OWASP AppSec Europe Sponsorship

Open Web Application Security Project (OWASP) is a global open source application security project composed of corporations, educational organizations, and individuals from around the world. OWASP has quickly become the de-facto standards body for web application and software security by providing free, vendor-neutral, practical, cost-effective application security guidelines.

OWASP's Global AppSec Conferences are its flagship outreach effort. Each year OWASP hosts four global AppSec conferences:

- North America
- South America
- Europe
- Asia/Pacific

OWASP Global AppSec conferences draw over 2000 global attendees annually

OWASP events attract a worldwide audience interested in "what's next?" — as an OWASP Conference sponsor, your brand will be included as an answer.

AppSec EU 2013 will take place in Hamburg, Germany from August 20th to 23rd.

OWASP is providing sponsors exclusive access to its audience in Hamburg through a limited number of Expo floor slots, providing a focused setting for potential customers. Attendees will be pushed through the Expo for breakfast, lunch and coffee breaks giving them direct access to sponsors' booths and technology.

The conference is expected to draw **over 400 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 mission of the OWASP Foundation (501c3 Not-For-Profit), driving funding for conferences, research grants, tools and documents, local chapters, and more.

OWASP offers a variety of opportunities for advertising and logo placement at their AppSec conferences

Contact us today for more information at sponsoring@owasp.de
- Tobias Glemser (OWASP Germany Chapter Lead)
- Kelly Santalucia (OWASP Global Membership and Business Liaison)

Become a proud sponsor of the OWASP mission!

(View from our venue, 100m high, centrally located in Hamburg)

(One of our modern training rooms in the 23rd floor)

AppSecEU 2013	Diamond (1 position)	Platinum (3 positions)	Gold (9 positions)	Silver (7 positions)	Bronze (5 positions)
Expo Space	• Yes with advance selection (1st choice) • 1 booth + 1 pullup banner	• Yes with advance selection (2nd choice) • 1 booth + 1 pullup banner	• Yes • 1 booth +1 pullup banner	• Yes (downstairs) • 1 booth + pullup banner	• None

Items	• Delegate Bag – logo on bag
	• Lanyards
	• Pullup banner in main conference room (used during key- and closing note etc.)
	• Additional pullup banner in Foyer
		• Choose one of:
		  ▸ Badge – logo on name badge
		  ▸ Sponsoring coffee breaks and lunch both days: premium placed logo at all catering stations
		  ▸ Sponsoring main Conference Dinner on Thursday
		  ▸ Pullup banner in conference room 2 or 3
			• Choose one of:
			  ▸ Sponsoring Capture the Flag contest (Banner in area)
			  ▸ Pullup banner in foyer during trainings (max. 3 sponsors)
			  ▸ Welcome reception on Wednesday (2 sponsors)
			  ▸ Sponsoring coffee breaks and lunch day one: logo at all catering stations (2 sponsors)
			  ▸ Sponsoring coffee breaks and lunch day two: logo at all catering stations (2 sponsors)
				• None	• None

Logo placement:
Your company's logo will appear in these places
	• Premium placement:
	  ▸ OWASP conference websites
	  ▸ Every print product
	  ▸ Conference entrance
	  ▸ Mailing to attendees
		• Excellent Placement
		  ▸ OWASP conference websites
		  ▸ Every print product
		  ▸ Conference entrance
		  ▸ Mailing to attendees
			• Top Placement
			  ▸ OWASP conference websites
			  ▸ Every print product
			  ▸ Conference entrance
			  ▸ Mailing to attendees
				• OWASP conference websites
				• Every print product
				• Conference entrance
				• Mailing to attendees
					• OWASP conference websites
					• Every print product
					• Conference entrance
					• Mailing to attendees

Company description + advertising opportunities (if available)	• Premium placed, one **full**-page, four-color advertisement in conference brochure, • Premium logo placement in the official conference brochure	• One **half**-page, four-color advertisement in conference brochure • Excellent logo placement in the official conference brochure	• One **quarter**-page, four-color advertisement in conference brochure • Top logo placement in the official conference brochure	• Logo placement in the official conference brochure	• Logo placement in the official conference brochure
Company Literature Placement	• Attendee packs: max. A4 sized	• Attendee packs: max. A4 sized	• Attendee packs: max. A4 sized	• Attendee packs: max. A4 sized	• Attendee packs: small give away (CD/DVD, pen) or two paged flyer
Conference + dinner passes	5 + 5	4 + 4	3 + 3	2 +2	2 + 2
Corporate Member[1]	15.000 €	10.500 €	6.750 €	4.500 €	2.250 €
Cost	20.000 €	14.000 €	9.000 €	6.000 €	3.000 €

[1]) http://www.owasp.org/index.php/Corporate_Member