



OWASP AppSec Brasil 2010

Sponsorship Opportunities

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Courses: November 16 - 17

Event: November 18 - 19

Venue: CPQD Foundation
Campinas, SP

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 Brasil

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. The first edition in Latin America was sponsored by the OWASP Brazilian Chapter between 27th and November 30th, 2009 at Nereu Ramos Auditorium, located at the Chamber of Deputies in Brasilia, the country's capital city.

First Edition's Success

Gathering more than 240 participants, the event was considered a success by the audience. Presenting internationally renowned speakers and bringing to Brazil 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 2010

The second edition of the OWASP AppSec Brazil will be held between November 16th and 19th, 2010 at the CPqD Foundation, located in Campinas, a city next to Sao Paulo. 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.

This year we'll have the presence of two market personalities that have never spoken to a Brazilian audience: Bruce Schneier, author of several successful information security books, constant speaker at renowned international security events and Jeremiah Grossman, founder of the Web Application Security Consortium – WASC, chosen by InfoWorld as one of the Top 25 CTOs of 2007.



Ross Anderson presenting the lecture Web App Security - The Good, The Bad and The Ugly at the OWASP AppSec USA.



Overview of the public during the OWASP AppSec Asia 2008 in Taiwan with more than 300 people attend the two day event.



First meeting of world leaders OWASP Chapters in November 2008 in Portugal.

Why sponsor the OWASP AppSec Brasil 2010

A Remarkable Event

OWASP AppSec Brazil is the only event in Brazil 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 Brazil 2010, 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 more than 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.

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>

OWASP AppSec Brazil 2010 in the Internet	
	Webpage in the OWASP Wiki http://www.owasp.org/index.php/AppSec_Brasil_2010_(pt-br)
	Our Blog http://blog.appsecbrasil.org/
	Twitter http://twitter.com/owaspappsecbr
	Contact with the Committee organizacao2010@appsecbrasil.org



Percentage of Page Views in the OWASP Wiki compared to other web sites related to IT Security.

Sponsorship Categories

Item	Diamond (not available)	Platinum (2 positions)	Gold (5 positions)	Silver (10 positions)
Corporate Membership Discount	N/A	25%	25%	25%
Expo Space	<ul style="list-style-type: none"> • Yes with advance selection (first choice) 	<ul style="list-style-type: none"> • Yes with advance selection (second choice) 	<ul style="list-style-type: none"> • Yes 	<ul style="list-style-type: none"> • No
Logo Placement	<ul style="list-style-type: none"> • OWASP Conference website • Pre Conference Literature • Conference Brochure • All Conference banners • All placements with maximum visibility 	<ul style="list-style-type: none"> • OWASP Conference website • Pre Conference Literature • Conference Brochure • All Conference banners • All placements with maximum visibility (immediately below Diamond sponsors) 	<ul style="list-style-type: none"> • OWASP Conference website • Pre Conference Literature • Conference Brochure • Conference banners • All placements with maximum visibility (immediately below Platinum sponsors) 	<ul style="list-style-type: none"> • OWASP Conference website • Pre Conference Literature • Conference Brochure • Conference banners • All placements with maximum visibility (immediately below Gold sponsors)
Company description Placement	<ul style="list-style-type: none"> • Conference Brochure 	<ul style="list-style-type: none"> • Conference Brochure 	<ul style="list-style-type: none"> • None 	<ul style="list-style-type: none"> • None
Company Literature Placement	<ul style="list-style-type: none"> • Up to 3 folders in the conference materials 	<ul style="list-style-type: none"> • Up to 2 folders in the conference materials 	<ul style="list-style-type: none"> • Up to 1 folders in the conference materials 	<ul style="list-style-type: none"> • None
Conference Passes	10	7	4	2
Cost (in BRL)	• N/D	• R\$20.000,00	• R\$10.000,00	• R\$5.000,00

Opportunities for Activities Sponsorship

Item	OWASP Party	Lunch (2 positions)	Coffee Break (4 positions)
Activity	<ul style="list-style-type: none"> Party for all conference attendees. Place to be defined with the approval of the Conference Committee 	<ul style="list-style-type: none"> Exclusive lunch for all conference attendees 	<ul style="list-style-type: none"> Exclusive Coffee-break for all conference attendees, to be served near the conference auditorium.
Logo placement	<ul style="list-style-type: none"> OWASP Conference Website & Conference Announcement 	<ul style="list-style-type: none"> OWASP Conference Website 	<ul style="list-style-type: none"> OWASP Conference Website
Branding at Venue	<ul style="list-style-type: none"> Party venue. <p>Gift distribution or draw during party</p>	<ul style="list-style-type: none"> Lunch venue <p>Folder and gift table at restaurant</p>	<ul style="list-style-type: none"> Small folders in coffeekbreak tables.
Cost (in BRL)	<ul style="list-style-type: none"> Sponsors must directly pay for all the activity expenses. The number of sponsor-provided alcoholic drinks may be limited. 	<ul style="list-style-type: none"> Sponsors should pay directly all the activity expenses. 	<ul style="list-style-type: none"> R\$ 3.000,00 for each coffeekbreak

Opportunities for Resource Sponsorship

Item	Badge Lanyard (1 position)	Notepad (1 position)	Pen (1 position)
Activity	<ul style="list-style-type: none"> • Provide badge lanyards for all attendees, cobranded and produced to OWASP specifications 	<ul style="list-style-type: none"> • Provide letter sized notepads attendees, co-branded and produced to OWASP specifications. 	<ul style="list-style-type: none"> • Provide quality pens for all attendees, cobranded and produced to OWASP specifications.
Logo placement	<ul style="list-style-type: none"> • OWASP Conference Website 	<ul style="list-style-type: none"> • OWASP Conference Website 	<ul style="list-style-type: none"> • OWASP Conference Website
Branding at Venue	<ul style="list-style-type: none"> • none 	<ul style="list-style-type: none"> • none 	<ul style="list-style-type: none"> • none
Cost (in BRL)	<ul style="list-style-type: none"> • The sponsor must directly acquire all materials and make them available to the Conference Committee at specific date and location. 	<ul style="list-style-type: none"> • The sponsor must directly acquire all materials and make them available to the Conference Committee at specific date and location. 	<ul style="list-style-type: none"> • The sponsor must directly acquire all materials and make them available to the Conference Committee at specific date and location.