AppSec Brasil '11
1st Global Appsec Latin America Conference

Porto Alegre - Rio Grande do Sul

Sponsorship Opportunities

OWASP AppSec Latam 2011

Courses: October 04 – 05
Event: October 06 – 07
Venue: PUCRS, Porto Alegre, RS

OWASP AppSec Conference Cycles

About OWASP

The Open Web Application Security Project (OWASP) is an open-source project focused on promoting the use of Web Applications Security by companies, educational entities and individuals around the world.

Providing abundant reading material for people with different levels of knowledge, practice guides for development processes, programming languages and open-source tools for security testing, OWASP became soon one of the world default references regarding Web Applications Security.

About OWASP AppSec Latam

The OWASP Application Security - AppSec - conference cycle is considered the most important circuit of global events dedicated to Application Security and since 2007 is presented in several countries in the Americas, Europe and Asia.

Previous Edition's Success

Gathering more than 500 participants in 2009 and 2010, the event was considered a success by the audience. Presenting internationally renowned speakers and bringing to Latin America information security community widely respected keynote speakers such as Dr. Gary McGraw, CTO of Cigital Security, an Applications Security authority, author of 8 security books and more than 100 scientific articles.

What to Expect in 2011

The third edition of the OWASP AppSec Brazil, and first of OWASP Global AppSec Latin America, will be held between October 04th and 07th, 2011 at the PUCRS University, located in Porto Alegre.

The conference will include two days of training sessions taught by Brazilian and international professionals, and then a two-day single track devoted to the most advanced techniques and topics in Application Security.

Each day, a widely respected keynote speaker will open the sessions with general interest topics, an action that proved to be a huge success among the public.

Mano Paul presenting at AppSec Brazil 2010.

Overview of the public during the OWASP AppSec Brazil 2010 in Campinas, SP.

OWASP AppSec US 2008, NY.

Why sponsor the OWASP AppSec Latam 2011

A Remarkable Event

OWASP AppSec Latam is the only event in Latin America devoted entirely to application security and establishes itself as a unique gathering of researchers, system architects, technical leaders and managers of large companies often included in Fortune 500.

The event attracts a worldwide audience interested in learning about the trends and future directions of applications security. Beside the coverage provided by the local media, all presentations are broadcasted on dedicated channels that reach professionals around the world.

Benefits for Sponsors

As a sponsor of OWASP AppSec Latam 2011, your brand will be associated with this growing event, your company will have exclusive access to all participants and potential customers through items with your brand that will be distributed, local and social events to the public and all channels used in electronic promotion of the conference.

Our prediction is that this year the conference will gather mover 300 participants from all Latin America, many of whom are preparing their organizations' security budgets for 2011. In the last edition, we had participation of decision-makers from the Federal Government, Financial Services, Media, Technology and from many other businesses.

OWASP AppSec Latam 2011 on the Internet	
	Web site in OWASP Wiki http://www.appseclatam.org
	Facebook http://www.facebook.com/event.php?eid=155195651207509
	Twitter http://www.twitter.com/AppSecLatam
	Contact with the Comitee AppSec2011@AppSecLatam.org

How to Sponsor

OWASP is maintained by the OWASP Foundation, established in the U.S. as an entity 501c3 Not-For-Profit and manages the financial resources of the Project. The Sponsorship can be done through direct contributions to the Foundation or locally to a Brazilian representative of the Foundation.

Direct Sponsor

The sponsors can negotiate quotas with members of the conference Organizing Committee and then transfer funds directly to the conference bank account, dealing with all bank charges and taxes.

Once the transfer is received, operational issues will be handled locally and the sponsor will have access to the resources and opportunities of the sponsorship class chosen.

Sponsorship with Products

Some of the sponsorship quotas are products to be used during the Conference, such as lunches, parties and kit components to be delivered during registration.

Sponsors who choose this kind of quota must pay directly to suppliers and to inform the Organizing Committee, thus reducing the bureaucracy in the process and ensuring the exposure of your brand within the Conference and the media channels used.

Corporate Members Sponsorship

All sponsorship opportunities are given a discount when the company is part of Group of OWASP's Corporate Members, which ensures that not only benefit but also access to several other opportunities in all countries where the OWASP's Chapters.

See more in http://www.owasp.org/membership

Sponsorship Categories

Item	Diamond	Platinum	Gold	Silver
Corporate Membership Discount	25%	25%	25%	25%
Expo Space	• Yes, with advance selection (first choice)	• Yes, with advance selection (second choice)	• Yes	• No
Logo Placement	• OWASP Conference website • Pre Conference Literature • Conference Brochure • All Conference banners • All placements with maximum visibility	• OWASP Conference website • Pre Conference Literature (if available) • Conference Brochure (if available) • All Conference banners • All placements with maximum visibility (immediately below Diamond sponsors)	• OWASP Conference website • Pre Conference Literature (if available) • Conference Brochure (if available) • Conference banners • All placements with maximum visibility (immediately below Platinum sponsors)	• OWASP Conference website • Pre Conference Literature • Conference Brochure • Conference banners • All placements with maximum visibility (immediately below Gold sponsors)
Company Description Placement	• Conference brochure	• Conference brochure	• None	• None
Conference passes	•10	•7	•4	•2
Cost (BRL)	•R$20,000.00	•R$15,000.00	•R$10,000.00	•R$5,000.00

Opportunities for Activities Sponsorship

Item	OWASP Party	Lunch (2 positions)	Coffee Break (4 positions)
Activity	• Party for all conference attendees. Place yet to be defined with approval of the Conference Committee	• Exclusive lunch for all conference attendees	• Exclusive Coffee-break for all conference attendees, to be served near the conference auditorium.
Logo Placement	• OWASP Conference Website & Conference Announcement	• OWASP Conference Website	• OWASP Conference Website
Branding at Venue	• Party venue. • Gift distribution or draw during party	• Lunch venue • Folder and gift table at restaurant	• Small folders in coffee break tables.
Company Description Placement	• Conference brochure	• Conference brochure	• None
Cost (BRL)	• Sponsors must directly pay for all the activity expenses. • The number of sponsor provided alcoholic drinks may be limited.	• Sponsors should pay directly all the activity expenses.	• R$ 3,000.00 for each coffee break

Opportunities for Resource Sponsorship

Item	Badge Lanyard (1 position)	Notepad (1 position)	Pen (1 position)
Activity	• Provide badge lanyards for all attendees, cobranded and produced to OWASP specifications	• Provide letter sized notepads attendees, cobranded and produced to OWASP specifications.	• Provide quality pens for all attendees, cobranded and produced to OWASP specifications.
Logo Placement	• OWASP Conference Website	• OWASP Conference Website	• OWASP Conference Website
Branding at Venue	• None	• None	• None
Cost (BRL)	•The sponsor must directly acquire all materials and make them available to the Conference Committee at specific date and location.	• The sponsor must directly acquire all materials and make them available to the Conference Committee at specific date and location.	• The sponsor must directly acquire all materials and make them available to the Conference Committee at specific date and location.