



OWASP

NYC CONFERENCE 2008

INTRODUCTION

OWASP - Sponsorship Options NYC 2008

The **OWASP Conferences & Training** are the premier events worldwide for IT and application and software security **technologists** including CSOs, CISOs, CTOs, CIOs, DSOs, security architects, developers, network admins, application admins, MIS directors, homeland defense chiefs, and integrators.

These important influencers **drive buying decisions** for security purchases. OWASP provides sponsors with **exclusive access** to its audiences.

OWASP has established strategic relationships with many major media groups worldwide focused on IT security—print publications, newsletters, portals, consultants, associations and user groups. Your valuable message—and **leadership positioning**—reaches tens of thousands of prospects before you even arrive at OWASP events. OWASP's mission is supported by a handful of security product vendors and security organizations who share our **total customer immersion** approach to building relationships within the IT, application, and software security communities. This approach should be part of your overall marketing mix.

Don't be left in the cold! Sponsorships are limited and will fill up very rapidly. All proceeds from sponsorship support the mission of the OWASP Foundation (501c3 Not-For-Profit). Supporting these events drives the funding for research grants, tools and documents, local chapters, and more.

This will be the largest OWASP Event on record. We are targeting 900+ attendees for this conference. The venue will hold up to 1000 attendees. Contact me today about sponsorship of the OWASP Conference & Training events series in NYC for 2008 or visit

www.owasp.org/index.php/OWASP_NYC_AppSec_2008_Conference for more information.

Alison McNamee
OWASP Operations Director
9175 Guilford Road, Suite 300
Columbia, MD 21046

phone: 301-575-0197
facsimile: 301-604-8033
email: alison.mcnamee@owasp.org

Tom Brennan
OWASP Foundation Board Member
Cell: 973-202-0122
Email: tomb@owasp.org



OWASP

NYC CONFERENCE 2008

SPONSORSHIP & TRAINING INFORMATION

OWASP Membership Advantages

- ❖ 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

Category	Description	Annual Fee
Individual Members	Individuals who support OWASP's mission and would like to provide financial support to our efforts.	\$100 USD
Educational and Non-Profit Members	Accredited educational institutions and government-approved non-profit organizations that would like to use OWASP materials in their courses, research, or other educational purposes.	\$250 USD
End-User Organization Members	End-user organizations that use OWASP Materials within their organization. Organizations with 100 or more employees are considered large.	Small (<100) - \$2,000 USD Large (100+) - \$7,000 USD
Consulting Organization Members	Organizations with employees that provide information security consulting, training, or auditing services and use OWASP Materials in their services or marketing. Organizations with 10 or more consultants are considered large.	Small (<10) - \$3,000 USD Large (10+) - \$8,000 USD
Vendor Organization Members	Software vendors that market security products or other software and use OWASP Materials in their products or marketing.	\$9,000 USD



OWASP

NYC CONFERENCE 2008

SPONSORSHIP & TRAINING INFORMATION

Diamond Sponsor (1 Position Available) \$20,000.00

- ❖ “Active” OWASP Corporate Member discount of \$5,000
- ❖ All benefits of Platinum Sponsor, plus many upgrades (see below)
- ❖ First choice of Expo space - including draped tables, electrical power, and chairs
- ❖ Your company’s ad banner placed on top of the Conference Homepage
- ❖ Your company’s banner placed near speaking schedule and entrance to primary conference track.
- ❖ Sponsor of opening day breakfast
- ❖ Featured placement of company logo on any direct mail pieces and conference proceedings
- ❖ Company description in a featured position included in any pre-conference brochures
- ❖ Your company’s literature placed in first position in every attendee bag
- ❖ 10 Passport tickets provided for people within your organization or VIP Customers (\$4000 value)
- ❖ 1 page description of company in the conference proceedings, including photos of senior management or featured product



OWASP

NYC CONFERENCE 2008

SPONSORSHIP & TRAINING INFORMATION

Platinum Sponsor (2 Positions Available) \$14,000.00

- ❖ “Active” OWASP Corporate Member discount of \$4,000
- ❖ All benefits of Gold Sponsor, plus many upgrades (see below)
- ❖ Featured Expo space – second/third choice among sponsors - including draped tables, electrical power, and chairs
- ❖ Your company’s logo placed near Conference Schedule on the Conference Homepage
- ❖ Your company’s banner placed near speaking schedule and entrance of one conference track
- ❖ Featured placement of company logo on any direct mail pieces and conference proceedings
- ❖ Company description in a featured position included in any pre-conference brochures
- ❖ Your company’s literature placed in a featured position in every attendee bag
- ❖ 5 Conference passes (3 more than Gold) provided for people within your organization or VIP Customers (\$2,000 value)
- ❖ 1 Training passport (\$1375 value)
- ❖ 1/2 page description of company in the conference proceedings, including photos of senior management or featured product



OWASP

NYC CONFERENCE 2008

SPONSORSHIP & TRAINING INFORMATION

Gold Sponsor \$9,000.00

- ❖ “Active” OWASP Corporate Member discount of \$3,000
- ❖ Combined benefits of Silver Sponsor & Tech Expo

Silver Sponsor \$6,000.00

- ❖ “Active” OWASP Corporate Member discount of \$2000
- ❖ Placement of company logo on any direct mail pieces and conference proceedings
- ❖ Company logo placed on OWASP Web Site as Conference Sponsor
- ❖ Company description included in any pre-conference brochures
- ❖ Your company’s banner placed in one high traffic area of conference
- ❖ Your company’s literature placed in every attendee bag
- ❖ 2 Conference Passes to the event (\$800 value)
- ❖ 1/4 page description of company in the conference proceedings

Tech Expo Sponsor \$6,000.00

- ❖ “Active” OWASP Corporate Member discount of \$2000
- ❖ Placement of company logo in conference proceedings
- ❖ Expo space - including draped tables, electrical power, and chairs



OWASP

NYC CONFERENCE 2008

SPONSORSHIP & TRAINING INFORMATION

OWASP Party Sponsor (5 Available) \$5,000.00

- ❖ To be hosted at Two Thirty Fifth, Mansion NYC
- ❖ Acknowledgement of Party Sponsors on Conference web page and conference announcements
- ❖ Sponsors can place corporate banners near entrance to party at Webster Hall

Breakfast Sponsor (1-Day) (1 Available) \$2,500.00

- ❖ Exclusive host of Breakfast Service in morning of Day 2 for conference delegates. Includes acknowledgment with logo on OWASP Conference web page; signage; literature distribution on special sponsors table.

Lunch Sponsor (1-Day) (2 Available) \$4,000.00

- ❖ Exclusive host of Lunch Service on Day 1 or Day 2 for conference delegates. Includes acknowledgment with logo on OWASP Conference web page; signage; literature distribution on special sponsors table.

Coffee Break Sponsor (1-Day) (2 Available) \$1,500.00

- ❖ Exclusive host of full coffee service in afternoon of Day 1 or Day 2 for conference delegates. Includes acknowledgment with logo on OWASP Conference web page; signage; literature distribution on special sponsors table.



OWASP

NYC CONFERENCE 2008

SPONSORSHIP & TRAINING INFORMATION

Badge Lanyard Sponsor (1 Available) \$2,000.00

- ❖ Provides the license to provide badge lanyards for all attendees, co-branded and produced to OWASP specifications. Includes acknowledgment in conference guide and on OWASP website; literature distribution on special sponsors table.

Notepad Sponsor (1 Available) \$2,000.00

- ❖ Provides the license to provide letter sized notepads for all attendees, co-branded and produced to OWASP specifications. Includes acknowledgment in conference guide and on OWASP website; literature distribution on special sponsors table.

Pen Sponsor (1 Available) \$2,000.00

- ❖ Provides the license to provide quality ballpoint pens for all attendees, co-branded and produced to OWASP specifications. Includes acknowledgment in conference guide and on OWASP website; literature distribution on special sponsors table.

1 Page Article (2 Available) \$1000.00

- ❖ For organizations that would like to help support OWASP, and would like the opportunity to promote their organization or featured product, OWASP is offering a 1 Page Article space in the conference guide.



OWASP

NYC CONFERENCE 2008

SPONSORSHIP & TRAINING INFORMATION

Training Information

- ❖ Training provider should provide class syllabus to be considered
- ❖ Proceeds will be split 75/25 (OWASP/Vendor) for the training class. The 75% for OWASP goes towards:
 - Classroom Rental, Conference Logistics/Registration, and Food
 - OWASP Grants for Research Projects
- ❖ Each classroom has a maximum capacity of 30 people, minimum of 12 people signed up before class is considered operational.
- ❖ 2-Day Class \$1350 / 1-Day Class \$675, potential \$5000/day profit for Training provider
- ❖ Provider Branded Training Materials to increase your exposure
- ❖ Trainer is to provide training materials
- ❖ Students are to bring their own laptops
- ❖ Classes are to be focused around Application Security (*Source Code Analysis, Secure Coding, Application Penetration Testing, Application Forensics, Client Server Application Testing, Security Project Management, etc.*)
- ❖ Training provider should provide a list of items/software needed for class a minimum of 60 Days prior to class
- ❖ Training provider must be an OWASP Member