



# OWASP

United.  
Secured.

## AppSec Israel 2025

### AppSec Israel 2025 Sponsorships

The annual OWASP AppSec Israel Conference is the largest conference in Israel for application security and regularly draws hundreds of participants. This year we are expecting close to 1000 attendees, including security professionals, developers, managers, and more. While no one can predict the future, we are expecting a more peaceful 2025, which will likely attract even more overseas attendees and speakers and generally further raise the profile of the conference. The next Conference will take place on **June 5, 2025, in Tel Aviv**.

Whether you have a product to showcase, you are offering a service, or you are recruiting, sponsoring the OWASP AppSec Israel event gets you the right exposure! Supporting the AppSecIL Conference also helps support the local OWASP community, and ensures that we can keep on making our conferences better and better. Sponsorship fees are intended to cover the costs of the Conference. Since the Conference is open to all and very low cost to attend, we need your support to enable us to put on a great conference.

**Past sponsors include CyberArk, GE Digital, Jit, OX.security, Check Point, Deloitte, HCL, Contrast, J.P. Morgan, Akamai, Imperva, Synopsys, Checkmarx, WhiteSource, Bright, Snyk, Paypal, F5, Microsoft, and many more.**

OWASP is an open-source, non-profit organization. While our activities are free for all, we do have costs, and we need your help to make our activities better.

We are now offering Diamond, Platinum, Gold, and Silver sponsorship levels, as well as “à la carte” options. We are also offering a new Startup minimal exhibitor level, for recently founded companies (established 3 years or less) without substantial funds. There is also a minimal-cost “Community Supporter” option for non-profits, government offices, small startups, and such. Of course, if you are a Corporate Supporter of OWASP, [you can choose to allocate a percentage of your membership fees to the Israel Chapter](#), and we will consider those funds as conference sponsorship accordingly.

For more details and to confirm your participation, please contact [appsec-israel-sponsors@owasp.org](mailto:appsec-israel-sponsors@owasp.org).

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**Early bird sponsors that sign a contract by Jan. 15 get 10% discount on premium tiers.**



## What You Get for Sponsoring

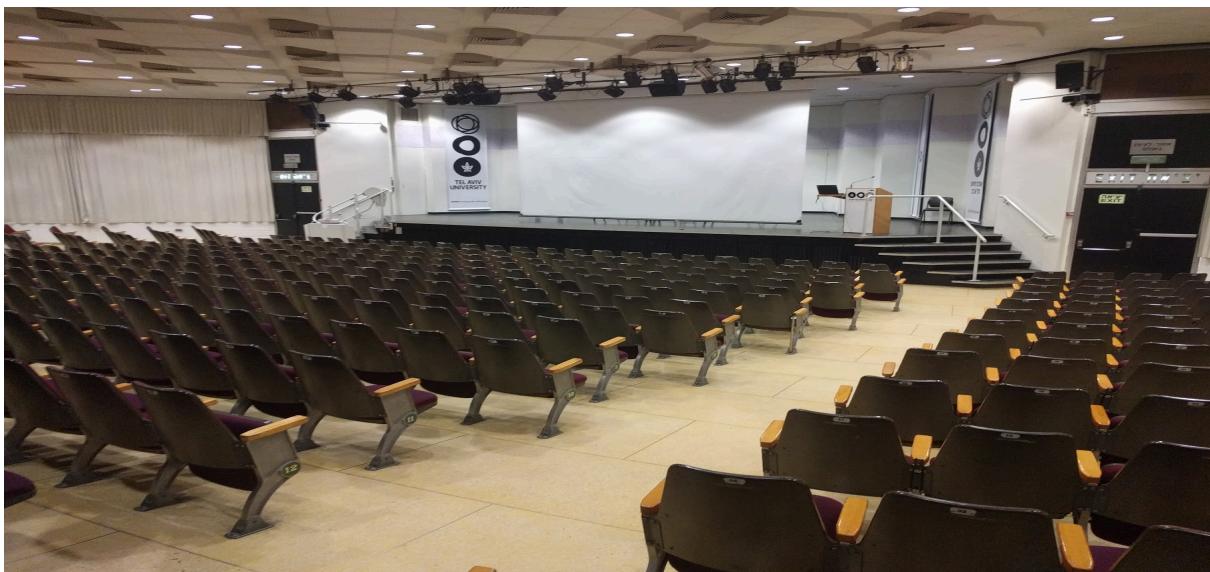
All sponsors, regardless of your package level receive the following:

- Our warm appreciation, and hopefully a good feeling of **helping the community!**
- Access to all the **tools, guides, and libraries** that OWASP makes available for everybody - if you benefit from these, **support the organization!**
- **Preference for hosting** chapter meetup, based on schedule + other considerations.
- All **premium packages** include a table, black tablecloth, 2 chairs, and electric socket.
- Optionally, the venue also offers turnkey packages including black carpeting, a back wall with graphics, a screen, and a counter with front branding. See below for details.

PREMIUM TIERS					
Benefit	Startup	Silver	Gold	Platinum 4 max	Diamond 1 max
Expo Booth size	Cocktail	2x2m	3x2m	4x3m	Central Area
Location choice	No	No	Yes	Early	First
Logo on Website	Yes	Yes	Yes	Yes	Header
Logo on Banners	No	Yes	Yes	Large	Full width
Stage Roll-ups (Place roll-up (1) on stage)	No	No	No	One track (your choice)	Keynote + all tracks
Logo on Chapter page	No	No	Annual	Annual	Annual
Included tickets	2	3	5	7	10
Lead scanner	No	Add-on	Included	Included	Included
Vendor passport raffle (vendor provides prize worth \$50 or more)	No	No	Yes	Yes	Yes
Mention during opening ceremony	On screen	On screen	On screen	Group	Individual
Host a Workshop* (in a dedicated room during the conference)	No	No	No	Single session	Double session
Optional turnkey package	-	Available	Available	Available	Custom
<b>Price:</b>	<b>\$2,500</b>	<b>\$6,000</b>	<b>\$10,000</b>	<b>\$16,000</b>	<b>\$24,000</b>

\* Sponsored educational session, subject to approval by the Conference Committee.

Will appear on the agenda as a Sponsored Session, and in parallel to other sessions.



### **Optional Turnkey Packages (Add-on to Premium Tiers)**

Our production vendor offers the following complete packages, arranged directly with them:

- Platinum: 4x3 carpet, 4x240 back wall, 55" screen, 100x150 counter. *Price 4,200 ILS.*
- Gold: 3x2 carpet, 300x240 back wall, 55" screen, 100x150 counter. *Price 3,650 ILS.*
- Silver: 2x2 carpet, 200x240 back wall, 42" screen, 100x150 counter. *Price 2,850 ILS.*

### **Community Supporter**

We also have a "Community Supporter" level of sponsorship, for non-profits, government offices, small startups, or companies with limited finances that are interested in supporting the local OWASP Israel chapter. Community Supporters do not get a booth or table at the sponsor's display area, but you can leave a stack of fliers or swag at a central table, and you will have a small logo on the Conference website.

*Price: \$1,000 USD*

### **Not-for-Profit / Barter Sponsorship of AppSecIL Conferences**

We are happy to allow any information-security-related not-for-profit organization or community to present at our Conference Expo (space permitting). You may get, for free, the same sponsor benefits. In exchange, we ask that you advertise our event to your audience.

We extend the same type of barter to commercial organizations that hold events. If you organize an information security related event, we would let you promote it in our Expo in return for having a presence in your event. The only condition is that when you hold similar events we will be present at those events in return.

### **Other Support**

It is also possible to be creative and find non-financial ways to support us and contribute to the successful running of the Conference. If you have any other ideas please contact Ori Troyna ([ori.troyna@owasp.org](mailto:ori.troyna@owasp.org)) directly.

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## Additional A La Carte Opportunities

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In addition to the above, sponsors can choose from additional conference items, including:

- **Lanyards (1 available)** - Have your branded lanyard around the neck of all Conference attendees!  
*Price: \$4,500 USD*
  
- **Sponsored Badges (1 available)** – Tag all attendees with your logo, by adding your brand to all Conference name badges.  
*Price: \$3,500 USD*
  
- **Conference T-shirts** - Sponsoring conference T-shirts with your corporate logo, together with the Conference and OWASP logos (pursuant to sufficient support). We are offering these options for your logo, relative to the other logos that will appear:
  - Main logo - upper back (*2 available*)  
*Price: \$6,500 USD*
  - Smaller logo, lower back (*6 available*)  
*Price: \$2,850 USD*
  
- **Capture the Flag (1 available)** - Sponsor our popular CtF competition! This contest will start before the conference, and continue throughout the event. As the official CtF Host, you'll provide your own CtF platform and challenges. Your logo will appear on the CtF page and you can place your roll-up in a dedicated CtF room (pending availability). You'll be invited on stage to award your prizes to the winners.  
*Price: \$3,500 USD*

- **Conference Lunch Sponsor (1 available)** - Food - the favorite part of the day! The Lunch Sponsor can provide pull-up banners for display next to the catering tables during conference day lunch, and your logo will be on the event website. You will also receive 2 conference tickets and a lead scanner. You will also have the option to provide branded napkins, and a 10-minute speaking opportunity in the exhibition hall during lunch.

*Price: \$7,000 USD*

- **Diversity Event (2 available)** - We will be hosting an evening event for women and other under-represented folks, to enable networking and provide special sessions for mentoring and career advice. Support our diversity efforts and place your roll-up on stage during this event. You will also have the opportunity to greet attendees at the opening of the event.

*Price: \$2,500 USD*

- **Video recording (2 available)** - We would like to hire professional video and sound equipment, as well as staff to record and edit all lectures, to share with the global OWASP community. These would be permanently online, and you can include a logo or name in the videos or video descriptions (details to be discussed).

*Price: \$4,500 USD*

- **Track Sponsor (3 available)** - Sponsor one track of your choice at the event. You can place a roll-up by the hall entrance, and another on one side of the stage. You will also have 3 minutes to open the track in the morning, and closing words at the end of the track. The sponsor can also include a logo or name on the slide in the morning and between presentations.

*Price: \$4,500 USD*

- **Coffee Sponsor (1 available)** - Keep the attendees caffeinated and attentive! Upgrade the beverage situation with premium coffee stands at the event. You can place an additional sign at each coffee stand, and optionally provide your own branded cups or cocktail napkins with your logo in addition to the Conference logo.

*Price: \$5,000 USD*

- **Speakers Dinner (1 available)** - AppSecIL Conference is always well known for its high quality and exceptional content. We would like to reward our speakers who donate their time freely, with a celebratory dinner after a successful Conference. If you choose to sponsor this Dinner, you will be invited to join us and meet the speakers in a small, intimate setting, and network with each of them.

*Price: \$4,500 USD or in-kind*

- **After-Party (3 available)** - A big part of AppSecIL is the vibrant community and warm atmosphere that creates new connections. This year we would like to host an afterparty after the conference, to encourage this networking and community growth. The After Party Sponsor will be invited to join us, put up a roll-up poster or two, and open the After Party with welcoming words. Optionally, you can also provide\* a guest speaker or other entertainment.

*Price: \$3,000 USD*

\* Subject to approval by the Conference Committee.

## Why We Need Your Support

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OWASP is very strictly not-for-profit. We use the sponsorship funds to help make our events even more compelling to the audience while striving to make them free for participants, and support the community year-round. We want more people to join us so we can educate them about making applications more secure!

The Conference is not intended to be profitable, we need financial support to cover costs:

- **Venue costs** – Direct cost of hall rental and additional associated costs, for some of the involved logistics such as hiring required equipment.
- **Refreshments** - we want to keep people for a long time, and we certainly bring good and interesting speakers, so we don't want people to go home when they get hungry.
- **Name tags** - we feel that professional networking and getting to know each other is an important facet of the community, and name tags make this easier.
- **Lecture videos** - recording presentations enables them to be available also to anyone who cannot get to the Conference, and further publicize the contents of the event.
- **Promotion** - Till now, our events have been publicized mostly by word of mouth. We would like to get to a wider audience by advertising our events.

We are also happy to hear if you feel that you can contribute in any way besides financially.

Please remember:

- The Conference program is strictly selected on professional terms. **There is absolutely NO "pay-for-play"**, sponsors may not request their talks be accepted.
- Privacy restricts us from providing sponsors with the list of people registering or attending. These can be collected in a booth directly, for example by hosting a raffle.

## What You Should Prepare as a Sponsor

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As a sponsor, you are not obliged to do anything. Sponsorship can be a philanthropy. However, in order to take full advantage of the benefits listed above, we recommend the following:

- Send us your logo and link to put on the Conference web page (maximum logo size according to tier), as well as your X (Twitter) handle for promotion.
- Prepare a roll-up type poster or equivalent for your tabletop booth, or a full-size popup booth according to your sponsorship level.
- Prepare a demo to show or brochures to hand out to Conference attendees.
- Make sure you have technical staff attending the booth, as you should expect very deep, high-value discussions with a discerning audience.
- If you are recruiting, have your job descriptions available, as well as expected benefits. Bring some teammates to show off!
- Prepare your swag and giveaways, if you want to hand these out.
- You may want to hold a raffle for people who fill in their details, in order to collect leads. We will be happy to announce the prize on the main stage, and on the Conference page.
- Arrive at least 30 minutes before the Conference starts to set up your booth.
- Help us publicize the event even further to ensure greater success!



## Exhibition Layout

Below you can see the proposed layout of the sponsor exhibition area. Note this might need to change due to other requirements and we cannot commit it will be exactly as displayed.

