



OWASP AppSec DC

April 2nd – 5th 2012

OWASP AppSec DC 2012 Vendor/Sponsor Information Packet



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AppSec DC Points of Contact

AppSec DC Facilities committee facilities@appsecdc.org

Doug Wilson (Conference co-chair, Facilities Coordinator)

doug.wilson@owasp.org (cell) 301.814.1348

Mark Bristow (Conference co-chair, Content Coordinator)

mark.bristow@owasp.org (cell) 267-626-6582

Sarah Baso (OWASP Conference Logistics & Community Liaison)

sarah.baso@owasp.org (cell) 312-869-2779

Significant Dates for Vendors

Due Date: Company information for printed program materials See p. 13 for details	Friday March 16 th	EOD
Due Date: 300 copies of printed materials for attendee bags See p. 10 for details	Wednesday March 28 th	EOD
Training Starts	Monday April 2 nd	8 AM
Vendor Load In	Tuesday April 3 rd	1 PM -- 5 PM
Expo Dates	Wednesday April 4 th Thursday April 5 th	9 AM – 6 PM 9 AM – 4 PM
Vendor Load Out	Thursday April 5 th	4:15 PM – 7 PM



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Getting to AppSec DC

Flying

Three airports serve the DC Metropolitan Area: DCA (Ronald Reagan National Airport), BWI (Baltimore Washington International), and IAD (Dulles International Airport).

All three airports have public transportation options (albeit with transfers) that allow patrons access to downtown DC. All three airports also have taxi, shuttle, and rental car options.

Driving

Detailed driving directions to the DCCC are available at <http://www.dcconvention.com/Visitors/DirectionsParking/GettingHere.aspx>

Detailed directions to the Grand Hyatt are available here: <http://www.grandwashington.hyatt.com/hyatt/hotels/services/maps/index.jsp?icamp=propMapDirections>

Metro

The DCCC is located on top of the Mt. Vernon Square/7th Street/Convention Center Metro station on the Green and Yellow lines of the DC Metro. Our event is taking place in the section of the convention center that contains the metro entrance. The WMATA website with information about Metro is at <http://www.wmata.com>, and specific information about the Mt. Vernon Square Station can be found at http://www.wmata.com/rail/station_detail.cfm?station_id=70



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Lodging: Grand Hyatt Washington DC

AppSec DC 2012's hotel partner is the Grand Hyatt Washington, located at 1000 H St NW, a few blocks from the DCCC. Information about the Grand Hyatt can be found at the Grand Hyatt's website at <http://www.grandwashington.hyatt.com/>

Rooms may be reserved at the conference rate online at:
https://resweb.passkey.com/Resweb.do?mode=welcome_ei_new&eventID=8131721

Rooms may also be reserved by calling the Hyatt at 202-582-1234 and mentioning the code OWASP.

Venue: Walter E. Washington Convention Center

The Walter E. Washington Center (DCCC) is located at 801 Mt Vernon Place NW (between 7th and 9th streets and between Mt. Vernon Place and N St NW.) in downtown Washington DC. The DCCC's website is at <http://www.dccconvention.com/>.

Getting Your Exhibit and Materials to the Venue

There are three options for bringing your exhibit into the Convention Center. AppSec DC has arranged a load in and load out with union labor for the convenience of our vendors. Vendors may also (with specific restrictions) load small exhibits (such as some rolling pop-up cases) and materials in by hand outside of the load in window. The third option is to contract with a licensed freight company that is approved to operate at the Convention Center, and have them handle delivery and removal of our exhibit. If you wish to contract with such a company, please coordinate with the Convention Center or the AppSec DC Staff to make sure there are no issues.

Loading in to The Convention Center (DCCC):

To facilitate ease of getting materials and exhibits into the DCCC, AppSec DC will arrange a load-in window where vendors can use the DCCC Loading Dock and have materials loaded-in by a team of union workers who are licensed to load materials for the convention center.



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These workers will move materials from your vehicle up to the the Exhibit Hall during the load-in window. You will be required to drive your vehicle into the Loading Dock area, and then return it to parking outside the DCCC. When you return to the DCCC, your materials should be accessible in the AppSec Exhibit Hall space.

The designated vendor load-in period is on April 3rd between 1 and 5 PM. If you need to load in outside these times, please contact AppSec DC. If the guidelines below will not meet your needs, please contact AppSec DC ASAP so that we can arrange a more formal load-in for your exhibit.

“Hand Carry”

Loading in from personal vehicles may be done only if the amount and size of items fits the “One Person One Carry” test of being hand carry items are items that one person can carry or push/pull into the convention center without assistance. Items that do not fit the "hand carry" guidelines may incur additional labor fees from the convention center for load-in services. There should not be more materials than each person present can carry in one trip.

NO MORE THAN TWO CASES OR ITEMS CAN BE LOADED IN FROM ANY ONE VEHICLE. MORE THAN THIS WITHOUT PRIOR ARRANGEMENT WILL RESULT IN YOU NOT BEING ABLE TO BRING YOUR EQUIPMENT IN.

(Please note: the Hand Carry rule is due to an agreement with the DC Government, there is nothing the Convention Center can do to allow alternate load-in locations without using their loading dock).

Examples of acceptable hand-carry materials include boxes, suitcases or fiberboard shipping cartons, portable displays on wheels that can be moved by one person and small luggage racks.

The following items are not considered hand-carry items: two wheel dolly loads, hotel Bellman’s carts, boxes or crates requiring two people to carry.

AppSec DC will endeavor to have volunteers ready to receive your materials and transport them through the Convention Center for you from the drop off point to the exhibit hall. Please work with your designated point of contact to let us know the specific time that we may expect you the day of the load-in if it is at all possible. If volunteers are not available when you show up, you will be responsible for executing the load in yourself, but we will make all efforts so that you can just drop off your materials and then



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park your vehicle and meet us in the hall. If you have any questions or concerns regarding this, please contact the AppSec DC facilities committee.

The designated hand-carry entrance for AppSec DC is the NE corner of the intersection of 9th Street and Mount Vernon Place NW. Cars may pull up to the curb on the East side of 9th Street north of the intersection temporarily to unload contents. The convention space is upstairs on the 2nd floor in the same building. The Exhibit Hall Entrance is room 207B.

Loading Out of the Convention Center

AppSec DC expects that all vendors will be responsible for removing their materials from the DCCC after the event. To facilitate this, AppSec DC will arrange for a load-out period that will start approximately one hour (around 4:15 PM) before the end of the conference day on Thursday, April 5th. Please ensure that all load-out is completed by 7:00 PM on Thursday, April 5th.

During the load out, vehicles can be driven to the appointed dock location for the event, and union workers will load your exhibits and materials into your vehicle. You may also load out using the “hand carry” method during this time if you choose to.

AppSec DC asks that vendors do not break down or remove exhibits before the scheduled load-out time.



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Shipping and Receiving Materials at DCCC

Shipments of materials should be sent to the Capital Business Center, who will receive boxes of up to 150 pounds apiece delivered by Fed Ex, UPS, or other major carriers. There is a fee of \$25 / box that is received for groups of 8 or less boxes, \$20 /box for groups of 9 or more. An alternative is to ship materials to the hotel that your staff will be staying at, and either hand carry them or load them in during our load-in window.

If you need to ship materials that are outside of the parameters of what the Capital Business Center will handle, you will need to contract with a professional freight company that is licensed to deliver to the DCCC. Please contact our facilities committee to be put in touch with the appropriate DCCC office if you don't already have a freight company you work with.

Shipping must be arranged contacting the Capital Business Center, and faxing or emailing them a receiving and shipping form prior to having them receive or ship your packages.

The DCCC itself will NOT receive materials shipped directly to it. Shipments directly to the DCCC will be returned to sender. You must address shipments to the Capital Business Center.

You may arrange for return shipments in advance with the Capital Business Center, for the same rates as listed above. If you arrange for return shipments in advance, please bring your receipt/confirmation of this arrangement with you onsite, so it can be used to coordinate the load-out in advance. It helps if we have a copy of the receipt for the transaction and/or copy of the shipping form, so there are no delays in shipping back your materials.

Questions regarding the Capital Business Center and shipping/receiving can be directed to:

Calvin Johnson: (202) 438-7272
cjohnson@capitalbusinesscenter.com

Rodney Keller: (202) 345-0770
rkeller@capitalbusinesscenter.com

Fax: (202) 289-0299



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Exhibitor Tables & Booths

Table/Booth Space

Sponsorship agreements between vendors and AppSec DC include an 8' skirted table and convenience power. Vendors may use tabletops or pop-ups that fit within the 10' wide booth space. Booths with enclosed walls or roof pieces are not allowed without special dispensation from the convention center.

If your booth/display does not meet the above guidelines, PLEASE contact us to make prior arrangements so that there is no inconvenience getting your exhibit in to the show.

Table/Booth Power

Power for anything above/beyond convenience power (e.g. dedicated high wattage lighting, computer equipment above a laptop, or other equipment which requires a lot of power) will have to be arranged independently. This can be arranged for a fee through OWASP, or directly with the DC Convention Center's Vendor, Hi-Tech Electric (202-249-3800). The point of contact for the OWASP AppSec DC event is Kathy Simon (kathys@hi-techelectric.com, 202-249-3636).

Internet requirements

AppSec DC will be providing wifi for attendees. This is primarily designed for attendees to check email and use social media during the conference. It is a shared connection that does not allocate high amounts of bandwidth per user. It is recommended that any demonstrations be self contained, and not depend on an internet connection, as OWASP can not guarantee any level of service other than the wireless in the convention center without special arrangement. If you require a dedicated Internet connection for demonstration or other purposes, this can be arranged through OWASP for a fee, or directly through the DC Convention Center's Vendor, Smart City (202-249-3800). The point of contact for the OWASP AppSec DC event is Sasha Simmons (Direct Dial 202-249-3838)

If you feel you need a connection with a guaranteed level of bandwidth or service, please notify either the AppSec DC facilities or contract directly with Smart City.



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Lead Retrieval

OWASP does not provide a Lead Retrieval system for exhibitors. However, Badges for AppSec DC will come imprinted with a QR code that has the attendee's Name, Email Address, and Phone Number. Vendors should come prepared to capture information from QR codes if they are interested in automated Lead Retrieval.

Printed Materials

Depending on sponsorship level, Vendors may qualify for printed materials to be distributed in the event bag. Vendors should supply at least 300 copies of their printed material to OWASP in advance of the conference. Materials should be shipped to

OWASP AppSec DC
c/o Doug Wilson
422 15th St NE
Washington DC 20002

Materials should be shipped to arrive by March 28th.

Booth Locations

Booth Location choice will be determined by the order in which sponsorships were booked. We have two floorplans, depending on the number of sponsors that finalize by the day of show. The decision of which floor plan will be made at least one week before the show (sooner depending on sponsor volume). Please submit four choices (in preference order) of desired table number, and we will contact vendors individually to resolve conflicts should they arise.



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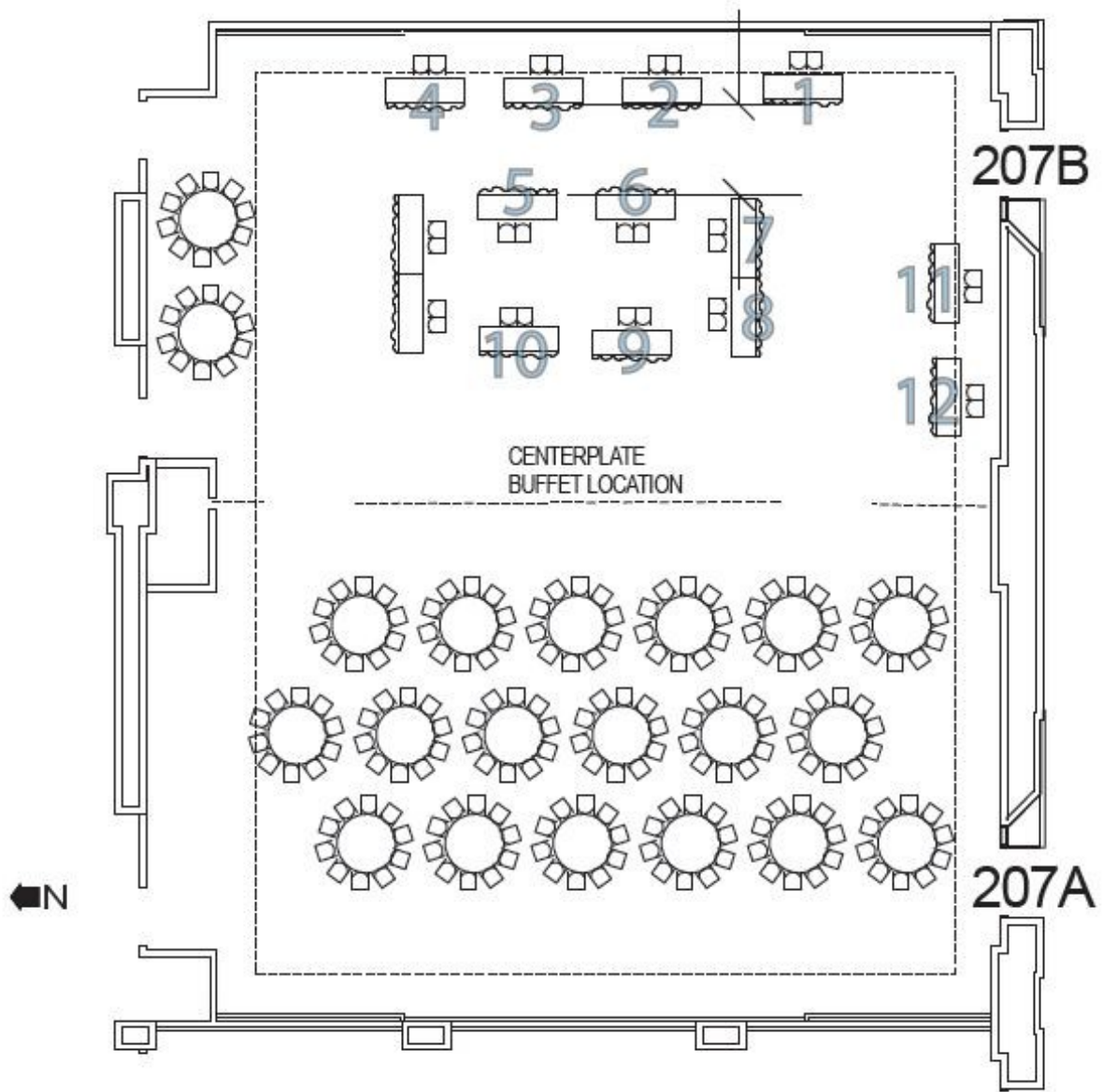


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Small Vendor Floorplan:

Room 207B: 4000 sq feet



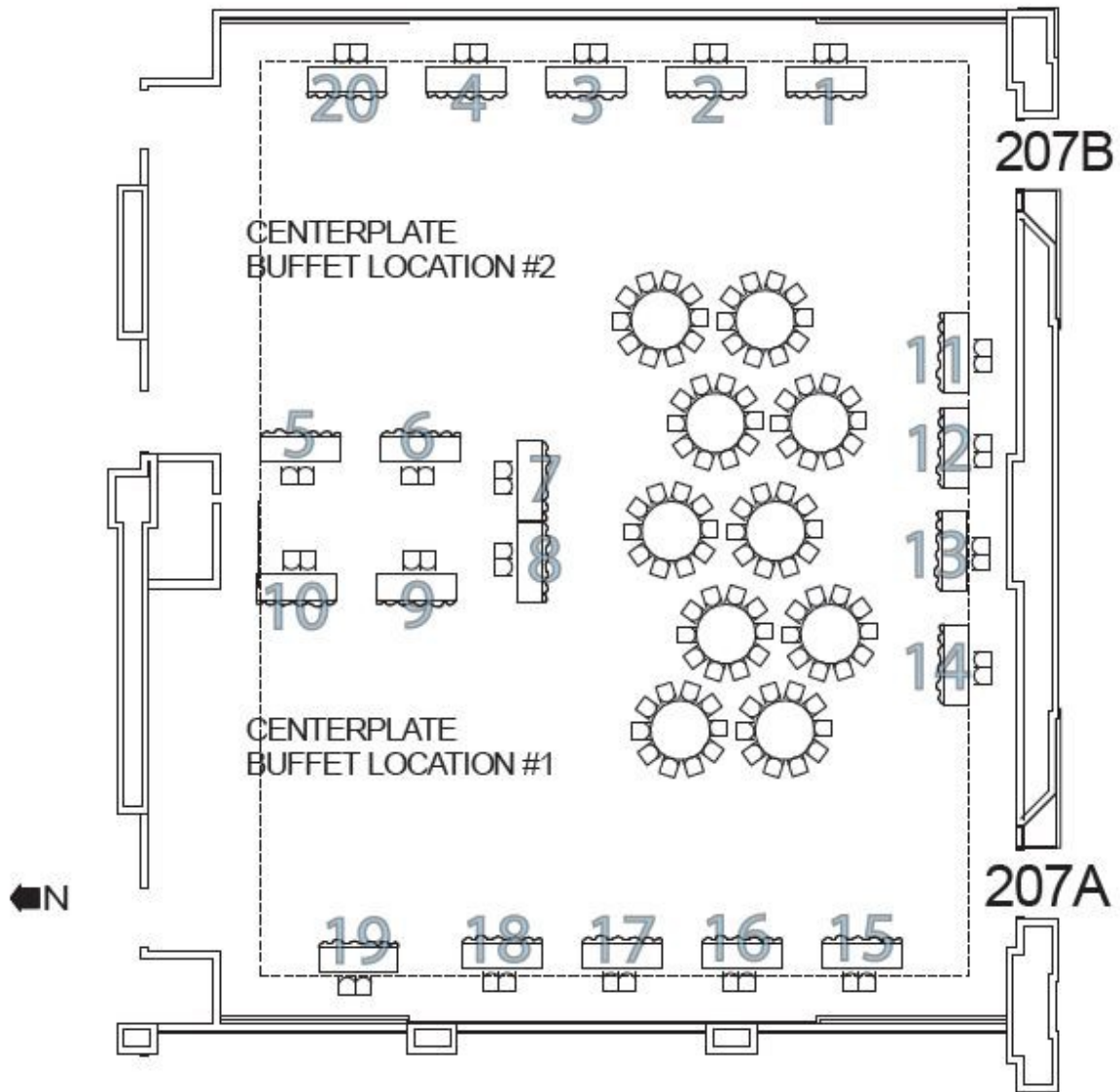


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Large Vendor Floorplan:

Room 207AB: 8200 sq feet



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Program Information

Program Materials

If your entity is to be listed in the program due to sponsorship level, please send a company description of 50 words or less describing your company.

Additionally, please send a high resolution horizontal logo in vector graphics format so it can be resized appropriately for the website, wiki, and program.

Program Ads

If your entity is to be listed in the program due to sponsorship level, please submit the following ad assets:

Active area:

1/4-page: 4" x 4" (Silver and Gold)

1/2-page: 4" x 8" (Platinum)

full page: 8" x 8" (Diamond)

1/4-page (w/bleed): 4.5" x 4.5"

1/2-page (w/bleed): 4.5" x 8.5"

full page (w/bleed): 8.5" x 8.5"

For ads that are to bleed, the artwork must extend at least 1/4" on each side. The book will be a finish size of 8" x 8" so a full page ad with bleeds, for example, would need to be sized to 8.5" x 8.5". The "live" area would of course be 8" x 8" so it's important for the designer to ensure that no text or graphics extend past those dimensions into the bleed margin.

Artwork guidelines available on the Omnipress website:

<http://www.omnipress.com/home/big-ideas/client-tools/templates-art/>

All program materials including company descriptions, logos, and ads MUST be received by Friday March 16 in order to appear in the printed program. Please submit materials to any of the contacts listed on p. 3 or sponsors@appsecdc.org



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