



# OWASP

## AppSec Israel 2017

### AppSec Israel 2017 Sponsorships

The annual OWASP AppSec Israel Conference is the largest conference in Israel for application security, and regularly draws hundreds of participants. Over 650 people attended last year!

Whether you have a product to showcase, offering a service, or you are recruiting, sponsoring the OWASP AppSec Israel event gets you the right exposure. This year we are expecting well over 700 attendees, including security professionals, developers, managers, and more. The conference will take place this year on Wednesday, October 18th, 2017, at The College of Management (Michlala l'Minhal), in Rishon LeZion – just south of Tel Aviv.

In addition, we will be hosting a free Training Day, part of the OWASP World Tour, on October 17<sup>th</sup>, 2017. This will provide developers with the basic skills they need to build secure systems.

Sponsoring the AppSecIL Conference also helps support the OWASP community, and ensures that we can keep on making our conferences better and better. Sponsorship fees are intended to cover the costs of the Conference. Since the Conference is open to all and free of charge to attend, we need your support to enable us to put on a great conference.

**Past sponsors include Intuit, SafeBreach, GE Digital, Akamai, Imperva, Checkmarx, Synopsys, Ben Gurion University, LivePerson, and many others.**

OWASP is an open source, non-profit organization. While our activities are free for all, we do have costs, and need your help to make our activities better.

We are now offering Silver, Gold and Platinum sponsorship levels. There is also a cost-effective “Community Supporter” option for non-profits, government offices, small startups, and such. Of course, if you are a Corporate Member of OWASP (at any level) and allocate a percentage (20-40%) of your membership fees to the Israel Chapter, we consider those funds as conference sponsorship accordingly.

For more details and to confirm your sponsorship, contact Or Katz ([katz3112@gmail.com](mailto:katz3112@gmail.com)).

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**Early bird sponsors that sign a contract by September 1<sup>st</sup> will get a 10% discount.**

## What You Get for Sponsoring

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All sponsors, regardless of sponsorship level receive the following:

- Many thanks, and hopefully a very good feeling of helping the community.
- Access to all the tools, guides, and libraries OWASP makes available for everybody - if you benefit from these, support the organization!
- Your logo on the Conference website.
- Preference for hosting a chapter meeting in the coming year, based on schedule and other considerations.
- In general, if there is something else specific that you may want, and is within the OWASP guidelines, please let us know.
- **No lectures for money.** Sponsors cannot purchase speaking slots, as the conference program is strictly selected on professional terms. There is absolutely no "pay-for-play".
- Likewise, we cannot provide sponsors with the list of people registering or attending. These can be collected in the booth directly, for example by hosting a raffle.



### **Diamond Sponsors** (1 Maximum)

- Primary booth location opposite the entrance area, large enough for a "pop-up" style booth to hand out your brochures and swag.
- An additional secondary booth, adjacent to the main auditorium.
- Full size logo at the top of the conference website.
- Logo on the chapter wiki page for the whole year.
- Recognition in all conference literature.
- Invitation to share a short welcome note at the conference's Opening Speech.
- Option to host an activity outside of the session tracks – e.g. Capture the Flag competition, Workshop, etc. (Subject to approval by Conference Committee).

*Price: \$8,000 USD*

### **Platinum Sponsors** (3 Maximum)

- Second largest booth area, where you can put up a "roll up" poster or two, and even a "pop-up" style booth (space permitting) to hand out your brochures and freebies.
- Prime booth location and second choice.
- Option to place an additional roll-up poster adjacent to the main auditorium.
- Large logo (500x200) on the top of the conference website.
- Logo on the chapter wiki page for the whole year.
- Recognition in all conference literature.
- Explicit mention in conference Opening Speech.

*Price: \$5,000 USD*

### **Gold Sponsors**

- A table top style mini booth where you can put up a "roll up" poster or two and hand out your brochures and freebies.
- Good booth location and early choice.
- Medium sized logo (375x150) near the top of the conference website.
- Logo on the chapter wiki page for the whole year.
- Recognition in all conference literature.
- Collective mention in conference Opening Speech.

*Price: \$3,000 USD*

### **Silver Sponsors**

- A small table top style mini booth where you can put up a "roll up" poster and hand out your brochures and freebies.
- Smaller logo (280x100) on the conference website.
- Recognition in some conference literature.
- Passive mention in conference Opening Speech.

*Price: \$1,500 USD*

### **Community Supporters**

- The "Community Supporter" level of sponsorship is intended for non-profits, government offices, small startups, or even local enterprise departments with limited finances that wish to show their support for the local OWASP chapter.
- Small logo (180x80) on the conference website.
- Community Supporters do not get a booth or table at the sponsor's display area, but can leave a stack of fliers or swag at a central table.

*Price: \$500 USD*

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## Additional A La Carte Opportunities

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In addition to the above, sponsors can choose to provide additional conference items, such as:

- **Lanyards** - Providing branded lanyards for all Conference attendees.  
*Price: \$1,850 USD*
- **Sponsored Badges** – Covering the cost of badges with name tags for all Conference attendees, with your logo on each badge. Additionally we would like to have name badges for the Training attendees as well.  
*Price: \$1,400 USD for Conference Badges, \$850 for Training Badges, \$2000 USD for both.*
- **Conference T-shirts** - Sponsoring conference T-shirts with your corporate logo, together with the conference and OWASP logos. Various T-shirt packages are available:
  - T-shirts for Speakers and Conference Staff only.  
*Price: \$500 USD*
  - 100 T-shirts, half for speakers and staff, the rest to be given out.  
*Price: \$800 USD*
  - Additional packages of 100 T-shirts each, to be freely handed out to attendees.  
*Price: \$600 USD*
  - 300 T-shirts - *Price: \$2,000 USD*
  - 500 T-shirts - *Price: \$3,200 USD*
  - 700 T-shirts - *Price: \$4,400 USD*
- **Premium coffee stands** - Fund the cost of two espresso / cappuccino stands in the event. The sponsor will be acknowledged, and can provide an additional rollup in the vicinity of the coffee stands. Additionally, the sponsor may opt for providing branded cups instead of normal cups, with the sponsor's logo in addition to the conference logo. This is available for either the Conference Day or the Training Day.  
*Price: \$2,000 USD per each Day (Training or Conference), or \$3,200 for both days.*
- **Speakers Dinner** - AppSecIL Conference is always well known for its high quality and exceptional content. We would like to reward our speakers who donate their time freely, with a celebratory dinner after a successful Conference. If you choose to sponsor this Dinner, you will be invited to join us and meet the speakers in a small, intimate setting, and network with each of them.  
*Price: \$2,300 USD*
- **Video recording** – Cover the cost of hiring professional video and sound equipment, as well as staff to record all lectures in two rooms, including editing and uploading all videos to OWASP after the Conference. The sponsor can also include a logo or name in the videos or video descriptions (details to be discussed).  
*Price: \$1,850 USD. Alternatively, you may commit to producing the videos yourself.*
- **Prizes** - Each sponsor can have a raffle for special prizes at the end of the conference (based on collection of participant's details in their booth). Winners can be announced on the main stage, and on the conference website or mailing lists.

It is also possible to be creative and find non-financial ways to support us and contribute to the successful running of the conference. If you have any other ideas please contact Or Katz (email [katz3112@gmail.com](mailto:katz3112@gmail.com)) directly.

## What We Need Your Money For

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OWASP is very strictly not-for-profit. We use the sponsorship funds to help make our events even more compelling to the audience while striving to make them free for participants. We want more people to come to our events so we can educate them about making applications more secure.

The Conference is not intended to be profitable, yet we need sponsorship funds to cover costs:

- **Venue costs** – Direct cost of hall rental and additional associated costs, for some of the involved logistics such as hiring required equipment.
- **Refreshments** - we want to keep people a long time, and we certainly bring good and interesting speakers, yet we don't want people to go home when they become hungry.
- **Name tags** - we feel that professional networking and getting to know each other is an important facet of the community, and name tags make this easier.
- **Printed Materials** - We are not very keen on killing trees, but some people learn more from actual printed paper. We would like to hand out certain printed materials in our conferences, in addition to the event schedule.
- **Lecture videos** - recording presentations enables them to be available also to people who cannot make it to the conference, and further publicize the contents of the event.
- **Promotion** - Till now, our events are publicized mostly by word of mouth. We would like to get to a wider audience by advertising our events.

We are also happy to hear if you feel that you can contribute in any way besides money.

## What Should You Prepare as a Sponsor

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As a sponsor, you are not obliged to do anything. Sponsorship can be a philanthropy. However, in order to take full advantage of the benefits listed above, we recommend the following:

- Send us a logo file to put on the conference web page. (Maximum logo size by level).
- Prepare a roll-up type poster or equivalent for your table top booth.
- Prepare brochures for handing out to conference attendees.
- Prepare your swag and giveaways, if you want to hand these out.
- You may want to hold a raffle for people who fill in their details, in order to collect leads. We will be happy to announce the prize on the main stage, and on the conference page.
- Come 30 minutes before the Conference starts to setup your booth.

## Not-for-Profit / Barter Sponsorship of AppSecIL Conferences

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We are happy to allow any information-security-related not-for-profit organization to present at our Conference Expo (space permitting). You may get, for free, the same sponsor benefits.

We extend the same type of barter to commercial organizations that hold events. If you organize an information security related event, we would let you promote it in our Expo in return for having presence in your event. The only condition is that if you hold similar events will present at those events in return.