

OWASP Global AppSec Asia 2011

Nov. 8 – Nov. 11, 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. **Global 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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Why support OWASP?

OWASP is the de facto standard-setting body for web application security. For example, the National Institute of Standards and Technology (NIST) and Payment Card Industry Security Standards Council (PCI SSC) both recommend OWASP's best practices for risk management. For a list of top industry and government citations, check <https://www.owasp.org/index.php?title=Industry:Citations&setlang=en>.

Who Attends an OWASP Global AppSec Asia?

The increasing volume of enterprise data and expansion of data access creates security challenges to businesses across all industries. The AppSec Asia audience includes top security professionals, advanced IT professionals, CTOs, CISOs, CSOs, information security faculty and students from colleges and universities, members of management and business communities who are looking to connect with application security and technology experts. 100% of the attendees are involved in information and application security. Over 500 people attended the conference last year, representing organizations including: Huawei, Alibaba.com, Baidu, China Telecom, China Mobile, China Merchants Bank, Shenzhen Stock Exchange, Ping An Insurance Group, Chinese Ministry of Industry and Information Technology, Chinese Ministry of Commerce, Forrester Research, Inc., Chinese Academy of Sciences.

What can you achieve at OWASP Global AppSec Asia?

- **Develop New Sales Leads** - Conference attendees are an extremely focused group of people with strong business interests in security and related topics.
- **Enter China and Asia Markets** - Exhibiting is one of the most cost and time effective ways of entering the China and Asia markets. It is a great opportunity to research and network while gaining exposure to a new, highly qualified client database.
- **Recruit New Employees** - Meet and network with top information and application security professionals.
- **Launch New Products and Services** - Draw attention to your brand by using Global AppSec Asia as a launch pad for new developments, products, and services.
- **Build Customer Loyalty** - Meet face to face with clients and prospects to develop your presence in the marketplace.
- **Position Company Brand** - Being seen at an OWASP event enhances your marketplace visibility and positions your organization as an information security industry leader.
- **Business Development Opportunities** - Attendees set time aside to attend, learn, and do business. Talks, receptions, breaks, and social media provide ample networking opportunities.

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There are three ways to participate at the event. Your company can become a conference sponsor, or an activity sponsor, or an exhibitor.

Conference Sponsors				
Benefits	Diamond (2)	Platinum (5)	Gold (8)	Silver (15)
Membership Discount	25%	25%	25%	25%
Exhibition Hall	Yes, with advance selection (first choice)	Yes, with advance selection (second choice)	Yes	Yes
Logo Placement	<ul style="list-style-type: none">• Conference website• Pre-conference literature• Conference brochure• Conference banners• Maximum visibility	<ul style="list-style-type: none">• Conference website• Pre-conference literature• Conference brochure• Conference banners• Maximum visibility (immediately below Diamond sponsors)	<ul style="list-style-type: none">• Conference website• Pre-conference literature• Conference brochure• Conference banners• Maximum visibility (immediately below Platinum sponsors)	<ul style="list-style-type: none">• Conference website• Pre-conference literature• Conference brochure• Conference banners• Maximum visibility (immediately below Gold sponsors)
Company Description Placement	Conference brochure	Conference brochure	No	No
Cost (USD)	\$10000	\$7000	\$4500	\$3000

Activity Sponsors				
Item	Lunch and Break (2)	Lanyard(1)	Notepad(1)	Pen(1)
Description	Host an exclusive lunch for conference VIPs and host a break for all attendees	Provide badge lanyards for attendees; co-branded.	Provide letter-sized notepads for all attendees; co-branded	Provide quality pens for all attendees; co-branded.
Logo Placement	Conference Website	Conference Website	Conference Website	Conference Website
Branding at Venue	Banquet room	Lanyard	Notepad	Pen
Cost	US\$2000	US\$1800	US\$1800	US\$1800

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Exhibitors		
Empty Space Stand (300 ft ² and up. No facilities.)	Standard Stand (10ftx10ft. 25ft high panel. 1 banner board, 1 desk, 2 chairs, 2 spotlights, 1 power socket 220V/5A)	Premium Stand (20ftx10ft. Modular exhibition stand, 1 desk, 2 chairs, 2 spotlights, 1 power socket 220V/5A)
\$30/ft ²	\$35/ft ²	\$40/ft ²

The following services will be provided:

1. Advertisement in public media including the Internet, newspapers and trade magazines.
2. Direct invitation to Chinese and overseas companies in information security and related fields.
3. Direct invitation to government agencies and professional organizations.
4. Assistance in booth design, equipment rental, hotel reservation and other logistic matter.



Sample configuration of a premium stand

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.**

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OWASP Chapters around the World

Exposure!



AppSec EU 2011

Network!



OWASP Summit 2011 Portugal

Traffic!



OWASP AppSec Delhi 2008

Results!



OWASP AppSec China 2010