**TO:   Sponsors & Exhibitors**

**FR:   Sarah Baso & Josh Sokol, OWASP AppSec USA 2012**

**RE:   Exhibitor Kit - Confirmation Packet and Materials**

On behalf of OWASP,  the AppSecUSA 2012 conference planning team, and everyone who will be attending the 2012 OWASP AppSec  USA Conference, thank you for participating in this year's event.

We want to do everything we can to make your experience as positive and successful as it can be. As you go through this Exhibitor Kit, we urge you to contact us with any questions.

## Overview
**OWASP Foundation** – OWASP has been presenting events focused on education around application security since it was founded 11+ years ago.

**Hyatt Regency** – located on Ladybird Lake in downtown Austin, TX, the Hyatt Regency will be your one-stop-shop for lodging and all conference events.

## Sponsor/Exhibitor Confirmation Packet
This confirmation packet provides important information for you to review. Among other items, it includes information on:

- ❖ Logistics on preparing for the event – registering, booking your hotel, getting your team and materials to the event
- ❖ Important logistical details related to your booth

## Important Dates and Deadlines

| | | |
|---|---|---|
| Register for Conference | As soon as possible | |
| Due Date: Book Hotel Rooms | Monday September 24th | EOD |
| Due Date: Company information for printed program materials | Monday October 1st | EOD |
| Due Date: 1000 copies of printed materials for attendee bags | Tuesday October 23rd | EOD |
| Training Starts | Tuesday October 23rd | 8 AM |
| Vendor Set up | Wednesday October 24th | 3 - 5 PM |
| Expo Dates | Thursday October 25th | 8 AM - 8 PM |
| | Friday October 26th | 8 AM - 5 PM |
| Vendor Tear Down | Friday October 26th | 3 PM – 5 PM |

# Preparing Yourself & Your Team

## Register

It is critical that you register both your booth staff and team members that will be attending conference events using the discount codes we provided to you upon confirming your sponsorship. We will need use the registration info to create name badges and ensure proper food counts.

Event registration can be accessed through the "Register" tab at http://www.appsecusa.org
If you have questions about the discount codes or registration process, please contact us.

## Book your Hotel Rooms

AppSec USA 2012 will be hosted at:

> **Hyatt Regency**
> 208 Barton Springs Rd
> Austin, TX 78704
> Phone: (512) 477-1234

Information about the Hyatt Regency is available at: http://austin.hyatt.com

Rooms may be reserved at the conference rate of $189/night **by September 24<sup>th</sup>** online at:
https://resweb.passkey.com/Resweb.do?mode=welcome_ei_new&eventID=6604435

Rooms may also be reserved by calling the Hyatt at 1-888-421-1442 and mentioning the code OWASP.

## Plan for Arrival

### Flying

All flights arrive at the Austin-Bergstrom International Airport (AUS). The following options are available for transportation between the airport and Hyatt Regency in Austin where the conference will be held:

> **Taxi:** Taxi transportation to and from Hyatt Regency Austin is approximately $20 - $27 for one passenger. Taxi transport to the Amtrak station is approximately $5 (1.5 miles).

> **Local Transit:** The city bus is $1 fare for three stops.

> **Airport Super Shuttle:** Transfer from the airport to the hotel is $14 per person. Reservations are not required for transport from the airport to the hotel, but advance pickup arrangements must be secured to travel from the hotel to the airport. Please call 512-258-3826 or contact the Hyatt concierge to arrange a pickup.

### Driving

Detailed driving directions to the Hyatt Regency are available at http://austin.hyatt.com/hyatt/hotels-austin/services/maps/index.jsp

### Parking

Valet Parking: $21 per day with unlimited access. (Uncovered)
Self Parking: $14 per day. (Uncovered)

# Preparing Your Materials

## Please send a Company Profile & Logo for the conference program

The final conference program is an important and valuable way to make certain that guests of the conference take your company information home with them. Please send a company description of 50 or fewer words for inclusion in the conference program.

Additionally, please send a high resolution horizontal logo in vector graphics format so it can be resized appropriately for the website, wiki, and program.

## Please send Sponsorship ad

The conference program will have a finished size of 8.5" x 11", ad sizes are as follows:

Active area:
1/4-page: 3.625" x 4.875" (Silver and Gold)
1/2-page (horizontal): 7.5" x 4.875" (Platinum)
full page: 7.5" x 10" (Diamond)

1/4-page (w/bleed): 4.125" x 5.375"
1/2-page (w/bleed): 8" x 5.375"
full page (w/bleed): 8" x 10.5"

For ads that are to bleed, the artwork must extend **at least** 1/4" on each side. The book will be a finish size of 8.5" x 11" so a full page ad with bleeds, for example, would need to be sized to 9" x 11.5". The "live" area would of course be 8.5" x 11" so it's important for the designer to ensure that no text or graphics extend past those dimensions into the bleed margin.

Artwork guidelines available on the Omnipress website:
http://www.omnipress.com/home/big-ideas/client-tools/templates-art/

**All program materials including company descriptions, logos, and ads MUST be received by Monday October 1st in order to appear in the printed program. Please submit materials to any of the contacts listed on p. 1 or appsecusa@owasp.org**

## Shipping:

## Inserts for attendee bags

If your sponsorship includes company literature placements in attendee bags, please send **1000 copies** to the shipping address listed below. Boxes with inserts should be shipped to the Hyatt, clearly labeled on the first two lines with:

CLIENT NAME:     **OWASP AppSec USA
Bag Stuffing Literature**

Inserts should arrive at the Hyatt on **Monday (10/22) or Tuesday (10/23)**.  We will stuff them on Wednesday (10/24).  If they arrive earlier, then they will be subject to a storage fee.  If they arrive later, they won't be placed in the bags.  **Maximum of one insert per company**.

If you would like us to help you track shipment/delivery of the inserts, please send tracking numbers to appsecusa@owasp.org. It is your responsibility to ensure that the materials make it on time, but if you send tracking information this can help us locate anything that is missing.

## Booth Materials

Please address all boxes/packages as follows:

**(Client Name)**
**(Client Organization Name)**
**C/O Hyatt Regency Austin**
**208 Barton Springs Road**
**Austin, TX 78704**

**OWASP**
**AppSec USA**
**October 25$^{th}$-26$^{th}$, 2012**
**(Box ___of ___)**

(If an exhibitor, please put booth # on boxes)

If you are sending more than one package within a single shipment, please be sure to number in sequence (i.e. one of three, two of three, etc.). Due to limited storage, packages should not arrive earlier than Monday, October 22$^{nd}$, 2012. Deliveries that arrive prior to this will be subject to a $50.00 storage fee per day.

Should assistance in moving deliveries to and from receiving to the exhibit/meeting area be required, the following charges shall apply:

Box Delivery Price Breakdown: (inclusive of ingress and egress)
Boxes 50 lbs or less - $5.00 / each
Boxes 50 lbs or more - $15.00 / each
Pallets / similar size - $100.00/ each
Pallets over 500+lbs - $125.00 / each

Payment must be rendered at time of delivery via guest room, master account, or credit card. A Package/Box Delivery Charge Form will be provided for signature.

The above costs do not include fees by the courier.

Please inform us of how many boxes to expect. Any last minute box deliveries will be assessed an extra delivery charge and may be delayed in delivery to your booth.

Neither OWASP nor the Hyatt Regency Austing are responsible for materials and/or shipping unless specifically contracted. **You must arrange for <u>shipping in and out</u> your materials in advance of the show.**

## Electricity & Internet
Power will be provided at each booth. Please contact us directly (not the Hyatt) if you require specialty hook ups or AV needs: appsecusa@owasp.org

**You are welcome to use your own personal Air Cards for your laptops. There will be wireless internet access available for the conference as well.**

## Lead Retrieval

We have partnered with 1stSales to bring you the easiest and most customizable lead tracking system available. From now until October 8, you can reserve one of these amazing devices for only $275. These devices will work with our customized event badges and will allow you to realize your leads in a revolutionary way:

- Small, battery-operated badge scanner
- Stores 10,000 scans without recharging
- XLS file emailed the morning after show
  - Name, organization, city, state, zip, phone, email address
  - Your custom lead qualification data, scheduled call-backs
  - Links to your hand-written notes
- "Hot Lead Sheets" emailed to specific sales people for selected leads
- Your profile sent to prospects

Book your scanner now at: http://www.1stsales.com/order.php?conf_id=APPSECUSA
Frequently asked questions at http://www.1stsales.com/APPSECUSAFAQS.pdf.

# Preparing for the Conference

## Booth Locations – Exhibit Hours

**Location:**   Texas Foyer & Country Hill Foyer

**Set Up:**
Wednesday, October 23rd                                     3:00 PM - 5:00 PM

**Tear Down:**
Friday, October 25th                                             3:00 PM – 6:00 PM

**Booths Open:**
Thursday September 22nd                                   8:00 AM – 8:00 PM
*Note: Conference sessions end at 5 PM, and from 5-8 PM we will be hosting a social event for all attendees. While we think this is a great opportunity for vendors to interact with attendees, it is up to you whether you want to staff the booths during this time.*

Friday, September 23rd                                        8:00 AM – 5:00 PM

## Conference Schedule & Lunch

On both days of the conference we are offering an **early lunch option at 11am** so that you can grab some food while the attendees are in session and be available during the attendee lunch break. Additionally, on Thursday we are having our famous Speed Debates over lunch and Friday we are having a casual lunch and encouraging the attendees to visit all the booths.

More details on the schedule are available at: http://appsecusa2012.sched.org/

## Vendor Passport and Sponsor Giveaways

Diamond, Platinum, and Gold Sponsors will automatically included in our passport program. Other sponsors may participate by adding this to their sponsorship package. Contact appsecusa@owasp.org for more information. Additionally, please let us know if you have items that you want to include in the sponsor passport giveaway (drawing). If you have a give-away or drawing taking place just at your booth (separate from the sponsor passport program), we can help you with making the announcement of the winner(s) Friday over lunch.

## Booth Number

Booth numbers will be assigned on a first come-first served basis, determined by the date the confirmation of sponsorship/exhibit was received. You should receive your booth number in the email accompanying this info pack.  Each booth will have: **6' banquet table, 2 chairs, and power.**

## Vendor Floorplan

We have strategically placed you in the foyers of the conference sessions to give you maximal exposure to attendees and every 45 minutes people will be coming by your booth.

*About the layout below: The area on top – the Texas Foyer - is upstairs (2nd floor) outside of the Texas Ballroom which we are using for the keynotes and lunch as well as many of our breakout sessions.*
*The area on the bottom (1st floor) is outside of the Hill Country Ballroom which will host many of our breakout sessions.*
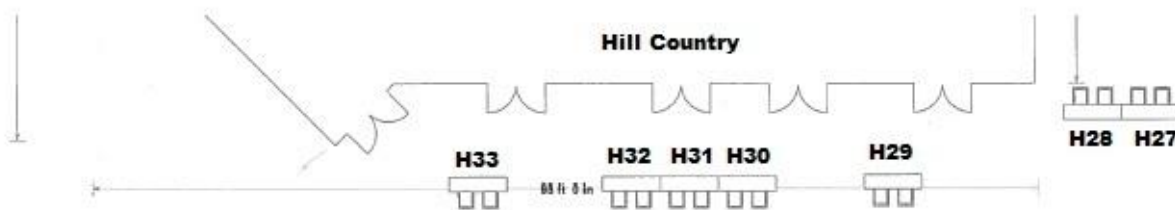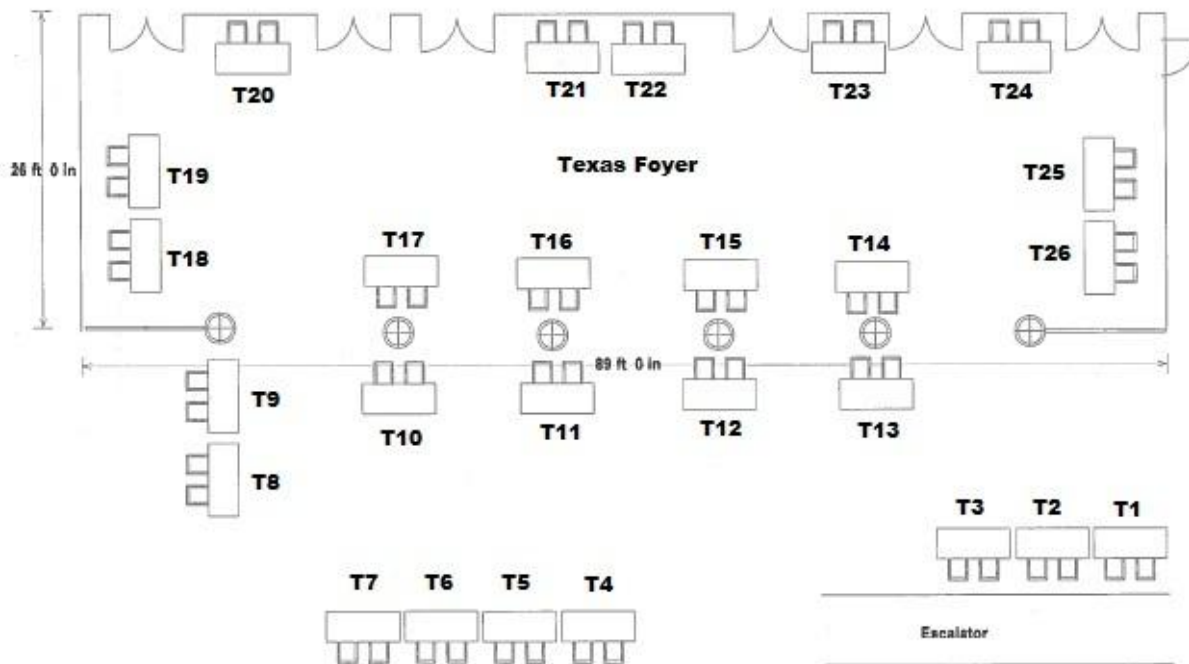


# Other Questions?

Is there something we missed?  Please take a look at the list of exhibitor frequently asked questions on our website: http://www.appsecusa.org/sponsorship/exhibitor-information/

If you still have a question, comment, or special request, please email us at appsecusa@owasp.org and we will get back to you as soon as possible!

# Sponsor Checklist:

| ✓ | Task | Deadline |
|---|------|----------|
| | Register all staff  for the event through cvent using the discount codes provided to you: http://www.cvent.com/d/6cq1lj/4W | ASAP |
| | Book your hotel rooms at the Hyatt Regency Austin: https://resweb.passkey.com/Resweb.do?mode=welcome_ei_new&eventID=6604435 | 9/24 |
| | Send your company profile and logo for printed conference program to appsecusa@owasp.org | 10/1 |
| | Send sponsorship ad for printed conference program to appsecusa@owasp.org | 10/1 |
| | Ship 1000 inserts for attendee bags (if applicable) | 10/23 |
| | Send booth & related materials for sponsor expo | 10/24 |
| | Communicate to AppSec USA Event team any special electricity or AV needs | 10/24 |
| | Book Lead Retrieval Services through 1st Sales | 10/24 |
| | Let the OWASP AppSec USA team know what they can do to help you have a great event! Contact us at appsecusa@owasp.org | ANYTIME |