



## OWASP SPONSORSHIP OPPORTUNITIES

TRAINING: NOVEMBER 18<sup>th</sup> - 19<sup>th</sup> | CONFERENCE: NOVEMBER 20<sup>th</sup> - 21<sup>th</sup>



# About OWASP

**OPEN WEB APPLICATION SECURITY PROJECT (OWASP)** is an open-source application security project made up of corporations, educational organizations, and individuals from around the world. Providing free, vendor-neutral, practical, cost-effective application security guidelines, the organization is the de-facto standards body for web application security used by developers and organizations worldwide.

## JOIN 2,500+ ATTENDEES

Executives from Fortune 500 firms, thought leaders, security architects and lead developers, gather to share cutting-edge ideas, initiatives and technology advancements.

- Two days of Training and two day conference
- Four tracks focusing on the core OWASP mission (Builder, Breaker, Defender)
- Keynote addresses by highly respected Industry experts
- Exhibit area offering solutions to your problems

## IMPORTANT FOR ALL INDUSTRIES

OWASP supports 30,000+ participants, more than 65 organizational and 60 academic supporters via 200 local chapters across 6 continents in 75+ countries.

- Access to representatives from major Financial Services, Insurance, eCommerce, Retail, and Government
- World renowned speakers
- Attendees exclusively focused on Application Security
- Prime location and convenience of Midtown Manhattan
- Discounts for OWASP Corporate Supporters

OWASP AppSec 2013 provides sponsors exclusive access to its audience in New York City through a limited number of Expo exhibits.

Sponsorship opportunities feature significant discounts for **OWASP members**, providing year-round access to web application security's top thinkers and the use of OWASP materials in product and service delivery. All proceeds support the conference and the mission of the OWASP Foundation (501c3 Not-For-Profit), driving funding for research grants, tools and documents, local chapters, and more. Contact us at [appsecusa@owasp.org](mailto:appsecusa@owasp.org) for more information.



## 6 REASONS TO ATTEND

- **Insightful keynote addresses** delivered by leading industry visionaries
- **Over 50 sessions** across 4 tracks (builder/breaker/defender) with world-renowned thought leaders
- **Over 2,500 attendees** focused exclusively on Software Security
- **30-minute, 60-minute and 90-minute sessions** are offered so you can acquire more knowledge and maximize your Conference learning experience
- **Prime location and convenience of Midtown Manhattan**
- **Conference to be publicized** by a full service Public Relations firm

***OWASP events attract a worldwide audience interested in “what’s next?” -- as an OWASP Conference sponsor, your brand will be included as an answer.***

# Sponsorship Opportunities

	Diamond (1 positions) <b>SOLD OUT</b>	Platinum (3 positions) <b>SOLD OUT</b>	Gold (15 positions) <b>SOLD OUT</b>	Silver (14 positions) <b>SOLD OUT</b>
General Rate		\$18,200	\$11,700	
Discounted Rate for OWASP Corporate Supporters		\$15,470	\$9,945	
Exhibit Space	Yes (8 x 12 space with advance selection)	Yes (8 x 12 space with advance selection)	Yes (8 x 8 space)	Yes (8 x 8 space)
Logo Placement	<ul style="list-style-type: none"> <li>OWASP Conference website</li> <li>Pre Conference Literature (<i>Deadline May 15, 2013</i>)</li> <li>Conference Brochure</li> <li>At Conference Entrance</li> <li>1 Conference Room Naming Rights (based on availability)</li> </ul>	<ul style="list-style-type: none"> <li>OWASP Conference website</li> <li>Pre Conference Literature (<i>Deadline May 15, 2013</i>)</li> <li>Conference Brochure</li> </ul>	<ul style="list-style-type: none"> <li>OWASP Conference website</li> <li>Pre Conference Literature (<i>Deadline May 15, 2013</i>)</li> <li>Conference Brochure</li> </ul>	<ul style="list-style-type: none"> <li>OWASP Conference website</li> <li>Conference Brochures</li> </ul>
Lead Retrieval	<ul style="list-style-type: none"> <li>One complimentary lead retrieval scanner</li> </ul>	<ul style="list-style-type: none"> <li>One complimentary lead retrieval scanner</li> </ul>	<ul style="list-style-type: none"> <li>One complimentary lead retrieval scanner</li> </ul>	<ul style="list-style-type: none"> <li>One complimentary lead retrieval scanner</li> </ul>
Company advertisement Placement	<ul style="list-style-type: none"> <li>Full Page in Conference Bulletin</li> <li>Inclusion on Vendor Passport</li> </ul>	<ul style="list-style-type: none"> <li>Half Page in Conference Bulletin</li> <li>Inclusion on Vendor Passport</li> </ul>	<ul style="list-style-type: none"> <li>Quarter Page in Conference Bulletin</li> <li>Inclusion on Vendor Passport</li> </ul>	<ul style="list-style-type: none"> <li>Quarter Page in Conference Bulletin</li> </ul>
Company Literature Placement	Attendee packs	Attendee packs	Attendee packs	Attendee packs
Conference Passes	5 attendee, 2 showroom	4 attendee, 2 showroom	3 attendee, 2 showroom	2 attendee, 2 showroom
Discount on A La Carte Sponsorships	25% discount on a la carte Sponsorship Opportunities	20% discount on a la carte Sponsorship Opportunities	15% discount on a la carte Sponsorship Opportunities	10% discount on a la carte Sponsorship Opportunities
Complimentary Code to Expo Area	Yes	Yes	Yes	Yes
PR Media Exposure	Yes	Yes	Yes	No



# A La Cart Sponsorship Opportunities

	AppSec USA 2013 Reception <b>SOLD OUT</b>	Coffee and Pastry Break	Pre-Conference Business Reception <b>SOLD OUT</b>	Exhibitor Booth Only <b>SOLD OUT</b>	Conference Room Naming Rights <b>SOLD OUT</b>
Rates		\$3,000			
Sponsorship	This is the official AppSec USA 2013 Happy Hour. The 2-hour event will consist of beer, wine, soda and hors d'oeuvres and live music held at the Marriott on Wednesday, Nov 20 <sup>th</sup> .	Sponsor our morning or afternoon conference hosted food station.	Sponsor a party for all Conference attendees (not available to Exhibitor Booth Only sponsors and attendees). This event will be held on <b>Tuesday evening, Nov 19<sup>th</sup></b> . The event will be held at the Marriott from 5-8pm.  *limitations and exclusions will apply. Details to be mutually agreed upon.	Show support for the software security and development community by showcasing your product and/or service . Includes booth (6' table) and 1 showroom pass.	Your company name and logo proudly displayed on one conference room entrance for the duration of the conference.
Sponsor Acknowledgement	OWASP Conference website & Conference Announcement	OWASP Conference website	OWASP Conference Website	OWASP Conference Website	Outside Conference room
Branding at Venue	Party Entrance & Inside Venue	Coffee Table	Party Entrance	Showroom Space Only	Outside conference room
Showroom Space	NO	NO	NO	Yes	NO

# A La Cart Sponsorship Opportunities

	Drink Tickets	Wireless Access	Lanyard <b>SOLD OUT</b>	Notepad <b>SOLD OUT</b>	Pen <b>SOLD OUT</b>
Rates	\$1,000/bundle	\$3,000			
Sponsorship	Available in bundles of 50 tickets that can be distributed during the conference to attendees or business associates. Each ticket can be cashed in at the AppSec Conference Reception bar. Use this as a way to make introductions, reward partners, and get your company's name out there.	Sponsorship of the wireless internet access for all attendees. Logo on access page.	Your company is a co-sponsor of the lanyards for all attendees, co-branded and produced to OWASP specifications.	Show support for the Your company is a co-sponsor of the letter sized notepads for all attendees, co-branded and produced to OWASP specifications.	Your company is a co-sponsor of the quality pens for all attendees, co-branded and produced to OWASP specifications.
Sponsor Acknowledgement	N/A	OWASP Conference Website, Handout with SSID & Password	OWASP Conference Website	OWASP Conference Website	OWASP Conference Website
Showroom Space	NO	NO	NO	NO	NO

# Conference Location & Preferred Accommodations

## New York Marriott Marquis

1535 Broadway  
New York, NY, US, 10036

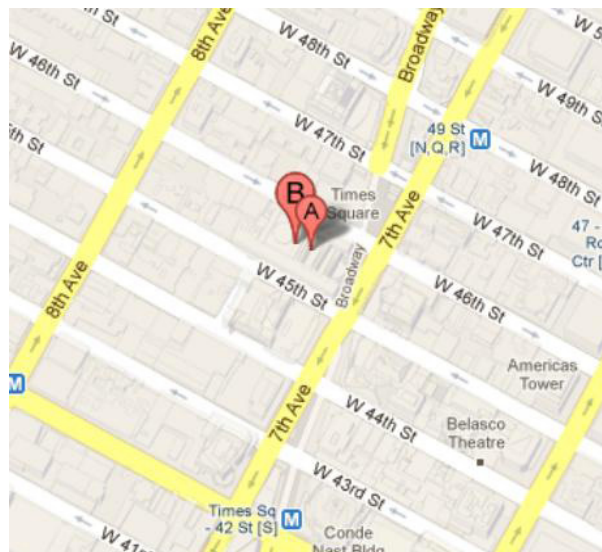
### Reservations:

1-866-257-5990 or

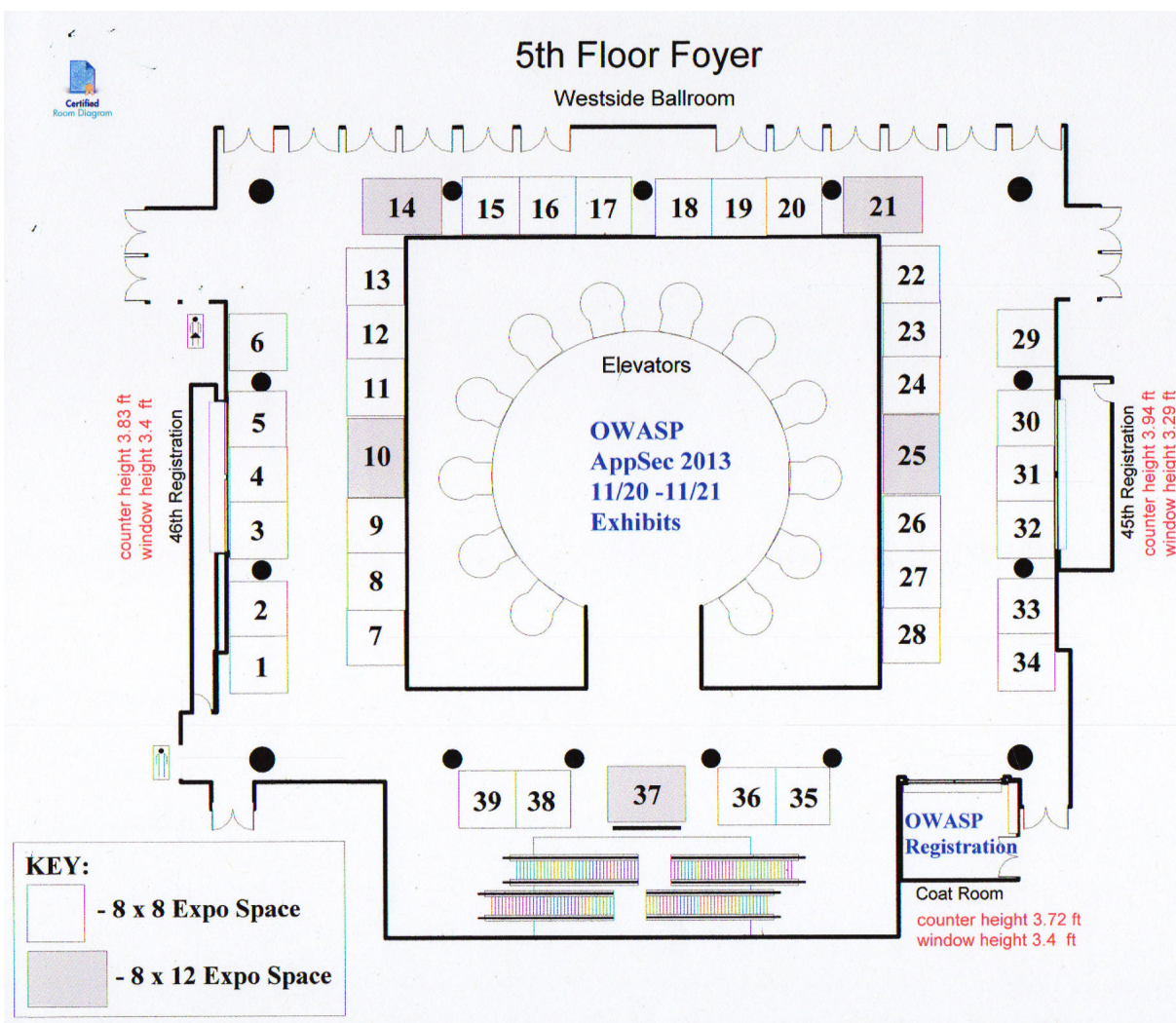
[https://resweb.passkey.com/Resweb.do?mode=welcome\\_ei\\_new&eventID=10563331](https://resweb.passkey.com/Resweb.do?mode=welcome_ei_new&eventID=10563331)

Preferred rates available up to and including October 25 (subject to availability). Discounted room rate \$339 plus taxes per night.

Limited number of rooms available at \$309 plus taxes per night for arrival on Sunday, November 17, 2013 and booked by May 15, 2013. Please mention "*OWASP AppSec USA 2013*"



## AppSec USA 2013 Exhibit Area will be on the Fifth Floor of the New York Marriott Marquis:



\*Electricity at exhibit space additional

# Registration Form

**Conference Sponsorship Information:** <http://appsecusa.org/2013/sponsors/>

**General Conference Information:** <http://appsecusa.org/2013/>

## 1. Full Conference Sponsorships

- ☐ Diamond \$26,000
- ☐ Platinum \$18,200
- ☐ Gold \$11,700
- ☐ Silver \$7,500

*\*Details of Sponsorship outlined on preceding pages.*

## 2. A La Carte Sponsorships

- |  |   |
|--|---|
| <input type="checkbox"/> Conference Reception \$8,500          | <input type="checkbox"/> Wireless Access \$3,000    |
| <input type="checkbox"/> Coffee Break \$3,000                  | <input type="checkbox"/> Conference Lanyard \$5,000 |
| <input type="checkbox"/> Pre-Conference Party \$8,500          | <input type="checkbox"/> Conference Notepad \$2,500 |
| <input type="checkbox"/> Exhibitor Booth Only \$5,000          | <input type="checkbox"/> Conference Pen \$2,500     |
| <input type="checkbox"/> Conference Room Naming Rights \$1,000 |   |
| <input type="checkbox"/> Drink Tickets \$1,000/bundle          |   |

*\*Details of Sponsorship outlined on preceding pages*

## 3. OWASP Corporate Membership (learn more about the benefits on page 8)

- ☐ Current OWASP Corporate Member
- ☐ New (or renew) OWASP Corporate Membership \$5,000

**Register today to ensure your organization is represented!**

# OWASP Membership Advantages

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 the 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. A \$5,000 annual commitment includes:

- Your Company's Logo on OWASP Home Page (800,000 page views per month)
- Recognition for supporting an OWASP Project
- Every member of your organization can take advantage of OWASP Discounts
- Being a supporting member helps drive business to your company
- Significant discount on OWASP Conference sponsorship opportunities and attendance
- Opportunity to post a rotating banner ad on OWASP's home page for 30 days at no cost

**For more information on OWASP Membership** please access <http://www.owasp.org/Membership> or contact: [kelly.santalucia@owasp.org](mailto:kelly.santalucia@owasp.org)

## Why Join OWASP?

### 1. Community

Worldwide events, conferences, training, professional peers. Members include Developers, Architects, Security, Auditors, Risk Managers, Executive Management, Press, Law Enforcement, Legal, and Entrepreneurs

Network with software security professionals from global corporations to local organizations including financial services, insurance, retailers, manufacturers, pharmaceuticals, academia and the military

### 2. 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 10 Risks, Secure Development Guide, Code Review Guide, Application Verification Standard and hundreds of other projects

### 3. Software & Tools

OWASP supports 200+ active projects across "Builder, Breaker and Defender" groupings. All tools, code, and documentation are licensed under Creative Commons License.

