



# OWASP

## AppSec Research 2010 Conference

Stockholm June 21-24

### Sponsorship Options OWASP AppSec Research 2010

**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 has fast become the de facto standards body for web application security.

The **OWASP AppSec Research Conference** is a premier gathering for Information Security leaders. Executives from Fortune 500 firms along with technical thought leaders, security architects and lead developers, gather to share cutting-edge ideas, initiatives and technology advancements.

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



International experts share their insights.



OWASP AppSec draws hundreds of global attendees.

OWASP is providing sponsors **exclusive access** to its audience through a limited number of expo floor slots in front of a large panorama window at the Aula Magna gallery, providing a focused setting for potential customers. This will be the natural hang-out spot for everyone going between presentations, coffee breaks and lunch which makes it easy to visit your stand.

The conference will have **up to 615 international attendees**; all with budgets dedicated to web application security initiatives. Financial services, media, pharmaceuticals, government, healthcare, technology, and many other verticals will be represented.

Several companies have already expressed interest in sponsoring OWASP AppSec Research 2010. They do not want to miss the chance to **appear at the conference web site immediately and up until the conference days in June**. All proceeds from sponsorship 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. All sponsorship opportunities feature significant discounts to **OWASP members**. See page 4 for information on membership.

**Conference chair:** John Wilander, john.wilander@owasp.org, +46 768 93 88 17

**Sponsor coordinator:** Stefan Pettersson, stefan.pettersson@owasp.org

**Web page:** [http://www.owasp.org/index.php?title=OWASP\\_AppSec\\_Research\\_2010\\_-\\_Stockholm,\\_Sweden](http://www.owasp.org/index.php?title=OWASP_AppSec_Research_2010_-_Stockholm,_Sweden)



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## Sponsorship Information

	Sponsorship opportunities		
	Diamond (1 position)	Gold (4 positions)	Silver (8 positions)
Corporate membership discount	\$5,000	\$3,000	\$2,000
Expo space	Yes, with <b>advance selection and first choice</b>	Yes, with advance selection and second choice	Yes
Logo placement	<ul style="list-style-type: none"> <li>▪ OWASP Conference website</li> <li>▪ Pre-conference literature</li> <li>▪ Conference brochure</li> <li>▪ At conference entrance</li> </ul>	<ul style="list-style-type: none"> <li>▪ OWASP conference website</li> <li>▪ Pre-conference Literature</li> <li>▪ Conference brochure</li> <li>▪ Entrance to one conference track</li> </ul>	<ul style="list-style-type: none"> <li>▪ OWASP conference website</li> <li>▪ Pre-conference Literature</li> <li>▪ Conference brochure</li> <li>▪ Entrance to one conference track</li> </ul>
Additional corporate placement	<p>Company information displayed at venue for coffee breaks during the training days June 21-22</p> <p><b>Official breakfast sponsor</b> both conference days, June 23-24</p>		
Company description placement	<ul style="list-style-type: none"> <li>▪ <b>Full Page</b> in conference bulletin</li> <li>▪ Any pre-conference brochures</li> </ul>	<b>Half-page</b> in conference bulletin	<b>Quarter-page</b> in conference bulletin
Company literature placement	<b>Top spot</b> in attendee packs	Attendee packs	Attendee packs
Conference passes	<b>5</b>	<b>3</b>	<b>2</b>
Cost	\$20,000	\$9,000	\$6,000



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## Additional Sponsorship Opportunities

	Sponsorship Opportunities					
	OWASP party and conference dinner (1 position)	Lunch (1 per day)	Coffee break (2 per day)	Badges (1 position)	Notepads (1 position)	Pens (1 position)
Sponsorship	The big conference dinner with party during Wednesday night June 23.	Exclusive lunch host for conference delegates (1 day).	Exclusive morning or afternoon coffee host for conference delegates (1 day).	Provide badges for all attendees, co-branded and produced to OWASP specifications.	Provide A4-sized notepads for all attendees, co-branded and produced to OWASP specifications.	Provide quality pens for all attendees, co-branded and produced to OWASP specifications.
Sponsor acknowledgement	OWASP conference website conference announcement.	OWASP conference website and during lunch.	OWASP conference website and during the breaks.	OWASP conference website.	OWASP conference website.	OWASP conference website.
Branding at venue	Party entrance and inside venue.					
Branding at special sponsors table		Banners and corporate literature.	Banners and corporate literature.	Corporate literature.	Corporate literature.	Corporate literature.
Cost	Agreed upon after joint planning of the event	\$4,000	\$2,000	\$2,000	\$2,000	\$2,000



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## Membership Opportunities

### 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, promotion security across the dimensions of people, process, and technology.

Advantages of being a corporate member:

- ❖ Your company's Logo on OWASP home page
- ❖ Recognition for supporting an OWASP project
- ❖ Every member of your company can take advantage of OWASP discounts
- ❖ Being a supporting member helps drive business to your company
- ❖ Use of OWASP materials and methodologies in your product
- ❖ Significant discount on OWASP conference sponsorship opportunities and attendance

Category	Description	Annual Fee (USD)
<b>Individual Members</b>	Individuals who support OWASP's mission and would like to provide financial support to our efforts.	<b>\$50</b>
<b>Educational and Non-Profit Members</b>	<ul style="list-style-type: none"><li>• Raise Awareness of the University worldwide</li><li>• Be recognized as a supporter by posting your university logo on the OWASP website</li><li>• OWASP and the University can jointly publicize season of code events which provide funding for students or faculty to perform security based research</li><li>• OWASP and the University can work together to host security seminars or provide introductory training sessions for students on OWASP tools, documentation and security skills.</li></ul>	<b>FREE</b>
<b>Vendor Organization Members</b>	<ul style="list-style-type: none"><li>• Opportunity to post a rotating banner ad on the front page for 30 days at no cost</li><li>• Be recognized as a supporter by posting your company logo on the OWASP website</li><li>• Have a collective voice via the Global Industry Committee</li><li>• Annual local sponsorship of a local chapter</li><li>• Optional – Host a local OWASP meeting to raise security awareness at your offices.</li></ul>	<b>\$5,000</b>

For more information on OWASP Membership please access <http://www.owasp.org/Membership> or contact Kate Hartmann, OWASP Operations Director, [kate.hartmann@owasp.org](mailto:kate.hartmann@owasp.org).



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## Exposure!



(OWASP AppSec US 2008, NY)

## Network!



(OWASP EU Summit 2008, Portugal)

## Traffic!



(OWASP AppSec US 2007, EBAY)

## Share!



(OWASP EU Summit 2008, Portugal)

## The community at your service!



**Become a proud sponsor of the OWASP mission!**