



OWASP
AppSec EU
Belfast

SPONSORSHIP OPPORTUNITIES

8 - 10 May

Training, Summit & Local Outreach

10 May

Pre-Conference Event

11-12 May

Conference

**8th to 12th
of May
2017**

**Waterfront
Conference
Center**



About OWASP

OPEN WEB APPLICATION SECURITY PROJECT

OWASP is the global, 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.

About AppSec EU 2017

With 45,000 OWASP participants globally, AppSec EU is the must-attend Application Security event in Europe for 2017. Building on the success of AppSecEU Rome in 2016, AppSecEU 2017 will be held in the heart of Belfast, the bustling capital city of Northern Ireland.

With a multitude of travel connections reaching across the UK, Ireland, Europe and worldwide, Belfast is perfectly placed to attract the largest number of AppSecEU attendees to date. Benefiting from a prime city-centre location, the Waterfront Conference center is surrounded by businesses, tourist attractions, hotels and travel hubs. This guarantees our sponsors gain access not only to conference delegates, but also to one of the busiest locations in Belfast with high numbers of footfall and thousands of daily commuters.

AppSecEU 2017 will have a special focus on engaging with business locally and from across the UK and Ireland, driven through our partnerships with many business organizations. The conference will be hosting a pre-conference drinks for delegates and non-delegates, businesses, government and technology thought-leaders which will offer sponsors a unique opportunity to interact at a personal level.

AppSecEU 2017 will host the first OWASP outreach program aimed at school children and adults who are interested in a career in IT or who want to find out more about the world of cybersecurity. The outreach program, held on the 8th May, will be a mix of interactive talks, demos and games and competitions which will add up to a 1,000 attendees from all parts of society.





About Belfast

Belfast is home to a large number of software development companies, both European and US based, and is a global leader in cyber security technologies, attracting internationally recognised technology companies with a highly-educated workforce.

Compared to most European capitals Belfast has a smaller population of under 600,000, yet the strength of the IT sector and low cost of living has resulted in Belfast being recognized as the number one city for new software development projects in Europe.

The total ICT workforce
in Northern Ireland comprises
28,000 individuals,
around 3.5% of the workforce,
including around
1,000 individuals
working specifically in the cyber
security industry.

Northern Ireland is fast becoming a global cyber security hub, with specialist university research centers and an impressive cluster of global cyber security investors.



JOIN THOUSANDS OF DELEGATES, BUSINESS LEADERS, AND THE FUTURE OF APPLICATION SECURITY

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

- Popular multi day training sessions.
- An outreach program attracting school children and adults to the application security industry.
- Dedicated pre-conference drinks event, held in the sponsor hall, open to training/conference delegates, and attended by local business and technology leaders.
- Two conference days with tracks focusing on the core OWASP mission.
- Keynote addresses by highly respected Industry experts.
- Exhibit area allowing vendors and attendees to discuss solutions.

OWASP has a strong, open and growing 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, Healthcare, Telecoms and Government
- World renowned speakers and experts
- Attendees exclusively focused on Application Security
- Discounts for OWASP Corporate Supporters

OWASP AppSec Europe 2017 provides sponsors exclusive access to its audience through a limited number of exhibit spaces.



3

SEVEN REASONS TO SPONSOR

1

Located in the center of Belfast, local to the UK and Ireland markets, with convenient connections to the rest of Europe and North America.

5

Innovative conference prizes and giveaways to drive booth visits and sales follow-ups.

2

The conference will be publicised by a full service Public Relations firm and heavily promoted via social media.

6

Electronic access to attendee details for post conference follow-up via flexible attendee scanning solutions.

3

Booth traffic volume and reach, due to exhibit locations being in an area central to all conference rooms. Lunch, coffee and snacks are served in sponsor area.

7

Prime location for external (banner) advertising with tens of thousands of commuters and tourists passing the venue daily.

4

Specialized pre-conference drinks reception, held in the sponsor area, with delegates, vendors, and local business community.



PREMIUM SPONSORSHIP PACKAGES

In a change to previous AppSec EU conferences the sponsor area will be available from the morning of Wednesday 10th, allowing sponsors to construct their stalls in preparation for the pre-conference drinks reception. The pre-conference reception takes place in the sponsor area and allows sponsors to mingle and demonstrate their services to local business and technology leaders. Prices below cover the three days including pre-conference reception and two conference days.

Conference provides tables and chairs for sponsors' exhibits, whilst the sponsor provides their own branded coverings and backdrop. Sponsors should consult the banner section below for the option of having a 4m banner (suspended from the roof) located at their booth.

	DIAMOND 2 AVAILABLE	PLATINUM 9 AVAILABLE	GOLD 12 AVAILABLE	SILVER 8 AVAILABLE
General rate (excluding vat)	EUR 22,000	EUR 17,000	EUR 10,500	EUR 5,500
OWASP Corporate Supporter Rate (excluding VAT)	EUR 17,000	EUR 13,000	EUR 7,500	EUR 4,000
Exhibition Space	YES - 5X5m	YES - 3X2M	YES - 2X2M	YES - 2X2M
Conference Passes	5	4	3	2
Exhibition Passes	2	2	2	2
A La Carte Sponsorship Discount	15%	10%	8%	5%
Conference Brochure Ad	Full page	Half page	Quarter page	Quarter page
Recognition at Conference entrance	Yes - Prime	Yes	No	No
Logo in Conference brochure	Yes	Yes	Yes	Yes
Logo on Conference website	Yes	Yes	Yes	Yes
Logo on external banner (facing the city)	Yes (large)	Yes (medium)	No	No

PREMIUM SPONSORSHIP PACKAGES

	DIAMOND 2 AVAILABLE	PLATINUM 16 AVAILABLE	GOLD 20 AVAILABLE	SILVER 10 AVAILABLE
One Complimentary Lead Retrieval Scanner	Yes	Yes	Yes	No
Literature in Attendees pack	Yes	Yes	Yes	No
Inclusion In Vendor Passport	Yes	Yes	Yes	No
Conference Program Company Description	100 word description	75 word description	50 word description	No
Ticket Discount <small>Ticket discounts are NOT valid towards the purchase of any Training Session</small>	100 Euro discount code with unlimited use	100 Euro discount code with unlimited use	50 Euro discount code with unlimited use	No

10% off any Premium Sponsorship Package if you sign on before 31st December 2016

Extra floor space may be made available to any sponsor taking part in the "Call for Activities", such as games, lock picking, escape rooms, etc.





A LA CARTE SPONSORSHIP OPPORTUNITIES



Events

Conference Dinner (1)

Cost of Sponsorship: EUR 5,000

This is the official conference networking event to be held on 11th May in the world famous Titanic Visitor Center, voted Europe's Leading Tourist Attraction for 2016 (World Travel Awards). The dinner will be held in the elegant Titanic Suite, featuring a replica of the feature staircase used on the original ship and overlooking the Games of Thrones studios. The event will consist of welcome drink, followed by a buffet meal featuring the best of Irish foods.

Sponsor will have their logo/name displayed on digital signage in the venue, as well as having the opportunity to erect their own signage throughout the dinner hall. The sponsor logo will be featured on the conference web page describing the dinner event to delegates. Sponsor provides their own signage boards. Gift packs may be distributed to dinner guests at sponsor's discretion and are provided by the sponsor.

Pre-Conference Drinks Reception (1)

Cost of Sponsorship: EUR 8,000

The pre-conference reception presents a unique opportunity as it will be open to all delegates, vendors, and decision makers in the surrounding business community. The drinks reception will be held in the main sponsor hall (at the conference venue) where local business leaders will be invited to network with visitors.. This is an excellent, informal, opportunity for visitors to socialize with the local community to discuss industry challenges and solutions. Various members of the Belfast and surrounding business community will be invited to attend.

Sponsors name, logo and links will be provided on all communications with the local businesses, delegates, and the relevant section of the website, as well as being able to place their brand the serving tables. Pre-conference tickets will be co-branded with Sponsors logo (along with OWASPs logo). Sponsor to provide the branding for the tables. Drinks reception will provide two complimentary drinks for all attendees.

Additional opportunities available at the venue such as Game of Thrones character visits, see the Further Opportunities section.

Local Outreach (School/Adult) (1)

Cost of Sponsorship: EUR 5,000

AppSecEU 2017 is reaching out to the future of application security with outreach programs to school children and adults interested in a career in the application security industry. Schools in the region will be contacted by professional bodies allowing up to 450 12 & 13 year olds the opportunity to attend seminars and activities aimed at attracting them towards IT and application security disciplines. Outreach programs on Monday 8th May (before the conference) will also be provided for adults interested in switching to a career in IT and application security.

Sponsors' name, logo and links will be included on all communications with schools and adult attendees, including recognition at any associated PR event. Sponsor name and logo will also be featured in the ½ page program page informing delegates of the occurrence of the outreach program.

Women In Appsec (1)

Cost of Sponsorship: EUR 4,000

AppSecEU 2017 is embracing the worldwide Women In AppSec initiative by providing further opportunities for female delegates to enter and succeed in the application security industry. Pre-conference this program will alter the nature of the call for papers to encourage more females to submit talks. At the conference there will be career and advice panels featuring successful top ranking women from the industry, along with mentoring sessions and lunches where one to one advice can be given.

Sponsor will be recognized on the conference web page dedicated to the Women In AppSec initiative, along with being mentioned as sponsor (along with logo) in the program page informing delegates of the Women in AppSec events at the conference.

Capture The Flag (Ctf) Awards (1)

Cost of Sponsorship: EUR 2,000

Sponsor will be recognised as providing the prizes for the CTF event organized during the conference days. The CTF event is open to all conference attendees. CTF winners will be announced during the conference closing ceremony and the sponsor will have the opportunity to come on stage to present the prizes to the winners!

University Challenge (Uc) Awards(1)

Cost of Sponsorship: EUR 2,000

Sponsor will be recognised as providing the prizes for the UC event organized during the training days. The UC event is a free event for University teams. UC winners will be announced during the conference closing ceremony and the sponsor will have the opportunity to come on stage to present the prizes to the winners!



Food and Drink

Lunch Sponsorship (4)

Cost of Sponsorship: EUR 3,000

Sponsors' name/logo will be displayed on a banner over the lunch tables (similar to sponsor hall banners below) and on floor stickers directing delegates to the lunch area. Lunch sponsorship also includes the opportunity for the Belfast venue to include sponsors' logos on a number of the desserts (200 branded desserts per sponsor).

Coffee/Pastry Break Sponsor (4)

Cost of Sponsorship: EUR 1,500

Sponsors will be recognised as providing the coffee during the assigned break at the conference. Branding includes floor stickers pointing delegates to the coffee stations.

Drinks Tokens

Cost of Sponsorship: EUR 850 for bundle of 100

Drive booth traffic by offering drinks tokens for use during the main conference dinner. Each token is redeemable for a beer, glass of wine or soft drink. Limitations apply.



Tour

Titanic Center Tour (1)

Cost of Sponsorship: EUR 5,000

Sponsor will also receive 500 passes to the Titanic museum, part of the stunning conference dinner venue which has been voted Europe's Leading Tourist Attraction for 2016. Sponsor will have sole rights to distribute tour passes to delegates. This unique museum tour will take place just before the conference dinner, giving a 30 minute history of the famous ship and its ill-fated voyage.

A ¼ page advertisement will be included in the conference brochure to inform delegates that tour tickets can be obtained from the sponsor's exhibition space. Sponsor can supply their own branded tokens/lanyard to identify delegates who have been supplied with a tour ticket.



Swag

Lanyard (1)

Cost of Sponsorship: EUR 4,000

Where the badge goes, the lanyard will follow. Sponsor the official AppSec Europe 2017 lanyard for all conference attendees and assure badge level visibility. Sponsor supplies lanyards. Lanyards must be created to the specification required by OWASP (specs supplied upon purchase).

Bag Sponsorship (1)

Cost of Sponsorship: EUR 5,000

Useful and lasting. All delegate bags will be co-branded with the AppSec Europe 2017 logo and sponsor's logo.

Pens (1)

Cost of Sponsorship: EUR 1,000

Send your company pens and they will be placed in all attendee bags. Sponsor supplies pens.

Notepads (1)

Cost of Sponsorship: EUR 1,000

Send your company notepads and they will be placed in all attendee bags. Sponsor supplies notepads.









Banner Advertisements

Sponsors can enhance their visibility at the conference by purchasing co-branded banners. Various opportunities exist both inside the conference venue and external, facing the public. Internal banners are displayed throughout conference days (Wednesday, Thursday and Friday). External banners, visible to the City of Belfast, are displayed for the full week of the conference (Monday to Friday).

Prices below include the cost of creating the banner and installation. All banners will contain the OWASP 2017 AppSec EU logo and wording, located at the top of the banner. OWASP logo and text will not take up more than ¼ size of the banner (apart from the 'Building Banner' where OWASP logo and text will be placed in the center, again not taking up more than ¼ of the display space).

Orders for banners must be placed before 8th April 2017 to allow time for construction and installation.

Banner Description	Positioning	Cost	Image
Building Banner logo placement (32m x 15m)	Positioned outside facing The city.	Exclusively included in Diamond and Platinum sponsorship packages.	
Guardians (1m x 4m)	Positioned outside facing the city. 4 opportunities exist.	EUR 2,000	
Riverside Entrance Banner (5m x 20m)	Positioned outside facing the the city.	EUR 4,000	

Banner Description	Positioning	Cost	Image
<p>External Glass Banner (3.2m x 2.2m)</p>	<p>Positioned outside facing the city.</p> <p>4 opportunities</p>	<p>EUR 750</p>	
<p>Sponsor hall banners (1.5m x 4m)</p>	<p>Internal, hanging from roof in sponsor area.</p> <p>23 opportunities. Can be positioned over sponsor table, drop from roof to 80cm above the floor, hence could be used as a backdrop for any sponsor not wishing to erect their own display behind their stall.</p>	<p>EUR 400</p>	
<p>Carpet Stickers (1m x 0.5m)</p>	<p>Internal, in conference areas.</p> <p>10 opportunities. Placement of carpet stickers can be arranged with sponsor.</p>	<p>EUR 150</p>	

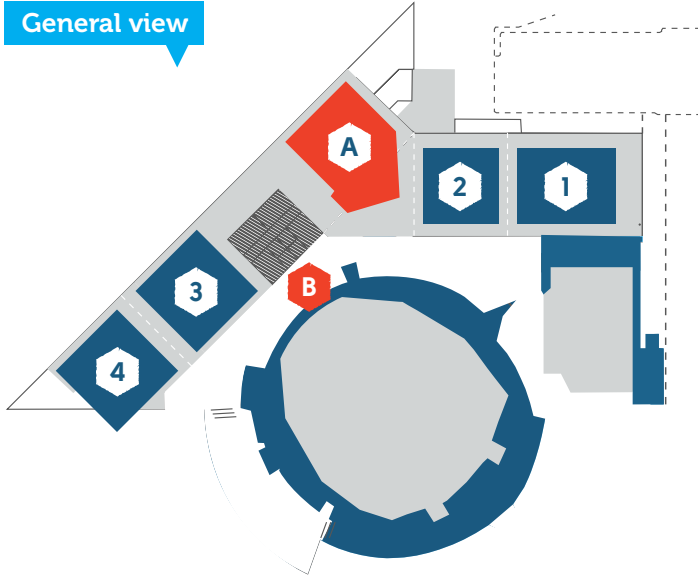
For sponsor inquiries, please contact: kelly.santalucia@owasp.org
Note all prices are excluding VAT



Floorplan

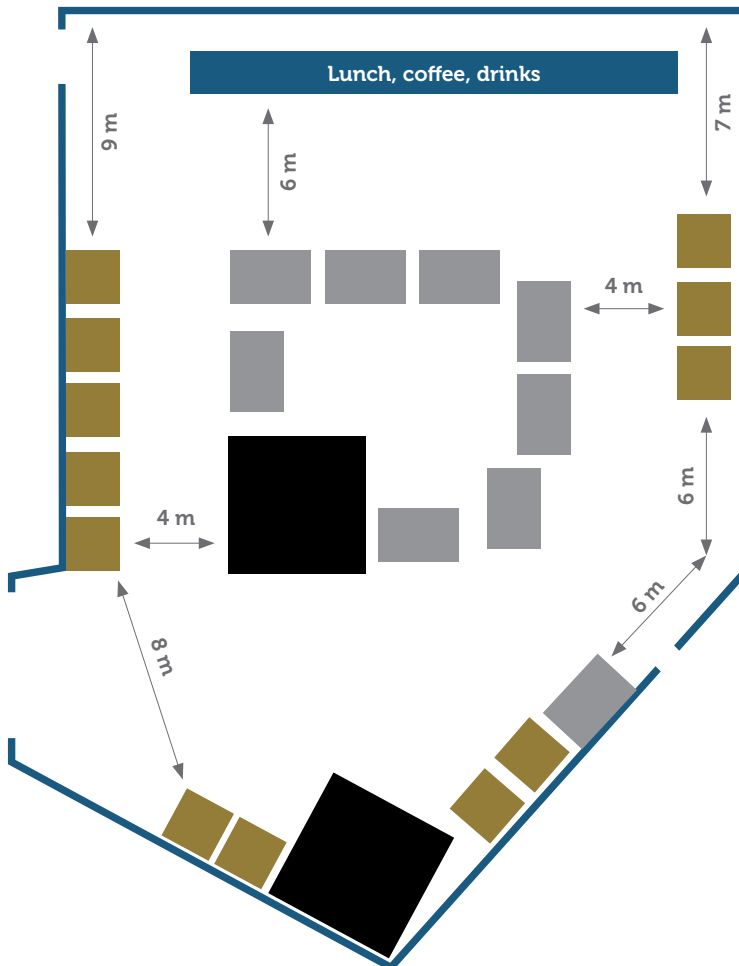
There are two sponsor areas at AppSecEU Belfast, placed in the center of the track room areas, in areas where delegates will mingle. Sponsor area one will also host coffee and lunch breaks.

General view



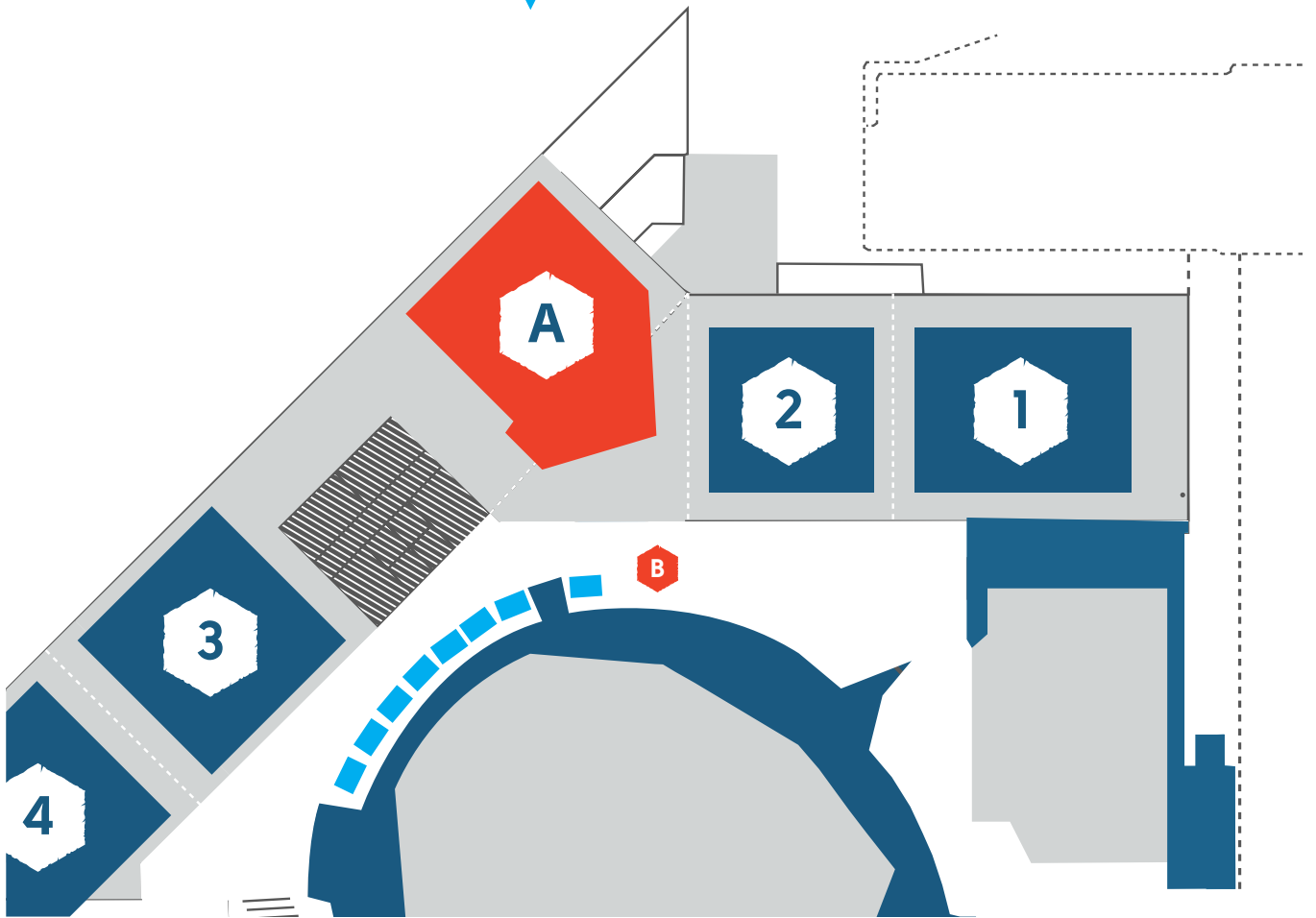
- A** Sponsor Area 1
- B** Sponsor Area 2
- 1** Track 1
- 2** Track 2
- 3** Track 3
- 4** Track 4

Main Sponsor Hall (Sponsor Area A)



- G** Gold
- P** Platinum
- D** Diamond

Hallway Sponsor Booths (Sponsor Area B)



S Silver





Further Opportunities

From humble beginning in the boat building trade to the modern giant in technology, Belfast is an industrious city steeped in history, culture and stunning natural beauty. To enhance your reach of delegates, and local business leaders, the following opportunities have been included for your information. The events below allows a sponsor to provide an extra entertainment package in or around the conference.

Note the opportunities below are not associated with OWASP and sponsors should contact these vendors directly if they wish to take advantage of their services.



Archery Movie Set Experience at Winterfell

Go on location and shoot a few arrows in Ned Stark's own backyard in the Winterfell Archery Range where Bran learned to shoot bow and arrow! An exact replica of the 'Winterfell Archery Range' has been masterfully recreated in our courtyard in the very same spot that the filming took place, transporting you into the world of Westeros. Dress up in character costume and step into the movie set - don't forget your camera! Coach transport required.

<http://blog.visitbelfast.com/game-of-thrones>



Medieval Banquet at Winterfell

On arrival at Winterfell, guests will be greeted by the Maester at the castles north gate then escorted through to the 'Armory & Forge' to don their chosen costume, before being shown to their banqueting table by the 'ladies of Winterfell' - With dimly lit church candles on the far-reaching tables; Bench seats draped with reindeer skins; Smoke billowing from the open fire pits; Traditional music; And everyone dressed in costume - this is sure to be the most memorable of dining experiences. Break bread and salt; enjoy a delicious hog roast and Winterfell fare; wash it all down with pitchers of fine deadly wine and exclusive 'Craft Beer' from Winterfell castles brewery. Coach transport required.

<http://www.gameofthrones-winterfelltours.com/medievalbanquetireland>



Comes to You @ the Waterfront

Sponsors could avail of the venue amenities and arrange for Game of Thrones characters in full HBO costumes to come and mingle with guests. Costumes can be provided for guests to participate in photo opportunities and special appearances by the Dire Wolves from the show.

<http://www.gameofthrones-winterfelltours.com/>

Hilden Brewery Tours - Local Craft Beers

Tour of brewery or tastings in Tap House or Molly's Yard with options for food also. Coach transport required.

<http://www.hildenbrewery.com/>

SS Nomadic Belfast

Step aboard the SS Nomadic, the original tender ship to the Titanic, and experience over 100 years of authentic maritime history in one unique location. Walking distance from conference venue.

<http://www.nomadicbelfast.com/organise-an-event/>

Eddie Irvine Virtual F1 Race Experience

Diamond sponsors only

Be the talk of the conference and draw delegates to your sponsor stand by controlling four racing car simulators beside your stand! The Room2Race event package brings race simulation to you. 4 Triple Screen Formula 1 Simulators fully staffed and operated with data collection from drivers and with an electronic Fastest Lap Leaderboard throughout.

Available only to Diamond sponsors due to space required.

<http://www.room2race.co.uk/>

Virtual Sports from CitiGolf

Space required may restrict opportunities

Draw delegates and create a buzz with virtual games:

- **Interactive Game show Contest**
- **Citigolf Olympics.**
- **Nintendo Wii Tennis Championships**
- **Winter Olympics**
- **Fifa World Cup Tournaments**
- **Citigolf Ryder Cup.**

<http://www.citigolfbelfast.com/>

