



OWASP

IRELAND CONFERENCE 2012

Introduction

OWASP Sponsorship Options, Trinity College, Dublin. September 4th-6th 2012

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 defacto standards body for Web AppSec.

The Ireland OWASP Conference, in its 4th year, 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 Ireland Draws 200 Global Attendees

OWASP is providing sponsors **exclusive access** to its audience in **Dublin, Ireland** through a limited number of Expo floor slots, providing a focused setting for potential customers

Attendees will be pushed through the Expo floor for breakfast, lunch and coffee breaks giving them direct access to sponsors’ booths and technology. The conference is expected to draw over 150 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.

Sponsorship opportunities are filling up rapidly. All proceeds from sponsorship support the conference and the mission of the OWASP Foundation (Europe), driving funding for research grants, tools and documents, local chapters, and more.

Contact:

Eoin Keary (Global VP OWASP) eoin.keary@owasp.org

Fabio Cerullo (Ireland Chapter Leader) fcerrullo@owasp.org

Sarah Baso (Global Conferences liason) sarah.baso@owasp.org



OWASP

IRELAND CONFERENCE 2012

Sponsorship Information

| | Sponsorship Opportunities | | | |
|---|--|--|--|--|
| | Diamond (1 position) | Platinum (2 positions) | Gold (2 positions) | Silver |
| Cost | €5000 | €4000 | €3000 | €2000 |
| Expo Space | Yes with advance selection (first choice) | Yes with advance selection (second choice) | Yes | Yes |
| Logo placement | <ul style="list-style-type: none"> ▪ OWASP Conference website ▪ Conference Entrance, Expo Space ▪ Conference newspaper advertisements | <ul style="list-style-type: none"> ▪ OWASP Conference website ▪ Expo Space | <ul style="list-style-type: none"> ▪ OWASP Conference website ▪ Expo Space | <ul style="list-style-type: none"> ▪ OWASP Conference website |
| Additional Corporate Placement | Company information displayed at breakfast space. | | | |
| Company description Placement | <ul style="list-style-type: none"> ▪ Full Page in Conference Bulletin ▪ Any pre conference brochures/adverts | Half Page in Conference Bulletin | Quarter Page in Conference Bulletin | Quarter Page in Conference Bulletin |
| Company Literature Placement | Attendee packs | Attendee packs | Attendee packs | Attendee packs |
| Conference Passes | 5 | 4 | 2 | 2 |
| Corporate Membership discount (Paid is USD\$) | \$3500 | \$1500 | | |



OWASP

IRELAND CONFERENCE 2010

Additional Sponsorship Opportunities

| | Sponsorship Opportunities | | | | | |
|--------------------------------|---|---|---|---|---|--|
| | OWASP Party sponsor (1 available) | Lunch (1 available) | Coffee Break (2 available) | Badge Lanyard License (1 available) | Notepad License (1 available) | Pen License (1 available) |
| Sponsorship | Host OWASP Party to be held in Dublin on 6th September 2012 @ 19:00 | Exclusive lunch host for conference delegates (1 day) | Exclusive morning or afternoon coffee host for conference delegates (1 day) | Provide badge lanyards for all attendees, co-branded and produced to OWASP specifications | Provide letter 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 | OWASP Conference website | OWASP Conference website | OWASP Conference website | OWASP Conference website |
| Branding at Venue | Party Entrance & Inside Venue | In dining hall TCD Dining Hall | At Coffee breakout and agenda document | | | |
| Branding literature | On tables at party event | Banners at event main concourse. | Corporate literature | Corporate literature | Corporate literature | Corporate literature |
| Cost | €1100 | €2000 | €400 each | €600 | €600 | €600 |



OWASP

IRELAND CONFERENCE 2012

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.

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

For more information on OWASP Membership please access <http://www.owasp.org/Membership> or contact: Kate.Hartmann@owasp.org



OWASP

IRELAND CONFERENCE 2012

Sponsorship Information

Exposure!



(OWASP AppSec EU 2011, Dublin Ireland)

Network!



(OWASP AppSec EU 2011, Dublin Ireland – Lunch!)

Traffic!



(OWASP Global chapter locations)

Share!



(OWASP AppSec EU 2011, Ireland)

The community at your service!





OWASP

IRELAND CONFERENCE 2012

Sponsorship Information

Become a proud sponsor of the OWASP mission!