



# OWASP

## AppSec Israel 2023

We're Back!

## AppSec Israel 2023 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 over 1000 attendees, including security professionals, developers, managers, and more. 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. The Conference will take place this year in May 2023.

In addition, we will be hosting a free Developers' Training Day right before the main Conference. This will provide developers with the basic skills they need to build secure systems.

This year, we realized that our community of participants and sponsors and the Application Security industry in general has continued to grow, and it is time for AppSecIL to likewise mature. Accordingly, we have decided to significantly upgrade our Conference this year, and move to a more professional venue. As much as we loved being integrated with the academic community, our needs have simply outgrown their facilities.

Moreover, after the huge success of the Global AppSec Tel Aviv conference in 2019, the immense industry growth in recent years, and increased demand for quality conferences since COVID, we are expecting to attract even more overseas attendees and speakers and to generally further raise the profile of the conference.

Sponsoring the AppSecIL Conference also helps support the 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 free of charge to attend, we need your support to enable us to put on a great conference.

**Past sponsors include CyberArk, GE Digital, Check Point, Deloitte, J.P. Morgan, Akamai, Imperva, Synopsys, Checkmarx, WhiteSource, PerimeterX, Snyk, Paypal, F5, and many others.**

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

We are now offering Bronze, Silver, Gold, Platinum, and Diamond sponsorship levels as well as "à la carte" options. 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 Member 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 or to confirm your sponsorship, contact Ori Troyna ([ori.troyna@owasp.org](mailto:ori.troyna@owasp.org)).



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

## What You Get for Sponsoring

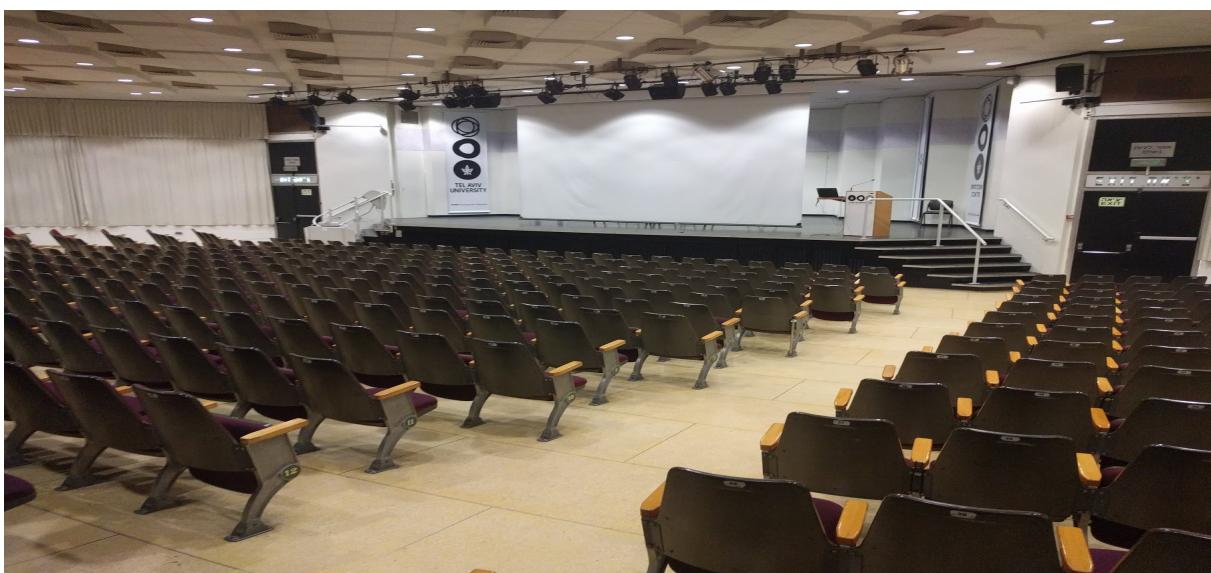
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All sponsors, regardless of sponsorship level receive the following:

- Our warmest appreciation, and hopefully a very 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 a chapter meeting in the coming year, based on schedule and other considerations.
- In general, if there is something else specific that you may want, and is within the OWASP guidelines, please let us know.

PREMIUM TIERS					
Benefit	Bronze	Silver	Gold	Platinum 4 max	Diamond 1 max
Expo Booth size	Coffee table	Small table	Medium	Large	Largest
Pop-up booth	No	No	No	Yes	Yes
Location choice	No	No	Yes	Early	First
Rollups	1	1	2	2	3
Logo on Website	Yes	Yes	Yes	Yes	Header
Logo on Banners	No	Yes	Yes	Large	Full width
Stage Rollups	No	No	No	One track (your choice)	Keynote + all tracks
Logo on schedules	No	Small	Yes	Large	Large
Logo on Chapter page	No	No	Yearly	Yearly	Yearly
Vendor passport raffle	No	No	Yes	Yes	Yes
Mention during opening ceremony	On screen	On screen	On screen	Group	Individual
Host a Workshop *	No	No	No	Single session	Double session
<b>Price:</b>	<b>\$2,500</b>	<b>\$6,000</b>	<b>\$9,500</b>	<b>\$14,000</b>	<b>\$22,000</b>

\* Subject to approval by the Conference Committee.



### **Community Supporter**

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

*Price: \$1000 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.

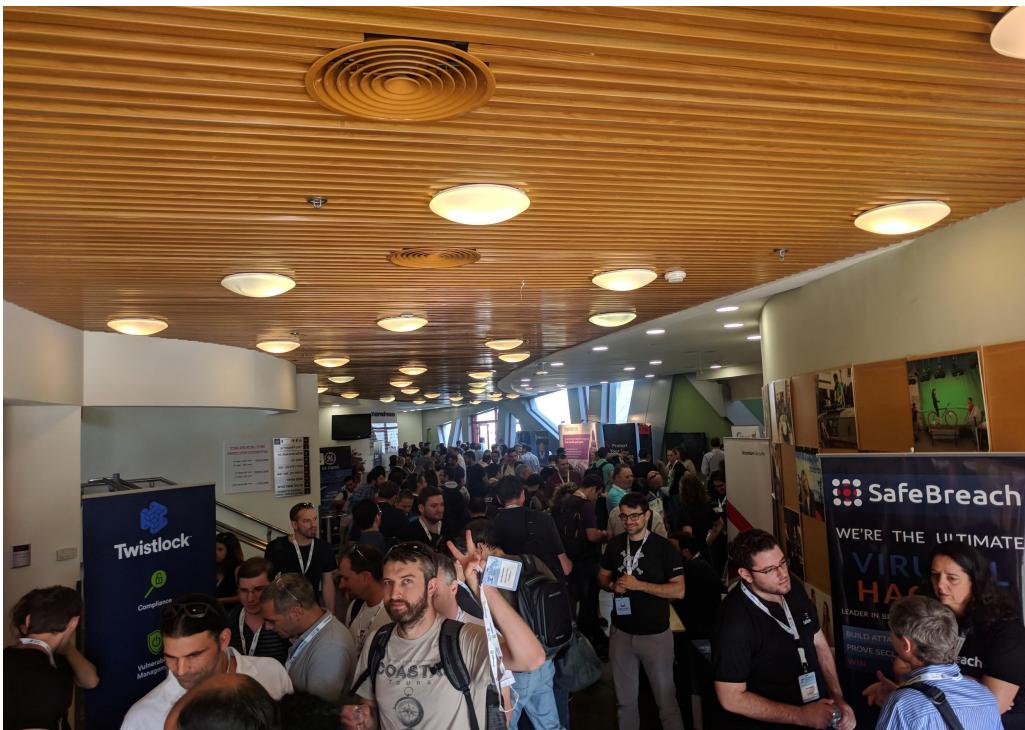
We extend the same type of barter to commercial organizations that hold events. If you organize an information security related event, we would let you promote it in our Expo in return for having a presence in your event. The only condition is that when you hold similar events we will present at those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

- **Lanyards (1 available)** - Have your branded lanyard around the neck of all Conference and Training attendees!  
*Price: \$5,000 USD*
  
- **Sponsored Badges (2 available)** – Tag all attendees with your logo, by adding your brand to all Conference and Training name badges .  
*Price: \$3,500 USD for Conference Badges, \$1,200 for Training Badges, \$4,500 USD on both.*
  
- **Conference T-shirts** - Sponsoring conference T-shirts with your corporate logo, together with the Conference and OWASP logos. We are offering several options for your logo, relative to the other logos that will appear on the T-shirts:
  - Largest logo across the shoulders (*1 available*)  
*Price: \$6,000 USD*
  - Medium size logo in the middle  
*Price: \$3,500 USD*
  - Smaller logo near the bottom of the shirt  
*Price: \$2,000 USD*
  
- **Capture the Flag (1 available)** - Sponsor the popular CtF competition, which will start before the conference, and continue throughout the event. As the official CtF Host you will have your logo on the CtF page and your rollup in a dedicated CtF room (pending availability). You will be invited on stage to award prizes to the winners.  
*Price: \$3,000 USD*



- **Diversity Event** - We will be hosting an evening event for women and other under-represented folks, to enable networking and with special sessions for mentoring and career advice. Support our diversity efforts and place your rollup on stage during this event.

*Price: \$2,500 USD*

- **Video recording (1 available)** - We are hiring professional video and sound equipment, as well as staff to record and edit all lectures, to share online with the global OWASP community in perpetuity. You can include a logo or name in the videos or video descriptions (details to be discussed).

*Price: \$7,500 USD*

- **Hall (Track) Sponsor (3-4 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. The sponsor can also include a logo or name on the slide in the morning and between presentations.

*Price: \$6,000 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 with your logo in addition to the Conference logo.

*Price: \$5,000 USD for Conference Day, \$3,000 USD for Training Day, or \$7,000 USD for both days.*

- **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*

- **After Party (2 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: \$2,500 USD*

\* Subject to approval by Conference Committee.

## What We Need Your Money For

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, yet we need sponsorship funds 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, yet we don't want people to go home when they become 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 people who cannot make it to the Conference, and further publicize the contents of the event.
- **Promotion** - Till now, our events are 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 money.

Please remember:

- The Conference program is strictly selected on professional terms. There is absolutely no "pay-for-play".
- Privacy restricts us from providing sponsors with the list of people registering or attending. These can be collected in the booth directly, for example by hosting a raffle.

## **What Should You 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 Twitter handle for promotion.
- Prepare a roll-up type poster or equivalent for your table top booth, or a full size popup booth according to premium tier.
- Prepare a demo to show or brochures to hand out to Conference attendees.
- 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 setup your booth.
- Help us publicize the event even further to ensure greater success!