EXHIBITOR
AND SPONSORSHIP
PROSPECTUS
# TOP 10 REASONS TO EXHIBIT

- Meet and connect with prospects
- Strengthen relationships with existing customers
- Learn about new products/services in the industry
- Generate sales
- Capture leads and build a database
- Build brand awareness
- Speak directly to target market
- Introduce new products/services
- Network with like-minded professionals
- Fun and engaged attendees
WHAT DO I GET FOR A BOOTH?

Exhibitors who choose to exhibit at **2024 Global AppSec San Francisco** will be provided with:

- A simple shell scheme as a booth
- A standard trestle table with cloth and two chairs (2 tables and 4 chairs for Diamond Plus)

How big are the booths?
The unique floor plan required for the venue means that not all exhibitors have the same measurements. Sizes are provide as a guide only.

**Diamond Plus**
Located in one of the premium positions in the main expo hall.
Diamond Plus booth is: **8'x16'**

**Diamond**
Located in one of the premium positions in the main expo hall.
Diamond booths are: **8'x16'**

**Gold**
Large booth, significant traffic in the main expo hall.
Gold booths are: **8'x8'**

**Silver**
Booth in high traffic area in the main expo hall.
Gold booths are: **8'x8'**
# Exhibitor Packages

## Benefits

<table>
<thead>
<tr>
<th>Diamond Plus</th>
<th>Diamond</th>
<th>Gold</th>
<th>Silver</th>
<th>Supporter</th>
</tr>
</thead>
<tbody>
<tr>
<td>8'x16' located in one of the premium positions in the main expo hall.</td>
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<td>8'x8' large booth, significant traffic in the main expo hall.</td>
<td>8'x8' booth in high traffic area in the main expo hall.</td>
<td>22 start-up companies established 36-months or less</td>
</tr>
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## Complimentary Benefits

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## Discounted Benefits (Terms and Conditions Apply)

<table>
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<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>Complimentary full conference passes</td>
<td>$100 OFF</td>
<td>$100 OFF</td>
<td>$50 OFF</td>
<td>$25 OFF</td>
<td>$25 OFF</td>
</tr>
<tr>
<td>Discounted conference passes (used in lieu of a full conference ticket)</td>
<td>$100 OFF</td>
<td>$100 OFF</td>
<td>$50 OFF</td>
<td>$25 OFF</td>
<td>$25 OFF</td>
</tr>
</tbody>
</table>

## Additional Benefits

<table>
<thead>
<tr>
<th> </th>
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</tr>
</thead>
<tbody>
<tr>
<td>Logo on the official event website</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
</tr>
<tr>
<td>Logo on the exhibitor acknowledgment slide during the events opening and closing ceremony</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
</tr>
<tr>
<td>Logo projection display on a wall for both conference days</td>
<td>YES</td>
<td>NO</td>
<td>NO</td>
<td>NO</td>
<td>NO</td>
</tr>
<tr>
<td>Lead Generation License (up to 3 users)</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
<td>NO</td>
<td>NO</td>
</tr>
<tr>
<td>Thursday Evening Networking Reception Sponsor</td>
<td>YES</td>
<td>NO</td>
<td>NO</td>
<td>NO</td>
<td>NO</td>
</tr>
<tr>
<td>Event Signage</td>
<td>YES</td>
<td>YES</td>
<td>NO</td>
<td>NO</td>
<td>NO</td>
</tr>
<tr>
<td>Social Media Recognition</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
</tr>
<tr>
<td>Option to provide one collateral piece for inclusion in attendee bags</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
<td>NO</td>
<td>NO</td>
</tr>
<tr>
<td>Drink Tickets valid Thursday evening during our Networking Reception</td>
<td>100</td>
<td>50</td>
<td>*Available as an add-on</td>
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</tr>
<tr>
<td>Passport Program (exhibitor agrees to provide a prize valued at $50 or more)</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
<td>NO</td>
<td>NO</td>
</tr>
</tbody>
</table>

## Corporate Supporter Cost

<table>
<thead>
<tr>
<th> </th>
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<th>Silver</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Cost</td>
<td>$36,000</td>
<td>$29,750</td>
<td>$20,250</td>
<td>$16,625</td>
<td>N/A</td>
</tr>
</tbody>
</table>

## General Cost

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<tr>
<th> </th>
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<th>Silver</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Cost</td>
<td>$45,000</td>
<td>$35,000</td>
<td>$22,000</td>
<td>$17,500</td>
<td>$7,500</td>
</tr>
</tbody>
</table>
## Sponsorship and Branding Packages

<table>
<thead>
<tr>
<th>Sponsorship Type</th>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lanyard Sponsorship</td>
<td>1 available</td>
<td>$8,500</td>
</tr>
<tr>
<td>Bag Sponsorship</td>
<td>1 available</td>
<td>$10,000</td>
</tr>
<tr>
<td>Keynote Sponsorship</td>
<td>2 available</td>
<td>$10,000</td>
</tr>
</tbody>
</table>

### Lanyard Sponsorship
- Sponsor provides lanyards for all conference attendees. Needs to meet OWASP specifications and approval.
- Logo on event website
- Logo on the exhibitor/sponsor acknowledgment slide during the events opening and closing ceremony.
- Social media recognition
- Two full conference passes

### Bag Sponsorship
- Sponsor provides bags for all attendees
- Logo on event website
- Branded event attendee bag
- Logo on the exhibitor/sponsor acknowledgment slide during the events opening and closing ceremony.
- Social media recognition
- Two full conference passes

### Keynote Sponsorship
- Keynotes are recorded, so your brand will forever been seen in the recordings.
- Sponsor provides at least one pull-up banner to be placed in the Keynote room for one day. Two keynote sessions per day.
- Logo on event website
- Social media recognition
- Two full conference passes
- Logo on the exhibitor/sponsor acknowledgement slide during the events opening and closing ceremony.
SPONSORSHIP AND BRANDING PACKAGES

**Track Sponsorship** (5 available) $10,000

- Tracks are recorded, so your brand will forever been seen in the recordings.
- Sponsor provides at least one pull-up banner to be placed in one track room for the two conference days.
- Logo on event website
- Social media recognition
- Two full conference passes
- Logo on the exhibitor/sponsor acknowledgement slide during the events opening and closing ceremony.

**Networking Reception Sponsorship** (1 available) $20,000

- 5-minute speaking opportunity at the beginning of the reception
- Branded dessert
- Option to provide handouts during reception
- Sponsor provides pull-up banners for branding during reception
- Logo on event website
- Social media recognition
- Two full conference passes
- Lead scanner license (up to 3 users)
- Logo on the exhibitor/sponsor acknowledgement slide during the events opening and closing ceremony.

**Conference Breakfast Sponsorship** (2 available) $10,000

- Sponsor provides pull-up banners for display during one conference day breakfast
- Logo on event website
- Social media recognition
SPONSORSHIP AND BRANDING PACKAGES

- Lead scanner license (up to 3 users)
- Two full conference passes
- Option to provide handouts during one conference day breakfast.
- Logo on the exhibitor/sponsor acknowledgement slide during the events opening and closing ceremony.

Conference Lunch Sponsorship (2 available) $10,000

- Sponsor provides pull-up banners for display during one conference day lunch
- Logo on event website
- Social media recognition
- Lead scanner license (up to 3 users)
- Two full conference passes
- Option to provide handouts during one conference day lunch.
- Option to provide branded napkins, etc. during one conference day lunch.
- Logo on the exhibitor/sponsor acknowledgement slide during the events opening and closing ceremony.

Conference Coffee Break Sponsorship (2 available) $10,000

- Sponsor provides pull-up banners for display during both coffee breaks for one conference day
- Logo on event website
- Social media recognition
- Lead scanner license (up to 3 users)
- Two full conference passes
- Option to provide handouts during both coffee breaks for one conference day.
- Option to provide branded napkins, coffee cups, etc. for one conference day.
- Logo on the exhibitor/sponsor acknowledgement slide during the events opening and closing ceremony.
## Sponsorship and Branding Packages

### Networking Reception with Open Bar Sponsorship (1 available) $20,000

- Sponsor provides pull-up banners for display during Networking Reception
- Logo on event website
- Social media recognition
- Lead scanner license (up to 3 users)
- Four full conference passes
- Option to provide handouts during Networking Reception
- Option to provide branded item such as cocktail napkins, coasters, etc.
- Logo on the exhibitor/sponsor acknowledgement slide during the events opening and closing ceremony.

### OWASP Leaders Meeting/Open Bar Sponsorship (unlimited) $5,000

- Sponsor provides pull-up banners for display during Leaders Meeting
- Logo on event website
- Social media recognition
- One full conference pass
- Sponsor provides one raffle prize to be raffled off at the end of the Leaders Meeting. Prize valued at $50 or more.
- Option to provide handouts during Leaders Meeting
- Logo on the exhibitor/sponsor acknowledgement slide during the events opening and closing ceremony.

### OWASP Jeopardy Sponsorship (2 available) $4,000

- Sponsor provides pull-up banners for display during OWASP Jeopardy
- Logo on event website
- Social media recognition
SPONSORSHIP AND BRANDING PACKAGES

- Two full conference passes
- Sponsor provides prizes (5) for Jeopardy winners. Each prize valued at $20 or more.
- Logo on the exhibitor/sponsor acknowledgement slide during the events opening and closing ceremony.

**Women in AppSec (WIA) Reception Sponsorship** (unlimited) $6,500

- Sponsor provides pull-up banners for display during the WIA Reception
- Logo on event website
- Social media recognition
- One full conference pass
- Option to provide handouts during the WIA Reception
- Logo on the exhibitor/sponsor acknowledgement slide during the events opening and closing ceremony.

**Newcomer Reception Sponsorship** (unlimited) $8,500

- Sponsor provides pull-up banners for display during the Newcomer Reception
- Logo on event website
- Social media recognition
- Two full conference passes
- Option to provide handouts during Newcomers Reception
- Logo on the exhibitor/sponsor acknowledgement slide during the events opening and closing ceremony.

**Training Breakfast** (1 available) $7,500

- Sponsor provides pull-up banners for display during our three days of training
- Logo on event website
SPONSORSHIP AND BRANDING PACKAGES

- Social media recognition
- One full conference pass
- Logo on the exhibitor/sponsor acknowledgement slide during the events opening and closing ceremony.

Training Lunch (1 available) $7,500

- Sponsor provides pull-up banners for display during our three days of training
- Logo on event website
- Social media recognition
- One full conference pass
- Option to provide branded napkins, etc. for all thee training days.
- Logo on the exhibitor/sponsor acknowledgement slide during the events opening and closing ceremony.

Training Coffee Breaks (1 available) $7,500

- Sponsor provides pull-up banners for display during our three days of training. Two breaks per day.
- Logo on event website
- Social media recognition
- One full conference pass
- Option to provide branded napkins, coffee cups, etc. for all three training days.
- Logo on the exhibitor/sponsor acknowledgement slide during the events opening and closing ceremony.
SPONSORSHIP AND BRANDING PACKAGES

Branded Hotel Key (1 available) $6,500

- Your logo on hotel key cards
- Logo on the official event website
- Two full conference passes
- Social Media recognition
- Logo on the exhibitor/sponsor acknowledgement slide during the events opening and closing ceremony.

FOR EXHIBITOR/SPONSORSHIP CONTRACTS SIGNED BEFORE JANUARY 1, 2024. ALL BENEFITS ARE BASED ON AVAILABILITY AND DEADLINES.

Contact us at events@owasp.com if you are interested in participating.