LASCON 2010 Sponsor Overview and Information

Open Web Application Security Project (OWASP) is an open-source application security project made up of corporations, educational organizations, and individuals from around the world. Providing free, vendor-neutral, practical, and cost-effective application security guidelines and tools, the organization has fast become the de facto standards body for Web Application Security.

LASCON 2010 is a premier gathering of Information Security leaders and web application developers in Texas. Texas has more Fortune 500 companies than any other state. Executives from these companies along with technical thought leaders, security architects and lead developers gather to share cutting-edge ideas, initiatives, and technology advancements.

OWASP events attract a worldwide audience interested in “what’s next?”—as an OWASP Conference sponsor, your brand will be included as an answer.

OWASP is providing sponsors exclusive access to its audience in Texas through a limited number of Expo floor slots and providing a focused setting for potential customers.

Attendees will be pushed through the Expo floor during breaks giving them direct access to sponsors’ booths and technology. The conference is expected to draw over 150 attendees; all with budgets dedicated to web application security initiatives. Financial Services, Media, Pharmaceuticals, Gaming, State and Federal Government, Healthcare, Technology, and many other verticals will be represented.

Sponsorship opportunities are filling up rapidly. All proceeds from sponsorship support the conference and the mission of the OWASP Foundation (501c3 Not-For-Profit), driving funding for research grants, tools and documents, local chapters, and more. Sponsorship does not include speaking at the conference (other than speaker introductions). All speakers are chosen through the Call For Papers (CFP) for the conference.

To sponsor LASCON 2010 or if you have any questions, please contact:

James Wickett, OWASP Austin Vice President: (512) 683-6410 | james.wickett@owasp.org
<table>
<thead>
<tr>
<th>Platinum (6 positions)</th>
<th>Gold (14 positions)</th>
<th>Silver (10 positions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Expo Space (Booth)</td>
<td>Yes with first choice of booth space location</td>
<td>Yes</td>
</tr>
</tbody>
</table>
| Logo placement         | ▪ Logo and text link on OWASP Conference (LASCON) website grouped with Platinum Sponsors  
                        ▪ On the front of the Conference Bulletin  
                        ▪ Signs at Conference Entrance | ▪ Logo and text link on OWASP Conference (LASCON) website grouped with Gold Sponsors  
                        ▪ Signs at the Conference Entrance | ▪ Text link on OWASP Conference (LASCON) website grouped with Silver Sponsors |
| Company description Placement | ▪ Speaker introduction by a representative from your company  
                                ▪ Listing in Conference Bulletin grouped with Platinum Sponsors  
                                ▪ Mention in pre-conference emails | ▪ Listing in Conference Bulletin grouped with Gold Sponsors  
                                ▪ Mention in pre-conference emails | ▪ Listing in Conference Bulletin grouped with Silver Sponsors |
| Company Literature Placement | Attendee packs.  
                                (Inserts must be provided by Sponsor) | Attendee packs.  
                                (Inserts must be provided by Sponsor) | None |
| Conference Passes      | 4                   | 2                     | 1 |
| Cost                   | $2,500 if paid in full before August 15th  
                        $2,800 if paid after August 15th | $1,500 if paid in full before August 15th  
                        $1,750 if paid after August 15th | $650 if paid in full before August 15th  
                        $750 if paid after August 15th |


## Additional Sponsorship Opportunities

**The below sponsorships do not include a booth, but do include 2 conference passes.**

<table>
<thead>
<tr>
<th>Sponsorship includes:</th>
<th>OWASP Happy Hour</th>
<th>Lunch</th>
<th>Breakfast</th>
<th>Snack Break (2 avail.)</th>
<th>Badge</th>
<th>Bag</th>
</tr>
</thead>
<tbody>
<tr>
<td>Host the LASCON 2010 Happy Hour from 5:00p to 7:00p</td>
<td>Lunch for all conference attendees</td>
<td>Breakfast for all conference attendees</td>
<td>Exclusive morning or afternoon coffee and snack for conference attendees</td>
<td>Printed badge lanyards for all attendees, co-branded and produced to OWASP specifications.</td>
<td>Printed bags for all attendee packs, co-branded and produced to OWASP specifications.</td>
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</thead>
<tbody>
<tr>
<td>Party Entrance &amp; Inside Venue</td>
<td>Signage at food table</td>
<td>Signage at food table</td>
<td>Signage at food table</td>
<td>On lanyards</td>
<td>On bags</td>
</tr>
<tr>
<td>Sponsor will have a table to setup</td>
<td>Banners &amp; Corporate literature</td>
<td>Corporate literature</td>
<td>Corporate literature</td>
<td>Corporate literature</td>
<td>Corporate literature</td>
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</tbody>
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| Total Cost | $4,000 | $3,500 | $2,000 | $1,500 | ALREADY SOLD | $1,500 |
Exposure!

Network!

Traffic!

Share!

The community at your service!

Become a proud sponsor of the OWASP mission!