OWASP

2012 Global Conference Sponsorship Opportunities

OWASP Global AppSec Conference Sponsorship

Open Web Application Security Project (OWASP) is a global open source application security project composed of corporations, educational organizations, and individuals from around the world. OWASP has quickly become the de facto standards body for web appsec by providing free, vendor-neutral, practical, cost-effective application security guidelines.

OWASP Global AppSec Conferences are the flagship OWASP outreach effort. Each year OWASP hosts four Global AppSec conferences: North America, South America, Europe and Asia. Global AppSec Conferences include multiple days of

OWASP Global AppSec Conferences Draw over 1500 Global Attendees Annually

presentation-style sessions, pre-conference training, and include many opportunities to converse with government, education and industry leaders who may be in attendance. **OWASP is now offering an opportunity to sponsor all Global AppSec Conferences for one reduced price, to give our most supportive organizations maximum benefit for their dollars and a streamlined planning process.**

The Global AppSec Conferences Sponsorship Program participants will enjoy all the benefits of sponsoring four Global AppSec Conferences in one coordinated effort. Global AppSec Sponsorships will get top billing in each sponsorship level, first choice of booth space at Global AppSec Conferences, and be provided opportunities for individual event sponsorships before they are made generally available. Sponsors will also get special recognition on the OWASP Website and in both Global and Regional conference programs around the world, greatly expanding your exposure.

OWASP offers a variety of opportunities for advertising and logo placement at their four Global AppSec Conferences each year

All proceeds from sponsorship support the mission of the OWASP Foundation (501c3 Not-For-Profit), driving funding for conferences, research grants, tools and documents, local chapters, and more.

2012 Global AppSec Schedule

AppSec Asia Pacific	Sydney, Australia	April 11th – 14th
AppSec Europe (Research)	Athens, Greece	July 10th – July 13th
AppSec North America	Austin, Texas, USA	Oct 22nd – Oct 26th
AppSec Latin America	Buenos Aires, Argentina	Nov 14th - Nov 16th

Contact us today for more information:
Mark Bristow, OWASP Global Conferences Committee Chair, Mark.Bristow@owasp.org, 703.596.5175
Sarah Baso, OWASP Operational Support: Conference Logistics & Community Relations, sarah.baso@owasp.org, 312.869.2779

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2012 Global Conference Sponsorship Opportunities

	Global Diamond (1 position)	Global Platinum (2 positions)	Global Gold (5 positions)	Global Silver (8 positions)
Expo Space	• 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).	• Second priority expo space selection - after Diamond, but before conference Platinum sponsors. • 10'x10' Expo space (Table provided, booth optional).	• Ability to select space before conference Gold sponsors • 10'x10' Expo space (Table provided, booth optional)	• Ability to select space before conference Silver sponsors. • 10'x10' Expo space (Table provided, booth optional).
Advertising Opportunities (If available)	• Print Campaign– Premium placement of company logo placed 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.	• Print Campaign– Premium placement of company logo placed 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.	• Logo placement on OWASP-provided Global Sponsors Banners/Rollups, appearing in high-traffic areas. • Print Campaign– Premium placement of company logo placed in any print conference promotion. • Press Announcements – Company name included in any Conference pre-show press announcement as a Global Gold Level Sponsor.	• Logo placement on OWASP-provided Global Sponsors Banners/Rollups, appearing in high-traffic areas. • Print Campaign– Premium placement of company logo placed in any print conference promotion. • Press Announcements – Company name included in any Conference pre-show press announcement as a Global Silver Level Sponsor.
Logo placement: Your company's logo will appear in these places	• 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	• 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	• 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	• 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
Company description Placement (if available)	• Premium placed, one full-page, four-color advertisement in Conference Brochure, • Premium logo placement in the official Conference brochure	• One half-page, four-color advertisement in Conference Brochure • Premium logo placement in the official Conference brochure	• One quarter-page, four-color advertisement in Conference brochure • Premium logo placement in the official Conference brochure	• Premium logo placement in the official Conference brochure
Literature Placement	• Attendee packs • Information Desk	• Attendee packs • Information Desk	• Attendee packs • Information Desk	• Attendee packs • Information Desk
Conf. Passes	6 per Conference	5 per Conference	3 per Conference	2 per Conference
Expo Passes	4 per Conference	2 per Conference	2 per Conference	2 per Conference
Base Cost	$47,000 USD	$36,500 USD	$24,000 USD	$16,500 USD
Mmber Discnt	$5,000 USD	$3,500 USD	$3,000 USD	$2,500 USD

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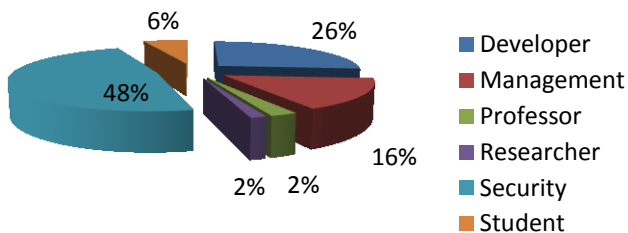## Statistics from Last Year's Global Events

In 2011 OWASP Global AppSec Conferences attracted more than 1500 people worldwide. These Conferences hosted 17 training courses, and 115 talks about application security. Additionally, the Global AppSec Conferences generated just under $200,000 USD of profit in support of the OWASP Foundation.

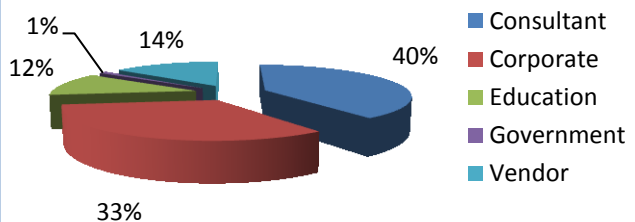### OWASP AppSec Europe 2011

OWASP AppSec Europe 2011 was held in Dublin, Ireland on June 7-10. The conference attracted over **230 attendees**, **13 sponsors**, and included:

- **Training:** 2 one-day training courses and 3 two-day training courses, **66 total students.**
- **Talks:** 3 tracks each spanning 2 days, 30 talks, 33 speakers, and 5 keynote presentations.
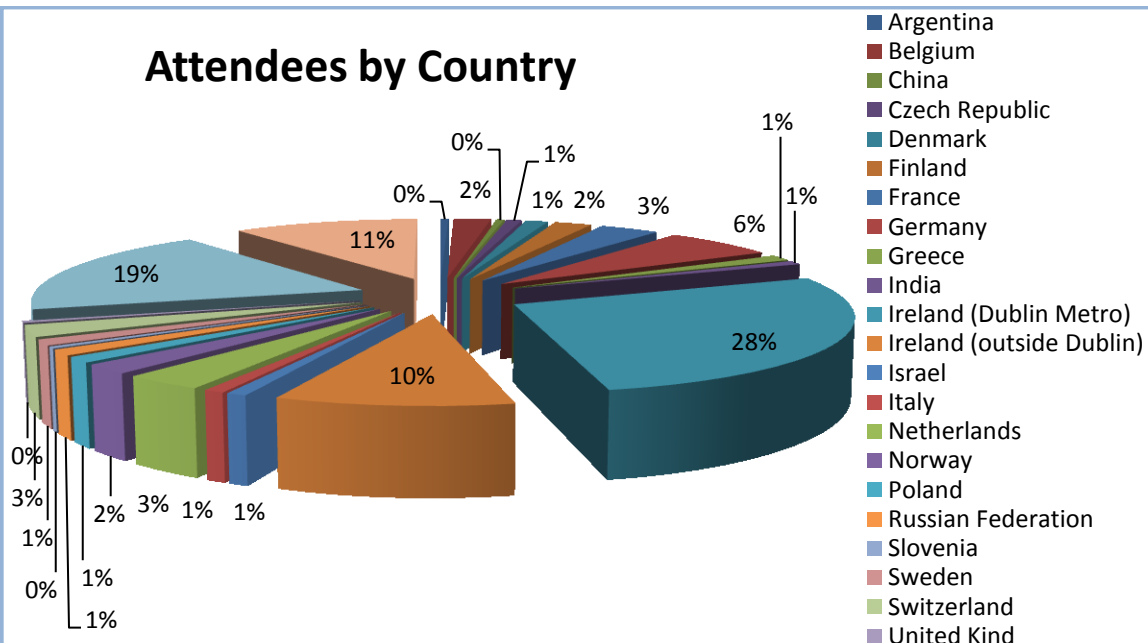
Attendee Type by Role

6%
26%
48%
16%
2% 2%

- Developer
- Management
- Professor
- Researcher
- Security
- Student

Attendees by Segment

1%
14%
12%
40%
33%

- Consultant
- Corporate
- Education
- Government
- Vendor

Attendees by Country

0% 1% 0% 2% 1% 2% 3% 6% 1% 1%
11%
19%
10%
28%
0%
3%
1%
0%
1%
2% 3% 1% 1%

- Argentina
- Belgium
- China
- Czech Republic
- Denmark
- Finland
- France
- Germany
- Greece
- India
- Ireland (Dublin Metro)
- Ireland (outside Dublin)
- Israel
- Italy
- Netherlands
- Norway
- Poland
- Russian Federation
- Slovenia
- Sweden
- Switzerland
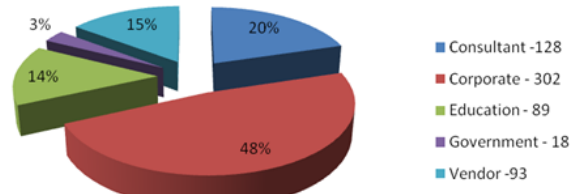- United Kind

OWASP AppSec North America 2011

OWASP AppSec North America 2011 was held in Minneapolis, Minnesota, USA on September 20-23. The conference attracted over **630 attendees**, **24 sponsors**, and included:

- **Training:** 4 one-day training courses and 4 two-day training courses, **146 total students.**
- **Talks:** 4 tracks each spanning 2 days, 48 talks, 75 speakers, and 3 keynote presentations.
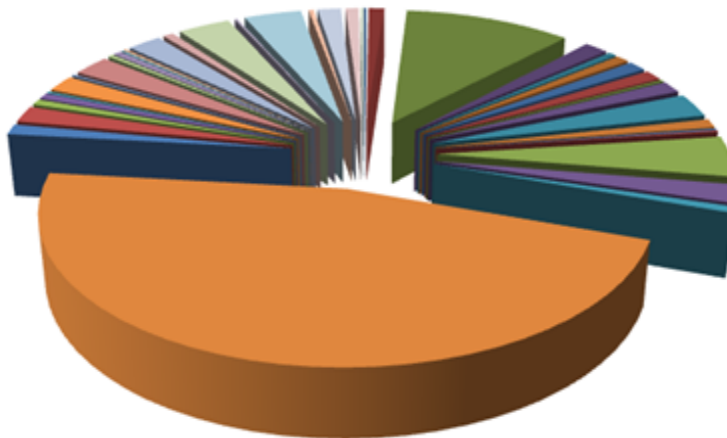
Attendee Type by Role

6%
10%
29%
55%

- Student -36
- Sales - 65
- Development - 185
- Security -345

Attendees by Segment

3%
15%
20%
14%
48%

- Consultant -128
- Corporate - 302
- Education - 89
- Government - 18
- Vendor -93
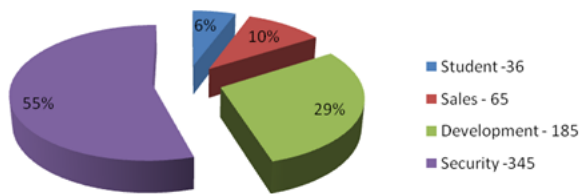
*Education included both students and employees who attended OWASP AppSecUSA 2011.
*OWASP Employees and non-industry volunteers are not included in numbers.
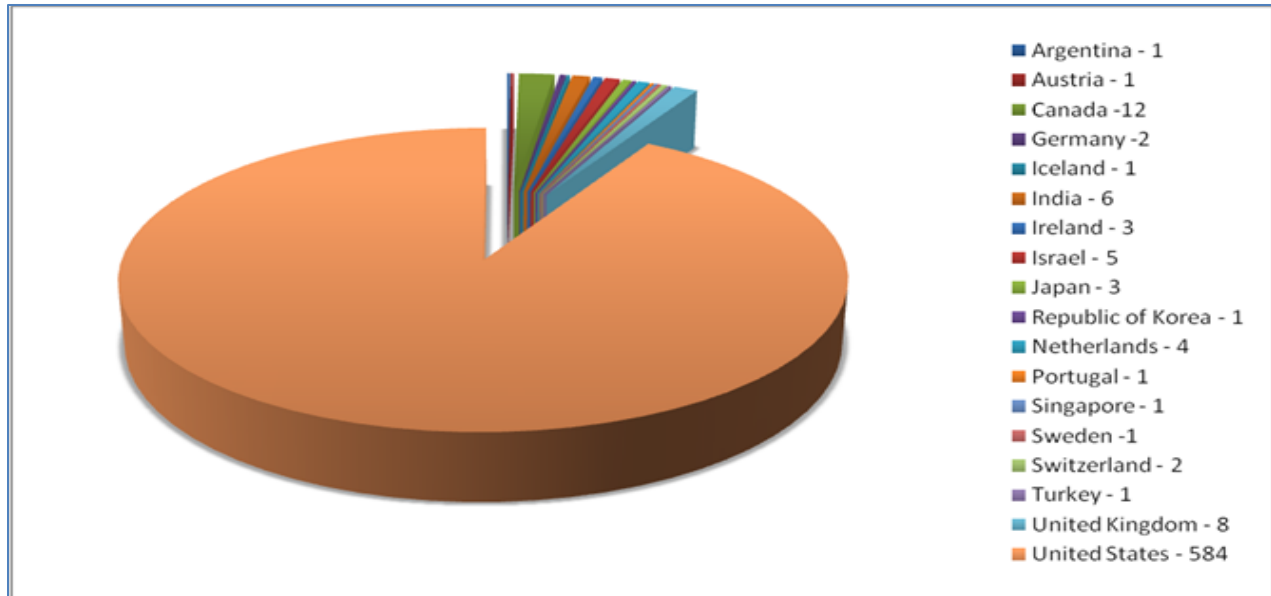
US Attendance by State

AL-1	AZ -6
CA -64	CO -9
CT -3	DC -5
FL -7	GA -7
HI -1	IA -8
IL -16	IN -6
KS -1	LA -1
MA 27	MD 12
MI -4	MN -273
MO -7	NC -11
ND -4	NE -4
NH 1	NJ 11
NM -1	NY -14
OH -2	OR -3
PA -1	RI -1
SD -13	TN -4
TX -20	UT -1
VA -22	VT -2
WA -9	WI -5
WY -1	

AppSec North America 2011 Attendees by Country

Legend:
- Argentina - 1
- Austria - 1
- Canada -12
- Germany -2
- Iceland - 1
- India - 6
- Ireland - 3
- Israel - 5
- Japan - 3
- Republic of Korea - 1
- Netherlands - 4
- Portugal - 1
- Singapore - 1
- Sweden -1
- Switzerland - 2
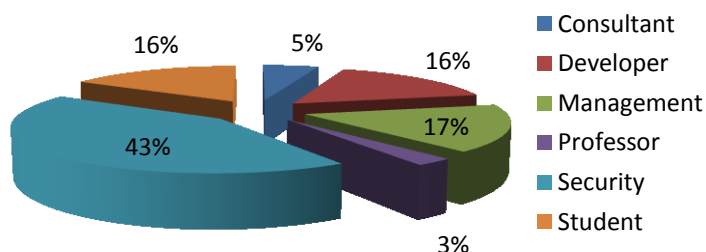- Turkey - 1
- United Kingdom - 8
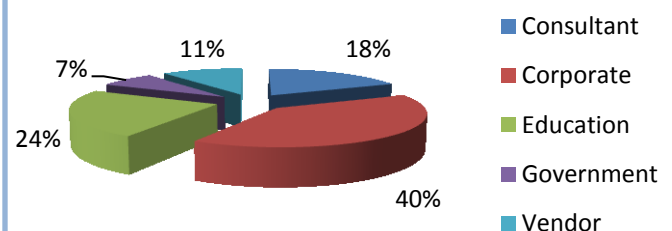- United States - 584

OWASP AppSec Latin America 2011

OWASP AppSec Latam 2011 was held in Porto Alegre, Rio Grande do Sul, Brazil on October 4-7. The conference attracted over **190 attendees**, **8 sponsors**, and included:

- **Training:** 4 one-day training courses and 1 two-day training course, **146 total students.**
- **Talks:** 1 track spanning 2 days, 16 talks, 18 speakers, and 2 keynote presentations.
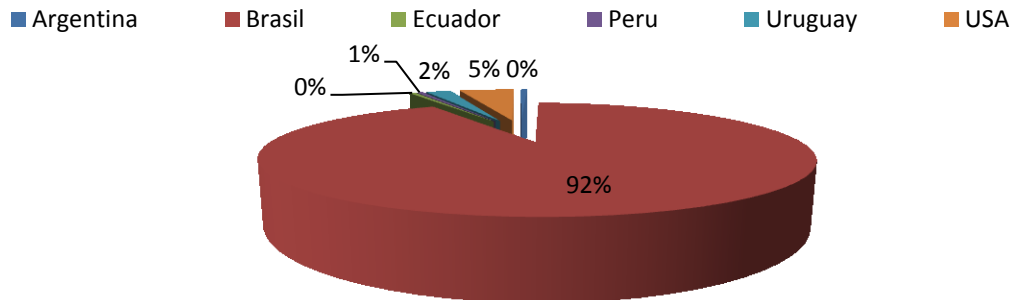
Attendee Type by Role

- 16%
- 5%
- 16%
- 17%
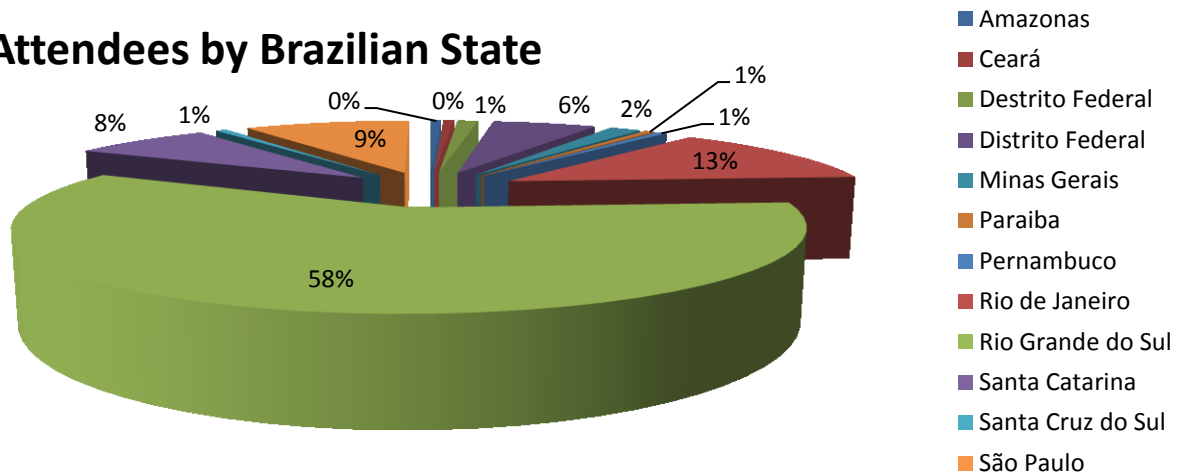- 43%
- 3%

Legend:
- Consultant
- Developer
- Management
- Professor
- Security
- Student

Attendees by Segment

- 7%
- 11%
- 18%
- 24%
- 40%

Legend:
- Consultant
- Corporate
- Education
- Government
- Vendor

Attendees by Country

■ Argentina ■ Brasil ■ Ecuador ■ Peru ■ Uruguay ■ USA

Attendees by Brazilian State

■ Amazonas
■ Ceará
■ Destrito Federal
■ Distrito Federal
■ Minas Gerais
■ Paraiba
■ Pernambuco
■ Rio de Janeiro
■ Rio Grande do Sul
■ Santa Catarina
■ Santa Cruz do Sul
■ São Paulo

OWASP AppSec Asia Pacific 2011

OWASP AppSec Asia Pacific 2011 was held in Beijing, China on November 11-14. The conference attracted over **460 attendees**, **11 sponsors**, and included:

- **Training:** 4 half-day training courses, **63 total students.**
- **Talks:** 1 track spanning 2 days with a total of 21 talks.

Note: A breakdown of attendee statistics is not available for AppSec Asia Pacific 2011.

Building on the success of the 2011 Global AppSec Conferences, in 2012 OWASP anticipates greater numbers of attendees for both training and talks based on the growing momentum for open source ideals and the desire for increased knowledge and awareness surrounding information security worldwide.

Become a proud sponsor of the OWASP mission!