



OWASP AppSec DC

April 2nd – 5th 2012

Open Web Application Security Project (OWASP), a 501c3 Not-For-Profit, 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 become the defacto standards body for application security over the past decade.

The OWASP AppSec DC Conference is the premier gathering for Information Security leaders. Executives from the US Government, Fortune 500 firms, technical thought leaders, security architects and lead developers, gather to share cutting-edge ideas, initiatives and technology advancements. **AppSec DC will be one of the first** OWASP conferences to highlight the new OWASP scope expanding from web to all application security issues.



Attendees will be pushed through the Expo floor for breakfast, lunch and coffee breaks giving them direct access to sponsors' booths and technology. OWASP will also be hosting a "sponsor passport" game with a top prize to help encourage traffic to all of our **Gold, Platinum and Diamond** sponsors. The conference is expected to draw **over 600** national and international attendees; all with budgets dedicated to web application security and software assurance initiatives. Government, Financial Services, Media, Pharmaceuticals, Healthcare, Technology, and many other verticals will be represented.

All sponsorship opportunities feature significant discounts to **OWASP members**. Membership allows you year-round access the web application security's top thinkers as well as use of OWASP materials in product and service delivery and can be bundled with sponsorship packages if your organization is not already a member.

Contact us today at sponsors@appsecdc.org or visit <http://www.appsecdc.org> for more information.





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Sponsorships at a Glance

	Diamond	Platinum	Gold	Silver	Exhibitor	Small Business
Cost	\$20,000.00	\$14,000.00	\$9,000.00	\$6,000.00	\$3,000.00	\$1,500.00
Member Discount	\$5,000	\$4,000	\$2,000	\$1,500	\$500	None
Expo Space	First Choice	Second Choice	Third Choice	Fourth Choice	Fifth Choice	None
Website Logo	Yes	Yes	Yes	Yes	Yes	Yes
Brochure Logo	Yes	Yes	Yes	Yes	Yes	Yes
Sponsor Passport	Yes	Yes	Yes	No	No	No
Company Description in Brochure	Full Page in Conference Bulletin including graphics	Half Page in Conference Bulletin including graphics	Quarter Page in Conference Bulletin	None	None	Quarter Page in Conference Bulletin
Logo Placement at Conference	At Conference Entrance/signage At Entrance to all Tracks At Breakfast	Individual track sponsor	On schedules	None	None	Banner in one High Traffic Area
Company Literature Placement	Attendee packs	Attendee packs	Attendee packs	Attendee packs	None	At information desk
Conference Passes	5	5	2	2	0	1
Expo Passes	2	2	2	2	2	0



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Non-Expo Sponsorships

	Cost	Available	Benefits	Additional Passes	Notes
Party Sponsor	\$7,000	5	Acknowledgement of Party Sponsors on Conference web page and conference announcements Sponsors can place corporate banners near entrance or inside party venue	2 Exhibitor Passes	An individual sponsor may purchase multiple party sponsorships up to the number available
Coffee Break Sponsor	\$4,000	4	Advertisement of sponsorship with logo on OWASP Conference webpage; posting of company banners, and literature distribution on special sponsors table near coffee service	None	
Lanyard Sponsor	SOLD OUT				
Notepad Sponsor	\$3,000	1	Provide letter sized notepads for all attendees, co-branded and produced to OWASP specifications. Includes acknowledgment in conference guide and on OWASP website	None	
Pen Sponsor	\$2,000	1	Provides the license to provide quality pens for all attendees, co-branded and produced to OWASP specifications. Includes acknowledgment in conference guide and on OWASP website.	None	



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Diamond Sponsor (1 Position Available) \$20,000

- “Active” OWASP Corporate Member discount of \$5,000
- First choice of Expo space including draped tables, electrical power, and chairs.
- Featured placement of company information around breakfast space.
- Featured placement of company logo on OWASP Conference website, at entrance to conference, and on any pre-conference literature.
- Company description in a featured position included in any pre-conference brochures
- Complimentary participation in the OWASP hosted “Sponsor Passport” game
- Literature placed in attendee packs.
- Featured full-page description of company in the conference bulletin. Graphics can be used for product placement of photographs.
- 5 Passport tickets provided for people within your organization or VIP Customers
- 2 Exhibitor only passes for table staff

Platinum Sponsor (3 Positions Available) \$14,000

- “Active” OWASP Corporate Member discount of \$4,000
- Second choice of Expo space including draped tables, electrical power, and chairs
- Placement of company logo on OWSAP Conference website, on the conference schedule, and at the entrance of one conference track
- Complimentary participation in the OWASP hosted “Sponsor Passport” game
- Featured placement of company logo on pre-conference literature.
- Featured 1/2-page description of company in the conference bulletin. Graphics can be used for product placement of photographs.
- 5 Conference passes provided for people within your organization or VIP Customers
- 2 Exhibitor only passes for table staff



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Gold Sponsor

\$9,000

- “Active” OWASP Corporate Member discount of \$2000
- Expo space including draped tables, electrical power, and chairs
- Placement of company logo on OWASP Conference website, on the conference schedule, and at the entrance of one conference track
- Complimentary participation in the OWASP hosted “Sponsor Passport” game
- Featured placement of company logo on pre-conference literature.
- Literature placed in attendee packs.
- 2 Conference Passes to the event
- 1/4 page description of company in the conference proceedings
- 2 Exhibitor only passes for table staff

Silver Sponsor

\$6,000

- “Active” OWASP Corporate Member discount of \$1500
- Expo space including draped tables, electrical power, and chairs
- Company logo placed on OWASP Web Site as Conference Sponsor
- Featured as a sponsor in any pre-conference brochures
- Literature placed in attendee packs
- 2 Conference Passes to the event
- 2 Exhibitor only passes for table staff



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Exhibitor Only

\$3,000

- “Active” OWASP Corporate Member discount of \$500
- Expo space including draped tables, electrical power, and chairs
- 2 Exhibitor only passes for table staff

Small Business

\$1,500

- Company logo placed on OWASP Web Site as Conference Sponsor
- Featured as a sponsor in any pre-conference brochures and banner placement in one high traffic area of conference
- Literature available at information desk
- One Conference Pass to the event
- Qualification for a small business sponsorship is at the sole discretion of OWASP



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OWASP Party Sponsor (5 Available)

\$7000

- To be hosted on November 10th after the plenary sessions and will be open to all attendees
- Acknowledgement of Party Sponsors on Conference web page and conference announcements
- Sponsors can place corporate banners near entrance or inside party venue
- 2 Exhibitor only passes for Party Staff
- An individual sponsor may purchase multiple party sponsorships up to the number available

Coffee Break Sponsor (1-Day) (4 Available)

\$2000

- Exclusive host of full coffee service in afternoon or morning for conference delegates.
- Advertisement of sponsorship with logo on OWASP Conference webpage; posting of company banners, and literature distribution on special sponsors table near coffee service.

Lanyard Sponsor (SOLD)

\$5,000

- Provide badge lanyards for all attendees, co-branded and produced to OWASP specifications.
- Includes acknowledgment in conference guide and on OWASP website.

Notepad Sponsor (1 Available)

\$3,000



OWASP

The Open Web & Application Security Project



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- Provide letter sized notepads for all attendees, co-branded and produced to OWASP specifications.
- Includes acknowledgment in conference guide and on OWASP website.

Pen Sponsor (1 Available)

\$2,000

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- Provides the license to provide quality pens for all attendees, co-branded and produced to OWASP specifications.
 - Includes acknowledgment in conference guide and on OWASP website.