



# OWASP

AppSec US CONFERENCE Irvine, CA 2010

Introduction

## OWASP Sponsorship Options AppSec US, CA 2010

**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 AppSec US 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 Appsec Draws over 1000 Global Attendees

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

Attendees will be pushed through the Expo floor for breakfast, lunch and coffee breaks giving them direct access to sponsors' booths and technology. The conference is expected to draw over 500 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 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 [kate.hartmann@owasp.org](mailto:kate.hartmann@owasp.org)



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### Sponsorship Options

	Sponsorship Opportunities			
	Diamond (2 positions)	Platinum (3 positions)	Gold (5 positions)	Silver (7 positions)
Corporate Membership Discount	\$5000	\$3500	\$2250	\$1500
Expo Space	Yes with advance selection (first choice)	Yes with advance selection (second choice)	Yes	Yes
Logo placement	<ul style="list-style-type: none"> <li>▪ OWASP Conference website</li> <li>▪ Pre Conference Literature</li> <li>▪ Conference Brochure</li> <li>▪ At Conference Entrance</li> </ul>	<ul style="list-style-type: none"> <li>▪ OWASP Conference website</li> <li>▪ Pre Conference Literature</li> <li>▪ Conference Brochure</li> <li>▪ Entrance to 1 conference track</li> </ul>	<ul style="list-style-type: none"> <li>▪ OWASP Conference website</li> <li>▪ Pre Conference Literature</li> <li>▪ Conference Brochure</li> <li>▪ Entrance to 1 conference track</li> </ul>	<ul style="list-style-type: none"> <li>▪ OWASP Conference website</li> <li>▪ Conference Brochures</li> </ul>
Company description Placement	<ul style="list-style-type: none"> <li>▪ Full Page in Conference Bulletin</li> <li>▪ Any pre conference brochures</li> </ul>	Half Page in Conference Bulletin	Quarter Page in Conference Bulletin	Quarter Page in Conference Bulletin
Company Literature Placement	Attendee packs	Attendee packs	Attendee packs	Attendee packs
Conference Passes	5 guest/2 expo	5 guest/2 expo	2 guest/2 expo	2 guest/2 expo
Cost	\$20,000	\$14,000	\$9,000	\$6,000



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### Additional Sponsorship Opportunities

	Sponsorship Opportunities					
	OWASP Party (5 available)	Lunch (1 per day)	Coffee Break (2 per day)	Badge Lanyard (1)	Exhibitor Only	VIP Networking Event
<b>Sponsorship</b>	Host a networking Party during the evening	Exclusive lunch host for conference delegates (1 day)	Exclusive morning or afternoon coffee host for conference delegates (1 day)	Provide badge lanyards for all attendees, co-branded and produced to OWASP specifications		Sponsorship of an invitation only event specifically for presenters, keynote speakers, organizers, volunteers, and sponsors.
<b>Sponsor Acknowledgement</b>	OWASP Conference website & Conference Announcement	OWASP Conference website	OWASP Conference website	OWASP Conference website	OWASP Conference website	OWASP Conference website
<b>Expo Space</b>	No	No	No	No	Yes	Yes
<b>Branding at Venue</b>	Party Entrance & Inside Venue					Party Entrance & Inside Venue
<b>Cost</b>	\$5,000	\$4,000	\$3,000	\$5,000	\$5,000	\$10,000



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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
- ❖ 30 day rotating banner advertisement on the owasp.org website
- ❖ 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)
<b>Individual Members</b>	Individuals who support OWASP's mission and would like to provide financial support to our efforts.	<b>\$50</b>
<b>Educational and Non-Profit Members</b>	<ul style="list-style-type: none"><li>• Raise Awareness of the University worldwide</li><li>• Be recognized as a supporter by posting your university logo on the OWASP website</li><li>• OWASP and the University can jointly publicize season of code events which provide funding for students or faculty to perform security based research</li><li>• 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.</li></ul>	<b>FREE</b>
<b>Vendor Organization Members</b>	<ul style="list-style-type: none"><li>• Opportunity to post a rotating banner ad on the front page for 30 days at no cost</li><li>• Be recognized as a supporter by posting your company logo on the OWASP website</li><li>• Have a collective voice via the Global Industry Committee</li><li>• Annual local sponsorship of a local chapter</li><li>• Optional – Host a local OWASP meeting to raise security awareness at your offices.</li></ul>	<b>\$5,000</b>

For more information on OWASP Membership please access <http://www.owasp.org/Membership> or contact: [Kate.Hartmann@owasp.org](mailto: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!**