OWASP Sponsorship Options AppSec USA 2012   Austin, TX

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

The conference is expected to draw over 900 international attendees; all with budgets dedicated to web application and information 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 (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 the web application security's top thinkers as well as use of OWASP materials in product and service delivery.
Contact us today or visit http://www.owasp.org/membership for more information:

Kate Hartmann, OWASP Operations Director

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AppSec USA 2012 Austin, Texas

Sponsorship Information

	Sponsorship Opportunities			
	Diamond (2 positions)	Platinum (3 positions)	Gold	Silver (15 positions)
General Rate	$20,000	$14,000	$9,000	$6,000
Discounted Rate for OWASP Corporate Supporters	$15,000	$11,500	$6,775	$4,500
Expo Space	Yes with advance selection (first choice)	Yes with advance selection (second choice)	Yes	Yes
Logo placement	▪ OWASP Conference website ▪ Pre Conference Literature ▪ Conference Brochure ▪ At Conference Entrance	▪ OWASP Conference website ▪ Pre Conference Literature ▪ Conference Brochure ▪ Entrance to 1 conference track	▪ OWASP Conference website ▪ Pre Conference Literature ▪ Conference Brochure ▪ Entrance to 1 conference track	▪ OWASP Conference website ▪ Conference Brochures
Company advertisement Placement	▪ Full Page in Conference Bulletin ▪ Any pre conference brochures ▪ Conference Room Naming Rights ▪ Inclusion on Vendor Passport	▪ Half Page in Conference Bulletin ▪ Conference Room Naming Rights ▪ Inclusion on Vendor Passport	▪ Quarter Page in Conference Bulletin ▪ Inclusion on Vendor Passport	Quarter Page in Conference Bulletin
Company Literature Placement	Attendee packs	Attendee packs	Attendee packs	Attendee packs
Conference Passes	5 attendee, 2 showroom	4 attendee, 2 showroom	2 attendee, 2 showroom	1 attendee, 2 showroom
Discount on A La Carte Sponsorships	25% discount on a la carte Sponsorship Opportunities	20% discount on a la carte Sponsorship Opportunities	15% discount on a la carte Sponsorship Opportunities	10% discount on a la carte Sponsorship Opportunities

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A La Carte Sponsorship Opportunities

	A La Carte Sponsorship Opportunities				
	AppSec Conference Reception (5 available)	Exclusive Meal Sponsor (Breakfast or Lunch)	Coffee Break (2 per day)	Exclusive VIP Pre-Conference Party! (1 available)	Exhibitor Booth Only
Rates	$7,000	$5,000	$3,000	$15,000	$5,000
Sponsorship	This is the official AppSecUSA party. Host the AppSec Conference Reception held at the Hyatt on Thursday, Oct 25th from 5:00pm to 8:00pm. Networking event includes bull riding, food, drinks and live music.	Exclusive breakfast or lunch host for conference attendees (1 day).	Exclusive morning or afternoon coffee host for conference attendees (1 day).	Sponsor the invitation only event for trainers, speakers, organizers, volunteers, sponsors and keynotes. This event will be held in the evening on Wednesday, Oct 24th in the 17th-floor Foothills Ballroom at the Hyatt with breathtaking views of the Austin Skyline.	Show your support for the software security and development community. Includes booth and 1 showroom pass.
Sponsor Acknowledgement	OWASP Conference website & Conference Announcement	OWASP Conference website	OWASP Conference website	OWASP Conference website	OWASP Conference website
Branding at Venue	Party Entrance & Inside Venue	Banquet room	Coffee Table	Party Entrance	Showroom Space Only
Showroom Space	NO	NO	NO	YES	YES

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A La Carte Sponsorship Opportunities

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	Drink Tickets	Video	Badge (1 available)	Lanyard (1 available)	Notepad (1 available)	Pen (1 available)
Rates	$500/bundle	$1000/track day	$5,000	$5,000	$5,000	$2500
Sponsorship	Available in bundles of 50 tickets that can be distributed during the conference to attendees or business associates. Each ticket can be cashed in at the AppSec Conference Reception bar. Use this as a way to make introductions, reward partners, and get your company's name out there.	Your company sponsors the video recording and production for a track day during the conference. Your company's name and logo will be placed at both the pre-roll and post-roll of the final videos which will be placed on the official conference site for all to see.	Provide badges for all attendees, co-branded and produced to OWASP specifications. These aren't your typically conference badges. They are custom pieces of art that attendees will hold onto and cherish forever. Place your company's name or logo on the back of these conference keepsakes.	Provide 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	N/A	Post-Conference Videos	OWASP Conference Website	OWASP Conference Website	OWASP Conference Website	OWASP Conference Website
Showroom Space	NO	NO	NO	NO	NO	NO

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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	• 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	• 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 mote information on OWASP Membership please access http://www.owasp.org/Membership or contact: Kate.Hartmann@owasp.org

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Exposure!

(OWASP AppSec US 2008, NY)

Network!

(OWASP EU Summit 2008, Portugal)

Traffic!

(OWASP AppSec US 2007, EBAY)

Share!

(OWASP EU Summit 2008, Portugal)

The community at your service!

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Become a proud sponsor of the OWASP mission!