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 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
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.

<table>
<thead>
<tr>
<th>Sponsor Passes</th>
<th>Exhibition Passes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Diamond</td>
<td>5</td>
</tr>
<tr>
<td>Platinum</td>
<td>4</td>
</tr>
<tr>
<td>Gold / Gold-Plus</td>
<td>3</td>
</tr>
<tr>
<td>Silver / Silver-Plus</td>
<td>2</td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th>Discount</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Diamond</td>
<td>$100</td>
</tr>
<tr>
<td>Platinum</td>
<td>$100</td>
</tr>
<tr>
<td>Gold / Gold-Plus</td>
<td>$50</td>
</tr>
</tbody>
</table>

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**.

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Airport to venue

**Drive 24.1 miles, 32 minutes**

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

---

**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)*
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, CO 80602

(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.

<table>
<thead>
<tr>
<th>Advertisement</th>
<th>Dimensions</th>
<th>With Bleeds</th>
</tr>
</thead>
<tbody>
<tr>
<td>Diamond Full page</td>
<td>8&quot; x 8&quot;</td>
<td>8½&quot; x 8½&quot;</td>
</tr>
<tr>
<td>Platinum Half page</td>
<td>4&quot; x 8&quot;</td>
<td>4½&quot; x 8½&quot;</td>
</tr>
<tr>
<td>Gold / Gold-Plus Quarter page</td>
<td>4&quot; x 4&quot;</td>
<td>4½&quot; x 4½&quot;</td>
</tr>
<tr>
<td>Silver / Silver-Plus Quarter page</td>
<td>4&quot; x 4&quot;</td>
<td>4½&quot; x 4½&quot;</td>
</tr>
<tr>
<td>All other sponsors</td>
<td>N/A</td>
<td>N/A</td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th>Style</th>
<th>Sponsor Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Diamond</td>
<td>Traditional</td>
</tr>
<tr>
<td>Platinum</td>
<td>Traditional</td>
</tr>
<tr>
<td>Gold</td>
<td>Traditional</td>
</tr>
<tr>
<td>Silver</td>
<td>Traditional</td>
</tr>
<tr>
<td>Gold-Plus / Silver-Plus</td>
<td>Tabletop</td>
</tr>
<tr>
<td></td>
<td>Tabletop</td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th>Type</th>
<th>Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Diamond</td>
<td>Dedicated</td>
</tr>
<tr>
<td>Platinum</td>
<td>Shared</td>
</tr>
<tr>
<td>Career Fair</td>
<td>Shared</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>SUN</th>
<th>MON</th>
<th>TUE</th>
<th>WED</th>
<th>THU</th>
<th>FRI</th>
<th>SAT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aug 31</td>
<td>Sep 1</td>
<td>Sep 2</td>
<td>Sep 3</td>
<td>Sep 4</td>
<td>Sep 5</td>
<td>Sep 6</td>
</tr>
<tr>
<td>Sep 7</td>
<td>Sep 8</td>
<td>Sep 9</td>
<td>Sep 10</td>
<td>Sep 11</td>
<td>Sep 12</td>
<td>Sep 13</td>
</tr>
<tr>
<td>Sep 14</td>
<td>Sep 15</td>
<td>Sep 16</td>
<td>Sep 17</td>
<td>Sep 18</td>
<td>Sep 19</td>
<td>Sep 20</td>
</tr>
<tr>
<td>Sep 21</td>
<td>Sep 22</td>
<td>Sep 23</td>
<td>Sep 24</td>
<td>Sep 25</td>
<td>Sep 26</td>
<td>Sep 27</td>
</tr>
</tbody>
</table>

### 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

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