- Logo on event website
- Social media recognition
- Two full conference passes
- Lead scanner license (up to 3 users)
- Logo on the exhibitor/sponsor acknowledgement slide during the events opening and closing ceremony.

Conference Breakfast Sponsorship (2 available) — $10,000

- Sponsor provides pull-up banners for display during one conference day breakfast
- Logo on event website
- Social media recognition

SPONSORSHIP AND BRANDING
PACKAGES

- **Lead scanner license (up to 3 users)**

- **Two full conference passes**

- **Option to provide handouts during one conference day breakfast.**

- **Logo on the exhibitor/sponsor acknowledgement slide during the events opening and closing ceremony.**

⬤ Conference Lunch Sponsorship (2 available) — $10,000

- **Sponsor provides pull-up banners for display during one conference day lunch**

- **Logo on event website**

- **Social media recognition**

- **Lead scanner license (up to 3 users)**

- **Two full conference passes**

- **Option to provide handouts during one conference day lunch.**

- **Option to provide branded napkins, etc. during one conference day lunch.**

- **Logo on the exhibitor/sponsor acknowledgement slide during the events opening and closing ceremony.**

⬤ Conference Coffee Break Sponsorship (2 available) — $10,000

- **Sponsor provides pull-up banners for display during both coffee breaks for one conference day**

- **Logo on event website**

- **Social media recognition**

- **Lead scanner license (up to 3 users)**

- **Two full conference passes**

- **Option to provide handouts during both coffee breaks for one conference day.**

- **Option to provide branded napkins, coffee cups, etc. for one conference day.**

- **Logo on the exhibitor/sponsor acknowledgement slide during the events opening and closing ceremony.**

SPONSORSHIP AND BRANDING
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Networking Reception with Open Bar Sponsorship (1 available) — $20,000

- Sponsor provides pull-up banners for display during Networking Reception
- Logo on event website
- Social media recognition
- Lead scanner license (up to 3 users)
- Four full conference passes
- Option to provide handouts during Networking Reception
- Option to provided branded item such as cocktail napkins, coasters, etc.
- Logo on the exhibitor/sponsor acknowledgement slide during the events opening and closing ceremony.

OWASP Leaders Meeting/Open Bar Sponsorship (unlimited) — $5,000

- Sponsor provides pull-up banners for display during Leaders Meeting
- Logo on event website
- Social media recognition
- One full conference pass
- Sponsor provides one raffle prize to be raffled off at the end of the Leaders Meeting. Prize valued at $50 or more.
- Option to provide handouts during Leaders Meeting
- Logo on the exhibitor/sponsor acknowledgement slide during the events opening and closing ceremony.

OWASP Jeopardy Sponsorship (2 available) — $4,000

- Sponsor provides pull-up banners for display during OWASP Jeopardy
- Logo on event website
- Social media recognition

SPONSORSHIP AND BRANDING
PACKAGES

- **Two full conference passes**
- **Sponsor provides prizes (5) for Jeopardy winners. Each prize valued at $20 or more.**
- **Logo on the exhibitor/sponsor acknowledgement slide during the events opening and closing ceremony.**

● Women in AppSec (WIA) Reception Sponsorship (unlimited) — $6,500

- **Sponsor provides pull-up banners for display during the WIA Reception**
- **Logo on event website**
- **Social media recognition**
- **One full conference pass**
- **Option to provide handouts during the WIA Reception**
- **Logo on the exhibitor/sponsor acknowledgement slide during the events opening and closing ceremony.**

● Newcomer Reception Sponsorship (unlimited) — $8,500

- **Sponsor provides pull-up banners for display during the Newcomer Reception**
- **Logo on event website**
- **Social media recognition**
- **Two full conference passes**
- **Option to provide handouts during Newcomers Reception**
- **Logo on the exhibitor/sponsor acknowledgement slide during the events opening and closing ceremony.**

● Training Breakfast (1 available) — $7,500

- **Sponsor provides pull-up banners for display during our three days of training**
- **Logo on event website**

SPONSORSHIP AND BRANDING
PACKAGES

- **Social media recognition**
- **One full conference pass**
- **Logo on the exhibitor/sponsor acknowledgement slide during the events opening and closing ceremony.**

● **Training Lunch** (1 available)	**$7,500**

- **Sponsor provides pull-up banners for display during our three days of training**
- **Logo on event website**
- **Social media recognition**
- **One full conference pass**
- **Option to provide branded napkins, etc. for all thee training days.**
- **Logo on the exhibitor/sponsor acknowledgement slide during the events opening and closing ceremony.**

● **Training Coffee Breaks** (1 available)	**$7,500**

- **Sponsor provides pull-up banners for display during our three days of training. Two breaks per day.**
- **Logo on event website**
- **Social media recognition**
- **One full conference pass**
- **Option to provide branded napkins, coffee cups, etc. for all three training days.**
- **Logo on the exhibitor/sponsor acknowledgement slide during the events opening and closing ceremony.**

SPONSORSHIP AND BRANDING
PACKAGES

Branded Hotel Key (1 available) **$6,500**

- **Your logo on hotel key cards**

- **Logo on the official event website**

- **Two full conference passes**

- **Social Media recognition**

- **Logo on the exhibitor/sponsor acknowledgement slide during the events opening and closing ceremony.**

10% DISCOUNT

FOR EXHIBITOR/SPONSORSHIP CONTRACTS SIGNED BEFORE JANUARY 1, 2024. ALL BENEFITS ARE BASED ON AVAILABILITY AND DEADLINES.

Contact us at **events@owasp.com** if you are interested in participating.