

OWASP Global AppSec Asia 2011

Nov. 4 – Nov. 7, Beijing, China

Sponsorship Information



Open Web Application Security Project (OWASP) is an open-source project made up of corporations, public section organizations and individuals from around the world. Providing free, vendor-neutral, practical and cost-effective application security guidelines, OWASP is the de facto standard-setting body for Web application security.

Building on its successes of the past two years, OWASP's China chapter is again hosting a flagship OWASP outreach event. **AppSec Asia 2011** offers expo, training and conferences and includes many opportunities to converse with government, industry and education leaders. New in 2011, OWASP is offering exclusive **Global AppSec Sponsorships** to provide additional benefits and streamline the planning process for our most supportive organizations.

OWASP events attract a worldwide audience interested in finding out what's next in web application security. As an OWASP conference sponsor, your brand will be included as an answer.



OWASP China 2010 attracted over 500 attendees



Audience and vendors connected in product expo

Sponsors will gain exclusive access to companies in Asia through a limited number of Expo floor slots, providing a focused setting for potential customers.

Attendees will walk through the Expo floor for breakfast, lunch and coffee breaks. They will have direct access to sponsors' booths and representatives. The conference is expected to draw over 800 international attendees; all with budgets dedicated to web application security initiatives. Financial, healthcare, government, telcos, media, pharmaceuticals and many other verticals will be represented.

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Contact Helen.gao@owasp.org

	Global Diamond (1 position)	Global Platinum (2 positions)	Global Gold (5 positions)	Global Silver (8 positions)
<i>Expo Space</i>	<ul style="list-style-type: none"> • First choice of prime 10'x20' expo space (Table provided, booth optional). • Extra Adjacent Booth slot for \$3000 USD (10'x10' Table provided or similar). 	<ul style="list-style-type: none"> • Second priority expo space selection (after Diamond, but before Platinum sponsors.) • 10'x10' Expo space (Table provided, booth optional). 	<ul style="list-style-type: none"> • Ability to select space before conference Gold sponsors • 10'x10' Expo space (Table provided, booth optional) 	<ul style="list-style-type: none"> • Ability to select space before conference Silver sponsors. • 10'x10' Expo space (Table provided, booth optional).
<i>Advertising Opportunities (If available)</i>	<ul style="list-style-type: none"> • Print Campaign– Premium placement of company logo in any print conference promotion. • Press Announcements – Company name included in any Conference pre-show press announcement as a Global Diamond Level Sponsor. • Sponsorship of the OWASP Conferences section of the newsletter. 	<ul style="list-style-type: none"> • Print Campaign– Premium placement of company logo in any print conference promotion. • Press Announcements – Company name included in any Conference pre-show press announcement as a Global Platinum Level Sponsor. • Optional co-sponsorship of the OWASP Conferences section of the newsletter. 	<ul style="list-style-type: none"> • Logo placement on OWASP-provided Global Sponsors Banners/Rollups, appearing in high-traffic areas. • Print Campaign– Premium placement of company logo in any print conference promotion. • Press Announcements – Company name included in any Conference pre-show press announcement as a Global Gold Level Sponsor. 	<ul style="list-style-type: none"> • Logo placement on OWASP-provided Global Sponsors Banners/Rollups, appearing in high-traffic areas. • Print Campaign– Premium placement of company logo in any print conference promotion. • Press Announcements – Company name included in any Conference pre-show press announcement as a Global Silver Level Sponsor.
<i>Logo placement: Your company's logo will appear in these places</i>	<ul style="list-style-type: none"> • OWASP wiki main page with link to company website, listed as Global AppSec Sponsor • OWASP Conference website • Premium placement on OWASP-provided Global Sponsors Banners/Rollups in high-traffic areas. • Every conference web page • Pre-Conference Literature • Conference Brochure • Conference Entrance • Entrance to all conference tracks 	<ul style="list-style-type: none"> • OWASP wiki main page with link to company website, listed as Global AppSec Sponsor • OWASP Conference website • OWASP-provided Global Sponsors Banners/Rollups in high-traffic areas. • Pre-Conference Literature • Conference Brochure • Prominent placement at entrance to 1 conference track 	<ul style="list-style-type: none"> • OWASP wiki main page with link to company website, listed as Global AppSec Sponsor • OWASP Conference website • OWASP-provided Global Sponsors Banners/Rollups in high-traffic areas. • Pre-Conference Literature • Conference Brochure • Entrance to 1 conference track 	<ul style="list-style-type: none"> • OWASP wiki main page with link to company website, listed as Global AppSec Sponsor • OWASP Conference website • OWASP-provided Global Sponsors Banners/Rollups in high-traffic areas. • Pre-Conference Literature • Conference Brochure
<i>Company description Placement (if available)</i>	<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 • Premium logo placement in the official Conference brochure 	<ul style="list-style-type: none"> • One quarter-page, four-color advertisement in Conference brochure • Premium logo placement in the official Conference brochure 	<ul style="list-style-type: none"> • Premium logo placement in the official Conference brochure
<i>Literature Placement</i>	<ul style="list-style-type: none"> • Attendee packs • Information Desk 	<ul style="list-style-type: none"> • Attendee packs • Information Desk 	<ul style="list-style-type: none"> • Attendee packs • Information Desk 	<ul style="list-style-type: none"> • Attendee packs • Information Desk
<i>Conf. Passes</i>	6 per Conference	5 per Conference	3 per Conference	2 per Conference
<i>Expo Passes</i>	4 per Conference	2 per Conference	2 per Conference	2 per Conference
<i>Base Cost</i>	\$80,000 USD	\$70,000 USD	\$60,000 USD	\$50,000 USD
<i>Member Discount</i>	\$5,000 USD	\$3,500 USD	\$3,000 USD	\$2,500 USD

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Sponsorship opportunities are filling up rapidly. All proceeds from sponsorship support the conference and the mission of the OWASP Foundation (501c3 Not-For-Profit), driving funding for research grants, tools and documents, local chapters, and more.

All sponsorship opportunities feature significant discounts to OWASP members, allowing you year-round access to the web application security's foremost thinkers as well as use of OWASP materials in product and service delivery.

Contact us today or visit https://www.owasp.org/index.php/OWASP_Global_AppSec_Asia_2011 for more information. Helen Gao, Helen.Gao@owasp.org Rip Torn, rip@owasp.org.



OWASP Chapters around the World

Become a proud sponsor of the OWASP mission!

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Sponsorship Information

Exposure!



OWASP AppSec Brazil 2010

Network!



OWASP EU Summit 2008, Portugal

Traffic!



OWASP AppSec Delhi 2008

Results!



OWASP AppSec China 2010

The OWASP community is at your service!