



AppSec USA 2014

Denver, Colorado | September 16-19

Sponsor and Exhibitor Information Packet

Conference Venue

Denver Marriott City Center
1701 California Street
Denver, CO 80202 USA
+1-303-297-1300

Dates and Times

Early check-in: 9/17, 16:00-20:00
Booth move-in: 9/18, 06:00
Sponsor expo: 9/18, 09:00-18:00
9/19, 09:00-18:00
Career fair: 9/18, 12:00-17:00
Sponsor raffles: 9/19, 17:30
Tear-down: 9/19: 19:00

(All times shown are Mountain Standard)

Important Contacts

Sales and Sponsorship

Kelly.Santalucia@owasp.org
+1-973-670-5784

Conference Directors

Laura Grau, Mark Major
appsecusa@owasp.org



On behalf of OWASP, the AppSec USA 2014 team, and everyone who will attend this year's event, **thank you for your support!** AppSec USA could not happen without you.

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Conference Registration

Please register all booth staff using the Exhibition Passes. This step is necessary for badge creation and catering head counts. Event registration is accessible at:

<http://appsecusa.org/registration/>

Sponsor and exhibition passes

All booth sponsors receive complimentary access into AppSec USA. Sponsor Passes provide full access to the conference, whereas Exhibition Passes permit access to the sponsor expo but not to conference sessions.

	Sponsor Passes	Exhibition Passes
Diamond	5	4
Platinum	4	3
Gold / Gold-Plus	3	2
Silver / Silver-Plus	2	2

Attendee discount codes

Diamond, Platinum, Gold, and Gold-Plus sponsors receive Attendee Discount Codes to distribute through sponsor marketing channels. These registration codes discount the admission price to an unlimited number of attendees. The value of the discount is based on sponsorship level.

	Discount
Diamond	\$100
Platinum	\$100
Gold / Gold-Plus	\$50

Except for on-site lead retrieval (page 8), OWASP does not sell or otherwise share attendee information with sponsors. However, attendees who register using a sponsor-provided Attendee Discount Code opt into sharing their own contact information with the sponsor. (Note: Attendee Discount Codes do not stack.)

To promote conference attendance and lead generation, we encourage eligible sponsors to distribute Attendee Discount Code widely and publicly.

Contact [Kelly Santalucia](#) if you did not receive a Sponsor Pass, Exhibition Pass, or Attendee Discount Code.



Hotel accommodations

AppSec USA 2014 will be hosted at:

Denver Marriott City Center

1701 California Street

Denver, CO 80202

AppSec USA secured a block of guest rooms at the Denver Marriott City Center with a guaranteed nightly rate of \$239 if booked by September 1st.

To take advantage of the group rate room pricing, guests must mention AppSec USA 2014 during registration, or register rooms online using the [AppSec USA 2014 Hotel Registration Portal](#).

We strongly advise that sponsors book early. The room block is limited and **space will run out**.

Airport to venue
Drive 24.1 miles, 32 minutes

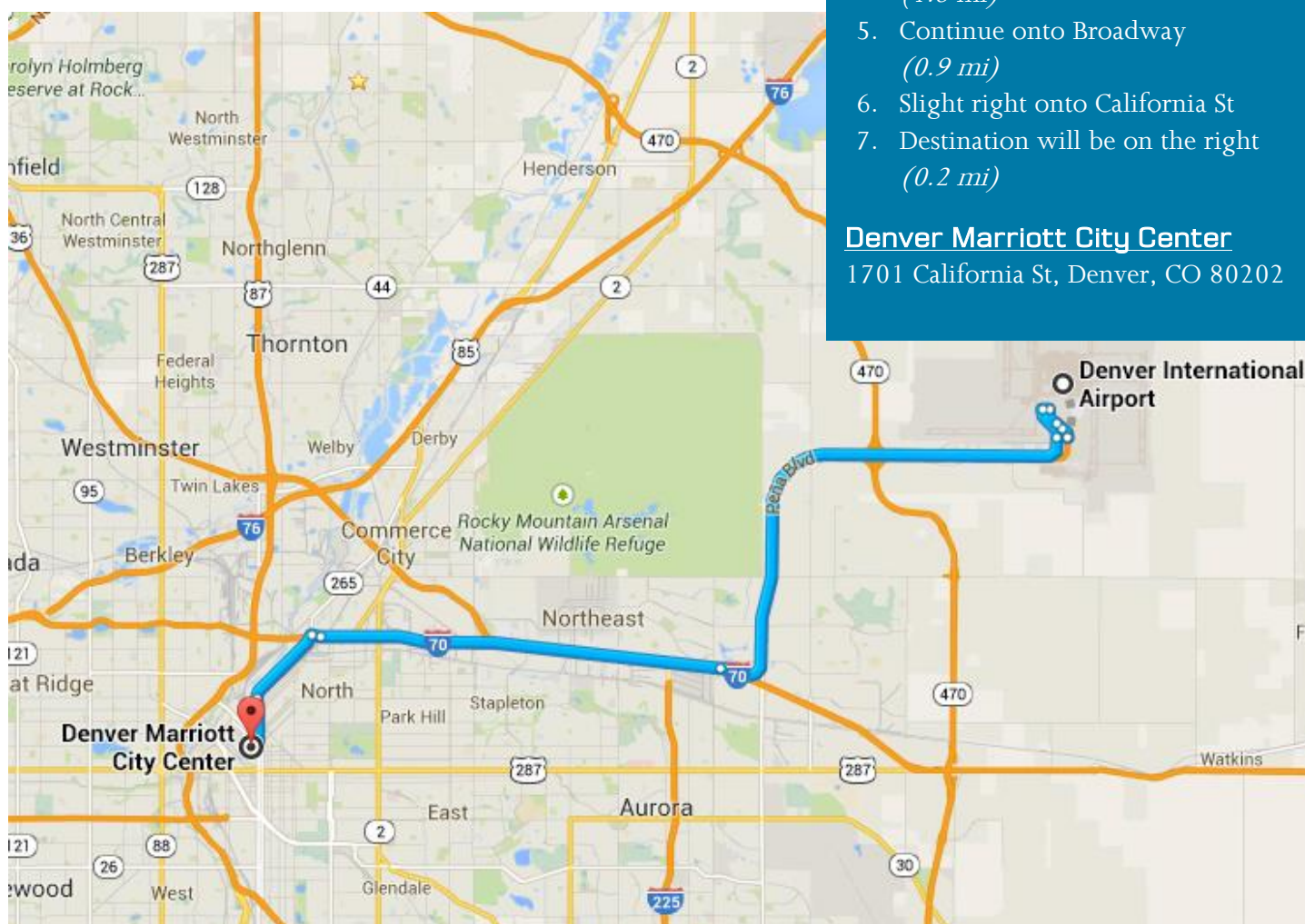
Denver International Airport

8500 Peña Blvd, Denver, CO 80249

1. Get on Peña Blvd
(1.6 mi / 4 min)
2. Follow Peña Blvd and I-70 W to E Brighton Blvd.
Take exit 275B from I-70 W
(19.6 mi / 21 min)
3. Continue on E Brighton Blvd.
Drive to California St
(2.8 mi / 7 min)
4. Turn left onto E Brighton Blvd
(1.8 mi)
5. Continue onto Broadway
(0.9 mi)
6. Slight right onto California St
7. Destination will be on the right
(0.2 mi)

Denver Marriott City Center

1701 California St, Denver, CO 80202





Marketing Materials

Welcome kit inserts

All booth sponsors have the option to include one item into attendee Welcome Kits. Example inserts include marketing literature, sales brochures, or branded swag. A maximum of one insert per sponsor will be included in each Welcome Kit (i.e., literature or swag, not both).

- Inserts measuring 8½" x 11" or smaller will fit without modification.
Larger items may be folded.
- Swag item (bottle openers, USB drives, apparel, etc.) must be pre-approved by organizers prior to inclusion.
Do not ship swag inserts without approval.
- Unused insert will not be returned unless explicitly requested.
If inserts are returned, **sponsors will assume all associated shipping costs.**

For your insert to be included, **send 1,200 copies** to:

Attn: AppSec USA 2014
13780 Adams Street
Thornton, CO80602

(Please label your company name clearly on the outside of the shipping box.)

Welcome Kit inserts are due on or before September 2nd. Items delivered after September 2nd risk exclusion from the Welcome Kits.

Conference program

The Conference Program will contain description of all sponsors, and advertisements for booth sponsors. Advertisement sizes vary according to sponsorship level.

	Advertisement	Dimensions	With Bleeds
Diamond	Full page	8" x 8"	8½" x 8½"
Platinum	Half page	4" x 8"	4½" x 8½"
Gold / Gold-Plus	Quarter page	4" x 4"	4½" x 4½"
Silver / Silver-Plus	Quarter page	4" x 4"	4½" x 4½"
All other sponsors	N/A	N/A	N/A

Advertisements should be at least 300 DPI. For high resolution advertisements, consider using 600 DPI.



Advertisements must include a ¼" bleed to all sides. For example, a 4" x 4" quarter-page advertisement using bleeds would measure 4½" x 4½". Do not include text or images necessary to the advertisement within the bleeds. They will be trimmed during layout and printing.

Advertisements should be .jpg, .png, or .tiff files to guarantee color quality. Do not send .gif files.

Conference Program materials are due August 25th.

Email the following to appsecusa@owasp.org on or before the deadline:

- Company description (100 words or fewer)
- Company advertisement (300 DPI or greater)

Conference signage

Signs at AppSec USA will incorporate sponsor logos. For inclusion, send a vector image of your company art. **Acceptable formats include .ai, .eps, .pdf, and .svg.** Do not send raster images such as .jpg, .gif, .png, and .tiff. Vector images, unlike raster, scales to arbitrarily large sizes without loss of quality.

Vector logos are due August 25th. Email your logo to appsecusa@owasp.org on or before the deadline.

Exhibition Booths

Booth sizes vary according to sponsorship level. All booth materials must remain within the defined sponsor area.

	Style	Sponsor Area
Diamond	Traditional	30' x 10'
Platinum	Traditional	10' x 10'
Gold	Traditional	10' x 10'
Silver	Tabletop	8' x 6'
Gold-Plus / Silver-Plus	Tabletop	8' x 6'

All sponsor booths include:

- One (1) 6' topped and skirted table
- Two (2) chairs
- One (1) power strip
- Shared access to the conference WiFi

Traditional-style booths additionally include pipe-and-drape and sidewall drape.



Additional booth needs

For basic supplemental materials, such as additional chairs, additional electrical drops, wired Internet connections, and A/V, refer to the Marriott order form:

[Marriott Exhibitor Order Form \(2014 revised\).doc](#)

The Marriott requests all orders be placed 10 days prior to arrival.

If you plan to ship materials to the Marriott directly, please refer to the Marriott shipping form:

[Marriott Shipping Form \(2014 revised\).doc](#)

Booth design

For exhibition-specific needs, such as booth design and tabletop displays, the preferred AppSec USA 2014 events services company is:

The WorkShop Events

<http://www.theworkshopevents.com>

Sponsors will negotiate logistics with The WorkShop Events directly. Your primary point of contact at The Workshop will be:

Whitney Skylar

wskylar@theworkshopevents.com

+1-720-936-5347

Shared breakout rooms

The Diamond, Platinum, and Career Fair sponsors will have access to breakout rooms to use for interviews, client meetings, and other needs. Signup sheets will be outside each of the shared rooms.

Please note that breakout rooms are located on one level up from the sponsor booths.

	Type
Diamond	Dedicated
Platinum	Shared
Career Fair	Shared

Because these rooms are limited resources, please consider the needs of other companies when scheduling. Sponsors who monopolize use of breakout rooms may have their usage privileges revoked.



Location / floor plan

Booth location is prioritized by date of payment in full. Kelly Santalucia will contact sponsors to finalize locations.

Passport program

Attendees will receive a Passport containing names and locations of Diamond, Platinum, Gold, and Gold-Plus sponsors. These sponsors stamp Passports upon booth visits, and fully-stamped Passports are entered into a raffle.

To "earn the stamp," attendees must answer sponsor questions designed to initiate conversations topical to your organization. *"How does [sponsor] address [threat]?"* might drive discussions about your latest product or service offering.

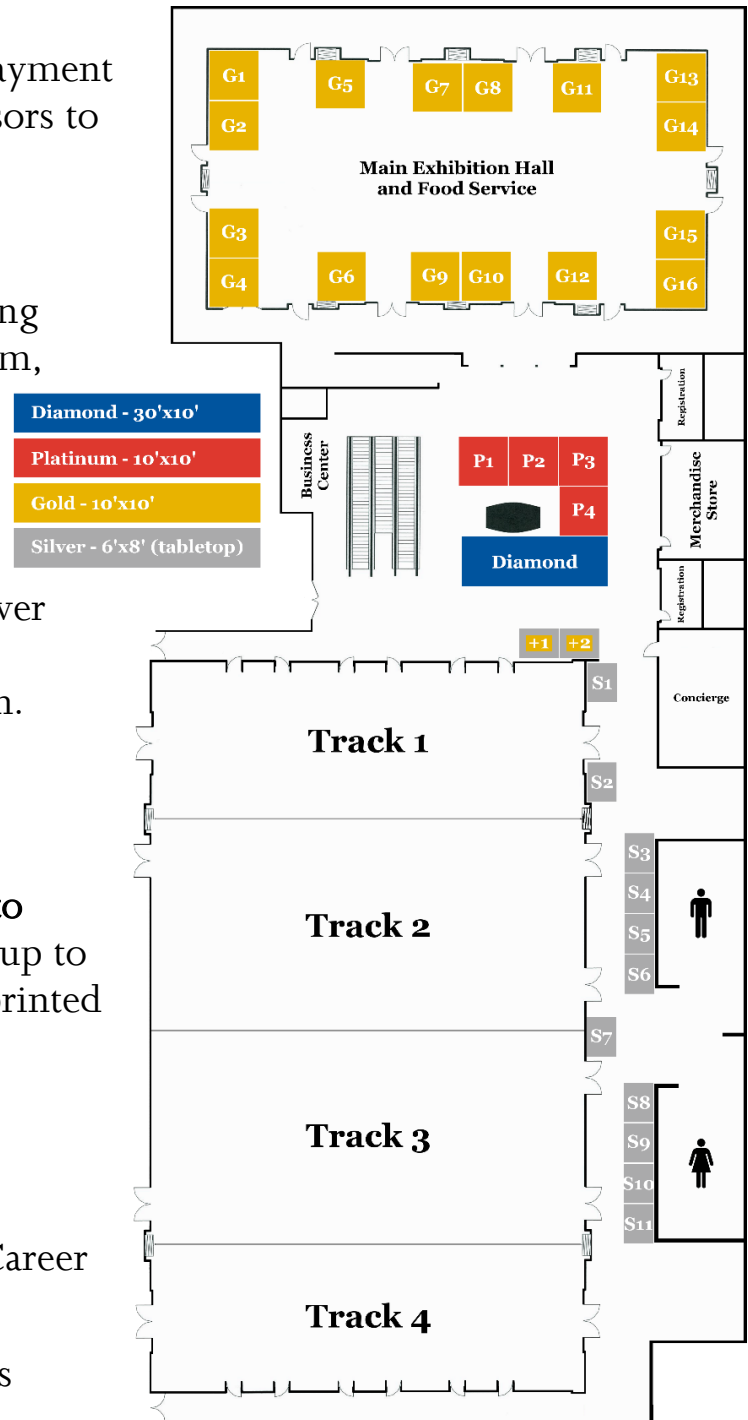
Email Passport questions by August 25th to appsecusa@owasp.org. You may submit up to five questions, though only one will be printed on any given Passport.

Career Fair

Career Fair sponsorship is available to all booth sponsors for US\$500. Benefits to Career Fair sponsors include:

- Career fair marketing considerations
- Moderated posts on the [Classifieds page](#)
- Access to all attendee resumes submitted to the AppSec USA Classifieds page
- Booth balloons (color-coded based on job types) to drive foot traffic
- Access to a shared breakout room for interviews, meetings, etc.

The Career Fair will occur on September 18th from 12:00 - 17:00 MST. However, AppSec USA attendees are likely to seek out Career Fair booths throughout the day. Contact [Kelly Santalucia](#) for additional information about sponsoring the career fair.





Lead Retrieval

All booth sponsors will receive one complimentary lead retrieval scanner from the official AppSec USA 2014 lead retrieval vendor, 1stSales.com.

- Small, battery-operated badge scanner
- Stores 10,000 scans without recharging
- Excel spreadsheet emailed the morning after show, which contains:
 - Full contact record including email address
 - Custom lead qualification data and scheduled call-backs
 - Links to your hand-written notes
- "Hot Lead Sheets" emailed to specified sales people for selected leads
- Company contacts included in post-conference email to scanned attendees

Non-booth sponsors may rent scanners for US\$300. Subsequent scanners (for all sponsors) cost US\$100 if reserved by September 9th, or US\$125 on-site.

http://www.1stsales.com/order.php?conf_id=APPSECUSA

Support

1stSales will be available during Early Check-In (September 17th, 16:00 - 20:00 MST) to distribute scanners and answer questions. Representatives will also be available on-site throughout the conference for support.

Additional information is available at:

<http://www.1stsales.com/pdf/APPSECUSAFAQS.pdf>

Additional Activities

Open mic / birds of a feather

AppSec USA features a dedicated room for open mic and birds-of-a-feather sessions. Both are open to all AppSec USA attendees, including booth staff. Signup sheets will be placed outside the session door, and speakers and topics will be selected during the conference based on attendee interest.

Sponsor raffles

At the close of the conference, all sponsors may participate in awarding contest or raffle prizes. Participation is optional and sponsors will provide their own prizes.

The sponsor raffles will occur on September 19th at 17:30 MST.



Deadlines Calendar

SUN	MON	TUE	WED	THU	FRI	SAT
Aug 24	Aug 25 Program ads, logos, passport questions	Aug 26	Aug 27	Aug 28	Aug 29	Aug 30
Aug 31	Sep 1 Hotel booking deadline	Sep 2 Welcome Kit inserts due	Sep 3	Sep 4	Sep 5	Sep 6
Sep 7	Sep 8 Additional booth needs (Marriott)	Sep 9	Sep 10	Sep 11	Sep 12 Additional lead generation scanners	Sep 13
Sep 14	Sep 15 Training check-in	Sep 16 Training	Sep 17 Early check-in; Welcome reception	Sep 18 Sponsor Expo; Career Fair	Sep 19 Sponsor Expo; Sponsor raffles	Sep 20
Sep 21	Sep 22 Lead retrieval results delivered	Sep 23	Sep 24	Sep 25	Sep 26	Sep 27

September 17th

Early check-in: 16:00-20:00

September 18th

Booth move-in: 06:00-08:00

Sponsor Expo: 09:00-18:00

Career Fair: 12:00-17:00

September 19th

Sponsor Expo: 09:00-18:00

Sponsor raffles: 9/19, 17:30

Tear-down: 9/19: 19:00



Readiness Checklist

Task	Deadline	✓
Register booth staff (Exhibitor Passes)	ASAP	<input type="checkbox"/>
Register additional staff (Sponsor Passes)	ASAP	<input type="checkbox"/>
Promote Attendee Discount Codes	ASAP	<input type="checkbox"/>
Upload job postings to AppSec USA Classifieds site	ASAP	<input type="checkbox"/>
Order booth and tabletop designs from The Workshop	ASAP	<input type="checkbox"/>
Secure your booth assignment through Kelly Santalucia	August 4 th - 15 th	<input type="checkbox"/>
Email sponsor description (100 words or fewer)	August 25 th	<input type="checkbox"/>
Email sponsor advertisement (300 DPI or greater)	August 25 th	<input type="checkbox"/>
Email sponsor logo (vector graphics)	August 25 th	<input type="checkbox"/>
Submit passport questions to appsecusa@owasp.org	August 25 th	<input type="checkbox"/>
Book hotel room(s) at the Denver Marriott City Center	September 1 st	<input type="checkbox"/>
Ship 1,200 inserts to 13780 Adams St, Thornton CO 80602	September 2 nd	<input type="checkbox"/>
Request special electrical, Internet, or AV from the Marriott	September 8 th	<input type="checkbox"/>
Email career fair job types to appsecusa@owasp.org	September 12 th	<input type="checkbox"/>
Order additional lead retrieval scanners from 1stSales.com	September 12 th	<input type="checkbox"/>
Ship booth materials to the Marriott	September 13 th	<input type="checkbox"/>
Have a productive, impactful presence at AppSec USA 2014!	September 18 th -19 th	<input type="checkbox"/>