SPONSOR & EXHIBITOR INFORMATION PACKET

OWASP FOUNDATION PRESENTS

APPSEC USA 2013

NOVEMBER 18 - 21 | NEW YORK MARRIOTT MARQUIS, NYC

TO: AppSec USA 2013 Sponsors & Exhibitors

FR: Kelly Santalucia & Pete Dean, OWASP AppSec USA 2013.

RE: Exhibitor Kit - Confirmation Packet and Materials.

On behalf of OWASP, the AppSec USA 2013 conference planning team, and everyone who will be attending the 2013 OWASP AppSec USA Conference, thank you for participating in this year's event.

We want to do everything we can to make your experience as positive and successful as it can be. As you go through this Exhibitor Kit, we urge you to contact us with any questions.

Overview:

OWASP Foundation – OWASP has been presenting events focused on education around application security since it was founded 12+ years ago.

New York Marriott Marquis (on 1535 Broadway New York, USA) will be your one-stop-shop for lodging and all conference events.

Sponsor/Exhibitor Confirmation Packet:

This confirmation packet provides important information for you to review. Among other items, it includes information on:

- ❖ Logistics on preparing for the event – registering, booking your hotel, getting your team and materials to the event.
- ❖ Important logistical details related to your booth

Important Dates and Deadlines:

- ❖ Register for Conference   As soon as possible
- ❖ Due Date: Company information for conference brochure   Friday *October 11th*
- ❖ Due Date: Book Hotel Rooms   Friday October 25th
- ❖ Due Date: *2000* company brochure for attendee bags   Monday November 11th
- ❖ Early on-site check in   Tuesday November 19th 3PM-6PM
- ❖ Vendor Set up   Wednesday November 20th 5AM to 8AM
- ❖ Exhibitor Showroom   Wednesday November 20th 9:30 AM - 5 PM
                                                                                    &
                                                          Thursday November 21st 10 AM - 5 PM
- ❖ Vendor Tear Down   Thursday November 21st 5PM -8PM

1. <u>Preparing Yourself & Your Team</u>

1.1. Register:

It is critical that you register both your booth staff and team members that will be attending conference events using the discount codes we provided to you upon confirming your sponsorship. We will need use the registration info to create name badges and ensure proper food counts.

Event registration can be accessed through the "Register" tab at http://appsecusa.org/2013/register/ If you have questions about the discount codes or registration process, please contact us.

1.2. Book your Hotel Rooms

AppSec USA 2013 will be hosted at:

New York Marriott Marquis
1535 Broadway
New York, New York 10036 USA
Phone: 1-212-398-1900 / 1-877-513-6305

Information about New York Marriott Marquis is available at: http://www.marriott.com/hotels/travel/nycmq-new-york-marriott-marquis/ Rooms may be reserved at the conference rate of $339/night by October 25th online at: http://appsecusa.org/2013/hotel-travel/

1.3. Plan for Arrival

Flying:
Exclusive Airport Shuttle to/from LaGuardia, JFK and Newark Airports.
http://airlinknyc.hudsonltd.net/res?USERIDENTRY=AEMMo8CC&LOGON=GO

❖ **LaGuardia Airport – LGA** (Visit LGA airport website 🔲)
❖ **John F Kennedy International Airport – JFK** (Visit JFK airport website 🔲)
❖ **Newark Liberty International Airport – EWR** (Visit EWR airport website 🔲)

Marriott Hotel Parking
New York Marriott Marquis Parking rates:

❖ 0-3 Hours: standard size = $35 suV = $45 oversize = $55
❖ 3-12 Hours: standard size = $48 suV = $58 oversize = $73
❖ 12-24 Hours: standard size = $55 suV = $65 oversize = $80

Subway Station
❖ **Times Sq. 42st** (S,7, 1, 2, 3, N, R, Q) - 0.2 miles
❖ **50 st** (C,E,A) - 0.2 miles
❖ **47 – 50 sts - Rockefeller Ctr.** (B, D, F, M) - 0.3 miles

Train Station
❖ **Grand Central** - 0.8 mile S
❖ **Penn Station** - 1 mile

2. Preparing Your Materials

2.1. Please send a Company Profile & Logo for the conference program

The final conference program is an important and valuable way to make certain that guests of the conference take your company information home with them. Please send a company description of 50 or fewer words for inclusion in the conference program.

Additionally, please send a high resolution horizontal logo in vector graphics format so it can be resized appropriately for the website, wiki, and program.

Also please feel free to update your company logo, description, and other details on our Conference Schedule site. http://appsecusa2012.sched.org/

You should have received a log in invitation directly from *sched*, but if you have questions please contact us appsecusa@owasp.org

2.2. Please send Sponsorship ad

All program materials including company descriptions, logos, and ads MUST be received _by Friday October 11_th in order to appear in the printed program. Please submit materials to appsecusa@owasp.org

The conference program will have a finished size *of 8" x 8", ad sizes are as follows:*

Active area:
1/4-page: 4"x 4" (Silver and Gold)
1/2-page: 4"x 8" (Platinum)
full page: 8"x 8" (Diamond)

1/4-page (w/bleed): 4.5"x 4.5"
1/2-page (w/bleed): 4.5" x 8.5"
full page (w/bleed): 8.5" x 8.5"

For ads that are to bleed, the artwork must extend at least 1/4" on each side. The book will be a finish size of 8" x 8" so a full page ad with bleeds, for example, would need to be sized to 8.5" x 8.5". The "live" area would of course be 8" x 8" so it's important for the designer to ensure that no text or graphics extend past those dimensions into the bleed margin.

Artwork guidelines available on the Omnipress website: http://www.omnipress.com/home/big-ideas/client-tools/templates-art/

2.3. Shipping:

For shipping and receiving of Booth material please see attached instructions from EVENTA

For Attendee Bag Inserts ONLY:
If your sponsorship includes company literature placements in attendee bags, please send **2000 copies** to the shipping address listed below.

Inserts should arrive at Eventa by **Monday November 11th**. If they arrive later, they won't be placed in the bags. *Maximum of one insert per company.*

Boxes with inserts should be shipped to:

> **EVENTA Design + Production group**
> 232 Pavona ave. Suite 411
> Jersey City, NJ 07302.
>
> Clearly labeled with:
> **COMPANY NAME**
> **OWASP AppSec USA Show Management**
> **(Box __ of ___)**

2.4. Electricity

Power will be provided at each booth. Please contact OWASP directly (not the venue) if you require specialty hook ups or AV needs: appsecusa@owasp.org

2.5. Lead Retrieval

Don't forget to sign up for lead retrieval service from 1stSales at
http://www.1stsales.com/order.php?conf_id=APPSECUSA

- ❖ Small, battery-operated badge scanner
- ❖ Stores 10,000 scans without recharging
- ❖ XLS file emailed the morning after show
    - o Full contact record including email address
    - o Your custom lead qualification data, scheduled call-backs
    - o Links to your hand-written notes
- ❖ "Hot Lead Sheets" emailed to specified sales people for selected leads
- ❖ Your company/contact data included in post-conference shared show-wide email to scanned attendees

Diamond, Platinum, Gold and Silver Sponsorship packages include one complementary Lead Retrieval Scanner. Additional scanners reserved by November 4th are US $100. On site scanners for US $ 125.

For ala carte sponsorships (no lead retrieval scanner included), a scanner can be reserved for $300 by contacting 1st Sales directly.

Read more about 1st Sales services at http://www.1stsales.com/index.html
Frequently asked questions at http://www.1stsales.com/pdf/APPSECUSAFAQS.pdf

Where and when do I pick up my Lead retrieval Device?
Please contact 1st Sales prior to the show to make sure your company is set up in their System.
During early on site check in (Tuesday November 19th 3Pm-6PM) there will be a 1st Sales representative to distribute the scanners and answer and questions. 1st will also be available starting at 6AM on the first day of the conferences (Wednesday November 20th) for those not able to pick up their scanners during early check in.

Will there be on-sit support for lead retrieval scanners?
Yes, 1st sales will have a representative on-site throughout the show to assist with any questions or issues.

3. <u>Preparing for the Conference</u>

3.1. Exhibit Hours

- ❖ **Location:** AppSec USA 2013 Exhibit Area will be on the Fifth Floor of the New York Marriott Marquis
- ❖ **Vendor Set up** Wednesday November 20th 5 AM - 8AM
- ❖ **Expo Dates** Wednesday November 20th 9:30 AM - 5 PM & Thursday November 21st 10 AM - 5 PM
- ❖ **Vendor Tear Down** Thursday November 21st 5 *PM-8PM*

3.2. Vendor Floor plan

We have strategically placed you in the foyer of the conference sessions to give you maximal exposure to attendees.
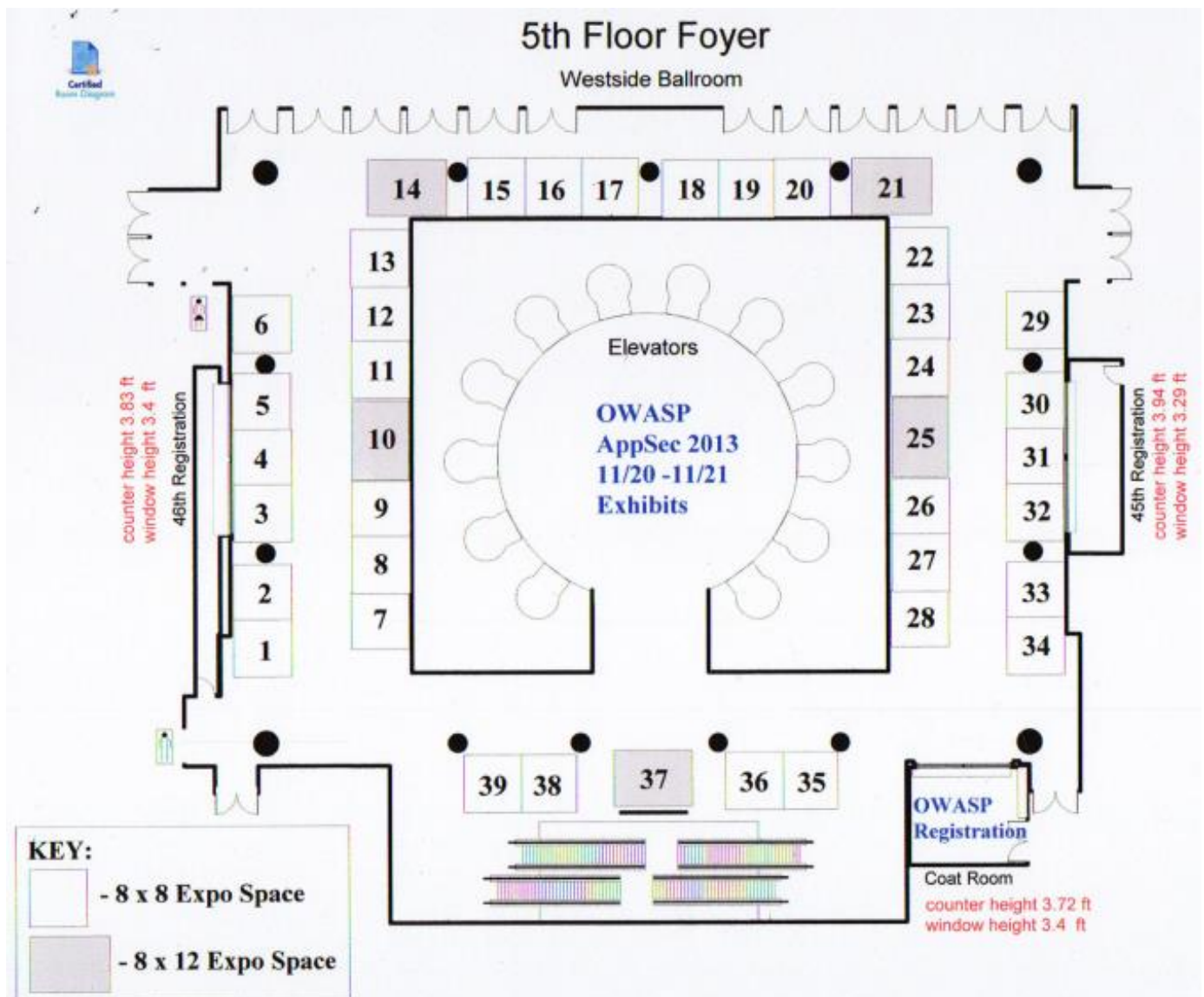
3.3. Booth Location

Selection of booth location will be ordered according to sponsorship level (diamond, platinum, gold, silver, exhibitor booth only) and then by date of payment in full. Kelly Santalucia will contact you regarding selection of your space.

Each booth will have
- ❖ Pipe and drape booth with 8' tall back drape, 3' tall sidewall drape
- ❖ 6' Topped and skirted table
- ❖ Chairs (to be provided by the hotel)
- ❖ Wastebasket
- ❖ 7"x44" Exhibitor ID sign

3.4. Conference Schedule

Details on the schedule are available at: http://appsecusa.org/2013/schedule/

3.5. Vendor Passport and Sponsor Drawing

Diamond, Platinum, and Gold Sponsors will automatically be included in our passport program. Other sponsors may participate by adding this to their sponsorship package. Additionally, please let us know if you have items that you want to include in the sponsor passport giveaway (drawing). If you have a give-away or drawing taking place at your booth (separate from the sponsor passport program), we can help you with making the announcement of the winner(s). Contact appsecusa@owasp.org for more information.

4. Other Questions?

Is there something we missed? Please take a look at the list of exhibitor frequently asked questions on our website: http://www.appsecusa.org/sponsorship/exhibitor-information/

SPONSORS CHECKLIST

✓	Task	Deadline
	Register all staff for the event through cvent using the discount codes provided to you	ASAP
	Update your company logo, description, and other details on our Conference Schedule site http://appsecusa2012.sched.org/	ASAP
	Send your company profile and logo for printed conference program to appsecusa@owasp.org	10/11
	Send sponsorship ad for printed conference program to appsecusa@owasp.org	10/11
	Communicate to AppSec USA Event team any special electricity or AV needs	10/25
	Book your hotel rooms at the New York Marriott Marquis: http://appsecusa.org/2013/hotel-travel/	10/25
	Book Lead Retrieval Services through 1st Sales	10/30
	Ship 2000 inserts for attendee bags (if applicable)	11/11
	Send booth & related materials for sponsor expo	11/15
	Let the OWASP AppSec USA team know what they can do to help you have a great event! Contact us at appsecusa@owasp.org	ANYTIME