



OWASP
23-26 JUNE 2014
CAMBRIDGE

APPSEC EUROPE 2014

ANGLIA RUSKIN UNIVERSITY

Cambridge, United Kingdom

June 23-26, 2014



Sponsorship Opportunities

2014.appsec.eu

ABOUT OWASP



OWASP
23-26 JUNE 2014
CAMBRIDGE

OPEN WEB APPLICATION SECURITY PROJECT

OWASP is an open-source application security organisation made up of corporations, educational organisations, and individuals from around the world. Providing free, vendor-neutral, practical, cost-effective application security guidance, the organisation is the de-facto standards body for web application security used by developers and organisations globally.

JOIN 400+ ATTENDEES

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

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

OWASP has a strong open and global community with more than 45,000 participants, more than 65 organisational supporters and over 60 academic supporters via 200 local chapters across 6 continents in 117 countries.

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

OWASP AppSec Europe 2014 provides sponsors exclusive access to its audience through a limited number of exhibit spaces.

5 REASONS TO SPONSOR

- Located conveniently in the “Silicon Fen” of Cambridge, the leading Tech Hub in Europe, second only to Silicon Valley in VC funding globally
- The conference will be publicised by a full service Public Relations firm
- Booth traffic volume and reach, due to exhibit locations being in key foot traffic areas
- Innovative conference prizes and giveaways to drive booth visits and sales follow-ups
- Electronic access to attendee details for post conference follow-up via flexible attendee scanning solutions



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

PREMIUM SPONSORSHIP PACKAGES



OWASP
23-26 JUNE 2014
CAMBRIDGE

	Diamond 1 available	Platinum 3 available	Gold 6 available	Silver 6 available
General Rate (excluding VAT)	£18,000	£12,000	£8,000	£5,000
Discounted Rate for OWASP Corporate Supporters (excluding VAT)	£15,000	£10,000	£5,300	£3,300
Exhibit Space	Yes - Prime	Yes	Yes	Yes
Logo on OWASP Conference Website	Yes	Yes	Yes	Yes
Logo included in Conference Brochure	Yes	Yes	Yes	Yes
One complimentary lead retrieval scanner	Yes	Yes	Yes	Yes
Literature included in Attendee packs	Yes	Yes	Yes	Yes
PR Media Exposure	Yes	Yes	Yes	Yes
Logo included in pre conference literature	Yes	Yes	Yes	
Inclusion in Vendor Passport	Yes	Yes	Yes	
Recognition at conference entrance	Yes			
Conference Room Naming rights	Yes			
Advertisement in Conference Brochure	Full Page	Half Page	Quarter Page	Quarter Page
Complimentary Conference Passes	5	4	3	2
Discount on A La Carte Sponsorships	25%	20%	15%	10%

A LA CARTE SPONSORSHIP OPPORTUNITIES



OWASP
23-26 JUNE 2014
CAMBRIDGE

CONFERENCE DINNER (1)

Cost of Sponsorship: £12000 (excluding VAT)

This is the official conference networking event to be held on 25th June. The dinner will consist of welcome drink, followed by a full three course meal. This dinner will be held in the Gothic style Great Hall at Homerton College in central Cambridge, built in 1889, providing a very memorable venue to be the associated sponsor.

BREAKFAST/LUNCH SPONSORSHIP (4)

Cost of Sponsorship: £3500 (excluding VAT)

Your company will be recognised as providing breakfast or lunch during the event. Your banner will be displayed at each station.

LANYARD (2)

Cost of Sponsorship: £3500 (excluding VAT)

Your company is a co-sponsor of the lanyards for all attendees, co-branded and produced to OWASP specifications.

COFFEE/PASTRY BREAK SPONSOR (4)

Cost of Sponsorship: £2000 (excluding VAT)

Your company will be recognised as providing the coffee during the assigned break at the conference. Your banner will be displayed at the coffee station.

CONFERENCE ROOM NAMING RIGHTS (2)

Cost of Sponsorship: £1000 (excluding VAT)

Your company name and logo proudly displayed on one conference room entrance for the duration of the conference.

PRE/POST CONFERENCE EVENTS (1)

Cost of Sponsorship: £7000 (excluding VAT)

Sponsor a reception and post conference networking event for all Conference attendees (not available to Exhibitor Booth Only sponsors and attendees). The reception will be held the evening before the full conference starts, and networking event the day after it ends, giving the associated sponsor the opening and closing events of the conference.

EXHIBITOR BOOTH ONLY (2)

Cost of Sponsorship: £3500 (excluding VAT)

Show support for the software security and development community by showcasing your product and/or service.

NOTEPAD (1)

Cost of Sponsorship: £2500 (excluding VAT)

Your company is a co-sponsor of the A4 or A5 sized notepads for all attendees, co-branded and produced to OWASP specifications.

PEN (1)

Cost of Sponsorship: £1800 (excluding VAT)

Your company is a co-sponsor of the quality pens for all attendees, co-branded and produced to OWASP

DRINK TICKETS

Cost of Sponsorship: £500/bundle (excluding VAT)

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.