AppSec USA 2014
Sponsorship Opportunities
Denver, Colorado | September 16-19, 2014

OWASP
Open Web Application Security Project
Prospective Sponsors and Exhibitors,

On behalf of the Colorado OWASP chapters, we cordially invite you to consider the benefits of sponsoring the 11th annual International AppSec USA in Denver, Colorado on September 16-19, 2014. The planning committee for AppSec USA 2014 is excited to present many exciting changes to enhance sponsor value and improve ROI. In addition to the Builder, Breaker, and Defender tracks from past conferences, 2014 will feature an additional Legal track specifically designed to increase the number of executives and business leaders in attendance. The placement of vendor booths is designed with purposeful consideration to drive attendee traffic, and booth sizes will increase to 10’x10’ at the Gold level. Numerous Birds of a Feather sessions will be available for you to interact with attendees and to discuss topical issues related to development and security. Lead generation will feature improved metrics to track conference flow as well as capture leads.

We are also delighted to offer many new sponsorship opportunities, including bundled parking validation vouchers and closed-circuit television advertising across the venue. For sponsors interested in recruiting top developers and penetration testers, several opportunities exist to integrate your company directly into a massive, Colorado chapter-built Capture the Flag tournament. Unique benefits are being rolled into booth sponsorship, such as access to private break-out rooms and judging privileges at a one-of-a-kind home brewed beer garden.

With world-class speakers such as Bruce Schneier and Gary McGraw committed to AppSec USA 2014 there is even more value outside of the sponsor exhibition area. Sponsor employees receive admission discounts, allowing you both to improve your conference presence while providing essential training to your workforce.

Please consider joining us in Denver and learn why thousands of attendees and dozens of sponsors keep coming back. We look forward to welcoming you to Colorado!

Mark Major
Boulder OWASP chapter leader
Conference chair

Steve Kostyn
Denver OWASP chapter leader
Conference organizer

An exterior view of Denver International Airport (DIA), the 5th busiest in the United States and Business Traveler Magazine's reigning "Best Airport in North America" (6 years in a row).
Booth Sponsorship Opportunities

**Diamond**
The ultimate choice for brand recognition.
Thoughtfully located in the middle of the conference entrance, the registration desk, and the primary session tracks, the massive 30’x10’ Diamond booth will be impossible to miss.
$26,000

**Platinum**
Premium booth with lots of perks.
Extremely visible location? Absolutely! CCTV shout outs? You got it. Deep discounts for your employees and business partners? Oh yeah. $18,200

**Gold**
Big booths in the center of the action.
To increase foot traffic, Gold Sponsorships are included in the Passport Program. To further drive traffic, meals, breaks, and other activities will keep attendees in the exhibition hall throughout the day.
$11,700

**Silver**
Access to AppSec USA attendees at a bargain.
Establish your brand and interact with thousands of developers, operations and admin, support, testers, and cybersecurity professionals. $7,500

**Gold/Silver Plus**
Location, location, location.
Show us some love and we’ll reciprocate. Spend at least $16,200 in sponsorship (including the price of your Gold or Silver booth) and move your sales team to the main lobby. Spend $5,500 or more in sponsorship and take both tables for a 6’x6’ area (subject to availability).
$16,200

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**Attendee Roles**
- Security Professional, 33%
- Developer / Engineer, 14%
- Decision Maker, 15%
- Other, 8%

**Annual Growth**
- 2019: 500
- 2018: 1000
- 2017: 1500

**Attendee Geographies**
- National: 36%
- International: 14%
- Regional: 24%
- Local: 36%
OWASP Corporate Membership

A global community of leaders.

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 and the promotion of security across the dimensions of people, process, and technology. Three commitment levels exist, and benefits include:

- Advertising, press, social media, and other acknowledgements and recognition
- Corporate supporter bias
- Discounted sponsorship rates at OWASP conferences
- Discounted global Apple conference registration rates for employees
- A vote in global annual elections and other issues
- Optional allocation of funds to specific OWASP chapters, initiatives, or events


Booth Sponsorship Comparison

<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>General Rate</th>
<th>Corporate Sponsorship Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Diamond</td>
<td>$26,000</td>
<td>$22,125</td>
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<tr>
<td>Platinum</td>
<td>$18,700</td>
<td>$15,470</td>
</tr>
<tr>
<td>Gold</td>
<td>$11,700</td>
<td>$9,945</td>
</tr>
<tr>
<td>Silver</td>
<td>$7,500</td>
<td>$6,375</td>
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</table>

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Diamond</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
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<tbody>
<tr>
<td>Conference passes</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
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<tr>
<td>Exhibition passes</td>
<td>3</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>A-la-carte sponsorship discount</td>
<td>25%</td>
<td>20%</td>
<td>15%</td>
<td>10%</td>
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<tr>
<td>Lead retrieval</td>
<td>Yes</td>
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<tr>
<td>Conference bulletin</td>
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<td>Yes</td>
<td>Yes</td>
<td>No</td>
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<td>Welcome pack insert</td>
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<td>Yes</td>
<td>Yes</td>
<td>No</td>
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<tr>
<td>Event website</td>
<td>Yes</td>
<td>Yes</td>
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<td>No</td>
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<tr>
<td>Event brochure</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
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<tr>
<td>Passport program</td>
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<td>Yes</td>
<td>Yes</td>
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<td>PR media exposure</td>
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<td>Yes</td>
<td>Yes</td>
<td>No</td>
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<tr>
<td>Preconference literature</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
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<tr>
<td>Ticket discount</td>
<td>$100 (unlimited)</td>
<td>$100 (unlimited)</td>
<td>$50 (unlimited)</td>
<td>$10 (unlimited)</td>
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<tr>
<td>Event entrance signage</td>
<td>Yes</td>
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<td>Event break-out room</td>
<td>Yes</td>
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<td>Room naming privileges</td>
<td>Yes</td>
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</table>

Corporate Sponsorship

Why Join OWASP?

1. Community

Worldwide events, conferences, training, professional peers. Members include developers, architects, security, auditors, risk managers, executive management, press, law enforcement, legal, and entrepreneurs.

2. Intelligence


3. Software and Tools

OWASP supports 200+ active projects across Builder, Breaker, and Defender groupings. All tools, code, and documentation are licensed under Creative Commons License.

Why Sponsor AppSec USA?

Reciprocity

OWASP develops and maintains dozens of free projects, many of which benefit your company and the security community at large. To support these projects we are asking for your sponsorship. Revenue from AppSec USA funds dozens of active projects which shape web application security worldwide including the OWASP Top Ten, Zeal Attack Proxy, the Cheat Sheet series. It’s a big task, and it takes a lot of resources to keep it moving. This conference is one of the primary sources of funding which further OWASP’s mission.

Competitive Pricing and ROI

OWASP is largely community-driven, and events such as AppSec USA are primarily organized by volunteers. This keeps down overhead costs and sponsorship pricing. Because our volunteers come from industry, we understand ROI and strive to improve value to the sponsors who keep us going.
Event Sponsorship Opportunities

Main Reception
See and be seen.
The official AppSec USA 2014 networking social event is attended by hundreds of attendees. Take center stage and give them an event they will talk about for years to come. In addition to a hosted happy hour, hors d’oeuvres, and live music, the AppSec USA 2014 Main Reception will feature a Colorado tradition we call Code Brew. As the Main Reception sponsor, you have first right of refusal to act as MC for this one-of-a-kind beer competition. Sponsorship includes conference website and brochure acknowledgement, conference silent auction, and signage.

$15,500

Pre-Conf Reception
A Who’s-Who in an intimate setting.
Both the Main Reception and the Pre-Conference Reception target all conference attendees. However, the Pre-Conference Reception historically serves as an informal meeting spot for keynote speakers, presenters, and VIPS. As the Pre-Conference Reception sponsor, you will be behind it all.

$8,500

GolfSec 2014
Pitch to VIPs in a fun and welcome environment.
September in Colorado is the perfect time for golf. Take a break from the booth to meet prospects on the links. The day will consist of a keynote talk, 18 holes of the best Colorado has to offer, and an awards wrap up just in time to make it back to AppSec USA for the Pre-Conference Reception.

Code Brew
Be a part of one of Colorado’s oldest traditions.
Denver produces more beer than any other city in the United States. We take it seriously and it shows. Code Brew is designed to showcase our passion with a community-driven beer garden and homebrew competition. Place your brand at the center of it all.

CTF
A breeding ground for top talent.
This from-scratch Capture The Flag project was created by the Boulder OWASP chapter exclusively for AppSec USA 2014. Designed to test appsec and development chops of the brightest minds at AppSec USA, this CTF will be talked about for years to come. Become a part of the action. Early sponsors will also have opportunities to integrate their brand directly into the tournament.

$2,500

Tuesday, September 16, 2014
Training Registration (morning)
Pre-Conference Training (daytime)
Wednesday, September 17, 2014
Pre-Conference Training (daytime)
GolfSec 2014 (daytime)
Conference Pre-Registration (evening)
Pre-Conference Reception (evening)
Sponsor booth set-up (evening)
Thursday, September 18, 2014
Conference Registration (morning)
AppSec USA conference proceedings (daytime)
Capture The Flag (all day)
Main Reception (evening)
Code Brew (evening)
Friday, September 19, 2014
AppSec USA conference proceedings (daytime)
Capture The Flag (daytime)
Career Fair (daytime)
Sponsor prize giveaways (late afternoon)
CTF Awards Ceremony (evening)
Open Web Application Security Project (OWASP) is an open-source, not-for-profit application security organization committed to providing free, vendor-neutral, practical guidance. OWASP is the de-facto standards body for web application security used by developers and organizations globally.

**Join 1,500 attendees.** Executives from Fortune 500 companies, developers, security engineers, operations, support, researchers, and thought leaders gather to share cutting-edge ideas, initiatives, and technology advancements.

OWASP supports a **global reach** consisting of 42,500+ individual participants, more than 65 organizational and 60 academic supporters via 200 local chapters in 75+ countries across 6 continents.

OWASP events attract a worldwide audience interested in "**what's next?**" As a sponsor of AppSec USA 2014 your brand will be included in the answer.