



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.



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

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.

Contact us today for more information at sponsoring@owasp.de

- Tobias Glemser (OWASP Germany Chapter Lead)
- Kelly Santalucia (OWASP Global Membership and Business Liaison)



Our Venue: The Emporio

Our event location, the Emporio, is one of Hamburg's landmark buildings. Formerly the Unilever house, the building towers more than 90 meters above the city, and is considered an architectural icon of Hamburg. The conference center tower offers a stunning panoramic view of the city, the river, and the canals, so you can participate in the trainings, discuss new research, and make new connections in an iconic building that has been remodeled into a state-of-art meeting facility with world-class sustainability features.



Aerial view to triangular shaped Emporio. Binnenalster is the lake with the fountain. On the right hand side one of the splendid panoramic views from the Emporio over one of the most beautiful cities in Europe.

About Hamburg

Situated along the Elbe River, with canals framing parts of town, Hamburg is one of Germany's most picturesque metropolitan cities. Awarded the title of European Green Capital for 2011, this city of 2 million residents is also one of the fastest growing tourism destinations in the country. With river cruises, famous streets for nightlife, dozens of museums, music performances, and theaters, as well as a strong creative and tech industry presence, Hamburg is the ideal location to spur innovative thinking and knowledge sharing at the Appsec Europe 2013 conference.

Outside of the conference, you will find an array of places to explore and streets to discover. From a world-famous miniature wonderland full of Lilliputian sized cities, to shops along the water, a new-age neighborhood built on 400 acres of docklands, and renowned nightlife options, Hamburg is informally considered the 'Venice of Northern Europe'. August is the ideal time to explore the city, take advantage of its boat tours, and enjoy delicious food in its many fabulous restaurants.



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) (7 left) | Silver (7 positions) (3 left) | Bronze (5 positions) (2 left) |
|--|---|--|---|---|---|
| Expo Space | <ul style="list-style-type: none"> • Yes with advance selection (1st choice) • 1 booth + 1 pullup banner ¹⁾ | <ul style="list-style-type: none"> • Yes with advance selection (2nd choice) • 1 booth + 1 pullup banner ¹⁾ | <ul style="list-style-type: none"> • Yes • 1 booth + 1 pullup banner ¹⁾ | <ul style="list-style-type: none"> • Yes (downstairs) • 1 booth + 1 pullup banner ¹⁾ | <ul style="list-style-type: none"> • None |
| Items | <ul style="list-style-type: none"> • Delegate Bag – logo on bag • Lanyards • Pullup banner in main conference room (used during key- and closing note etc.) • Additional pullup banner ¹⁾ in foyer | <ul style="list-style-type: none"> • Choose one of: <ul style="list-style-type: none"> ▶ 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 ¹⁾ in conference room 2 or 3 | <ul style="list-style-type: none"> • Choose one of: <ul style="list-style-type: none"> ▶ Sponsoring Capture the Flag contest (banner ¹⁾ in area) ▶ Pullup banner ¹⁾ in foyer during trainings (3 sponsors) ▶ Welcome reception on Wednesday (2 1 sponsors) ▶ Sponsoring coffee breaks and lunch <u>day one</u>: logo at all catering stations (2 sponsors) ▶ Sponsoring coffee breaks and lunch <u>day two</u>: logo at all catering stations (2 sponsors) | <ul style="list-style-type: none"> • None | <ul style="list-style-type: none"> • None |
| Logo placement: <i>Your company's logo will appear in these places</i> | <ul style="list-style-type: none"> • Premium Placement <ul style="list-style-type: none"> ▶ OWASP conference websites ▶ Every print product ▶ Conference entrance ▶ Mailing to attendees | <ul style="list-style-type: none"> • Second Placement <ul style="list-style-type: none"> ▶ OWASP conference websites ▶ Every print product ▶ Conference entrance ▶ Mailing to attendees | <ul style="list-style-type: none"> • Third Placement <ul style="list-style-type: none"> ▶ OWASP conference websites ▶ Every print product ▶ Conference entrance ▶ Mailing to attendees | <ul style="list-style-type: none"> • OWASP conference websites • Every print product • Conference entrance • Mailing to attendees | <ul style="list-style-type: none"> • OWASP conference websites • Every print product • Conference entrance • Mailing to attendees |
| Company description + advertising opportunities (if available) | <ul style="list-style-type: none"> • Premium placed, one full-page, four-color advertisement in conference brochure, • Premium logo placement in the official conference brochure | <ul style="list-style-type: none"> • One half-page, four-color advertisement in conference brochure • Excellent logo placement in the official conference brochure | <ul style="list-style-type: none"> • One quarter-page, four-color advertisement in conference brochure • Top logo placement in the official conference brochure | <ul style="list-style-type: none"> • Logo placement in the official conference brochure | <ul style="list-style-type: none"> • Logo placement in the official conference brochure |
| Company Literature Placement | <ul style="list-style-type: none"> • Attendee packs: max. A4 sized | <ul style="list-style-type: none"> • Attendee packs: max. A4 sized | <ul style="list-style-type: none"> • Attendee packs: max. A4 sized | <ul style="list-style-type: none"> • Attendee packs: max. A4 sized | <ul style="list-style-type: none"> • 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 ²⁾ | 15.000 € | 10.500 € | 6.750 € | 4.500 € | 2.250 € |
| Cost | 20.000 € | 14.000 € | 9.000 € | 6.000 € | 3.000 € |

¹⁾ All pullup banners have to be provided by the sponsor

²⁾ http://www.owasp.org/index.php/Corporate_Member