



## CONFERENCE CONTACTS

Send questions and requests to:

[appsecapac2013@owasp.org](mailto:appsecapac2013@owasp.org)

### Kelly Santalucia

OWASP Membership and Business Liaison

+1 973-670-5784

[kelly.santalucia@owasp.org](mailto:kelly.santalucia@owasp.org)

### Sarah Baso

OWASP Director

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## CONFERENCE DATES

Exhibitor Show

February 21 – 22, 2013

## SHOW LOCATION

HYATT REGENCY JEJU

3039-1, Saekdal-dong,

Seogwipo-si,

Jeju-do, 697-130

Korea

Telephone: 82 64 733 1234

Facsimile: 82 64 732 2039

<http://jeju.regency.hyatt.com>

## SHOW WEBSITE

[www.appsecapac.org](http://www.appsecapac.org)

**TO: Sponsors & Exhibitors**

**FR: Sarah Baso & Kelly Santalucia,  
OWASP AppSec APAC 2013**

**RE: Exhibitor Information Kit**

On behalf of OWASP, the AppSec APAC 2013 conference planning team, and everyone who will be attending the 2013 OWASP AppSec APAC Conference in South Korea, 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 Jeju** – Situated on an escarpment overlooking the Pacific Ocean, and set amid lush landscaped garden and waterfalls, Hyatt Regency Jeju hotel sits on the Jungmoon beach on the Island of Jeju, South Korea, in the East China Sea.

### Sponsor/Exhibitor Confirmation Packet

This information 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:

[http://sl.owasp.org/apac13\\_register](http://sl.owasp.org/apac13_register)

**Deadline:** Book Hotel Rooms

Friday, January 25<sup>th</sup>, 2013

**Deadline:** Company information for printed program materials

Thursday, January 31<sup>st</sup>, 2013

**Deadline:** 250 copies of printed materials for attendee bags

Tuesday, February 19<sup>th</sup>, 2013

**Exhibit Set Up**

Wednesday February 20th 3 - 5 PM

**Exhibit Dates**

Thursday February 21<sup>st</sup> 8 AM - 5 PM  
Friday February 22<sup>nd</sup> 8 AM - 5 PM

**Exhibit Tear Down**

Friday February 22<sup>nd</sup> 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.appsecapac.org>  
If you have questions about the discount codes or registration process, please contact us.

## Book your Hotel Rooms

AppSec APAC 2013 will be hosted at:

### Hyatt Regency Jeju

114, Jungmungwangwang-ro 72 beon-gil, Seogwipo-si,  
Jeju Special Self-Governing Province, South Korea  
697-130

Information about the Hyatt Regency is available at: <http://jeju.regency.hyatt.com>

Rooms may be reserved at the conference rate of KW 120,000/night (Standard Mountain View) and KW 150,000/night (Standard Ocean View) **by January 25<sup>th</sup>** by completing and emailing the hotel booking form at: [https://www.owasp.org/images/3/39/2Revised\\_Reservation\\_Form\\_OWASP\\_EN.pdf](https://www.owasp.org/images/3/39/2Revised_Reservation_Form_OWASP_EN.pdf)

Or, for your convenience, you can add the hotel room to your conference registration and we will confirm the details with the hotel and email the confirmation number to you.

Please note that the hotel may have rooms available after January 25<sup>th</sup>, but we cannot guarantee the preferred rates.

## Plan for Arrival

### Flying

Jeju International Airport is approximately 40 minutes by car from the Hyatt Regency.

*Transportation recommended by the hotel:* Arrival by Airport Limousine Bus: The Airport Limousine Bus (Bus No.600) will be waiting at the Airport exit at all times during its operating hours of 6:20 am to 10:10 pm. The bus will leave the airport at 15 minute intervals, and will take around 50 minutes to reach the hotel's main entrance. The price is KW 3,900 per person (less than \$4 USD).

### Parking

Hyatt Regency Jeju offers the outdoor parking on hotel premises available to hotel guests at no charge.

Complimentary valet parking is also available on request. The hotel's parking area is accessible 24 hours a day. Information +82 64 735 8495

# 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 6" wide x 9" high, ad sizes are as follows:

Active area:

1/4-page: 2.375" wide x 3.875" high (Silver and Gold)

1/2-page (horizontal): 5" wide x 3.875" high (Platinum)

full page: 5" wide x 8" high (Diamond)

1/4-page (w/bleed): 2.875" x 4.375"

1/2-page (w/bleed): 5.5" x 4.375"

full page (w/bleed): 5.5" x 8.5"

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 6" x 9" with 1/2" margins, so a full page ad with bleeds, for example, would need to be sized to 5.5" x 8.5". The "live" area would of course be 5" x 8" so it's important for the designer to ensure that no text or graphics extend past those dimensions into the bleed margin.

## DEADLINE: Thursday, January 31<sup>st</sup>

All program materials including company descriptions, logos, and ads **MUST be received by Thursday January 31<sup>st</sup> in order to appear in the printed program.** Please submit materials to any of the contacts listed on p. 1 or [appsecapac2013@owasp.org](mailto:appsecapac2013@owasp.org)

## Shipping:

### Inserts for attendee bags

If your sponsorship includes company literature placements in attendee bags, please send **250 copies** to the shipping address listed below. Boxes with inserts should be shipped to the Hyatt, clearly labeled with:

CLIENT NAME:           **OWASP - AppSec APAC**  
                                  **February 19-22, 2013**  
                                  **Attendee Literature**

Inserts should arrive at the Hyatt on **Monday (February 18) or Tuesday (February 19)**. We will stuff them on Wednesday (10/24). **Maximum of one insert per company.**

It is extremely important for us to confirm your attendee literature has arrived, and the best way to do this is to send us the shipping tracking or delivery number. Please email this to [appsecapac2013@owasp.org](mailto:appsecapac2013@owasp.org).

## Booth Materials

Please address all boxes/packages as follows:

Hyatt Regency Jeju  
Attention: Ms. Eun Kyung Ahn  
3039-1, Saekdal-dong,  
Seogwipo-si,  
Jeju-do, 697-130  
Korea

OWASP - AppSec APAC  
February 19-22, 2013

[Indicate whether **Attendee Literature** or **Booth Materials**]

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 Jeju are responsible for materials and/or shipping unless specifically contracted. **You must arrange for shipping in and out your materials in advance of the show.**

## Electricity & Internet

Power will be provided at each booth. Please contact us directly if you require specialty hook ups or AV needs: [appsecapac2013@owasp.org](mailto:appsecapac2013@owasp.org)

You are welcome to use your own personal Air Cards for your laptops. There will be an unsecured wireless internet access available for your use.

## Preparing for the Conference

### Booth Locations – Exhibit Hours

**Location:** Regency Ballroom Foyer

**Set Up:**

Wednesday, February 20<sup>th</sup>

3:00 PM - 5:00 PM

**Tear Down:**

Friday, February 22<sup>nd</sup>

3:00 PM – 5:00 PM

**Booths Open:**

Thursday, February 21<sup>st</sup>

8:00 AM – 5:00 PM

Friday, February 22<sup>nd</sup>

8:00 AM – 5:00 PM

### Conference Lunch and Dinner

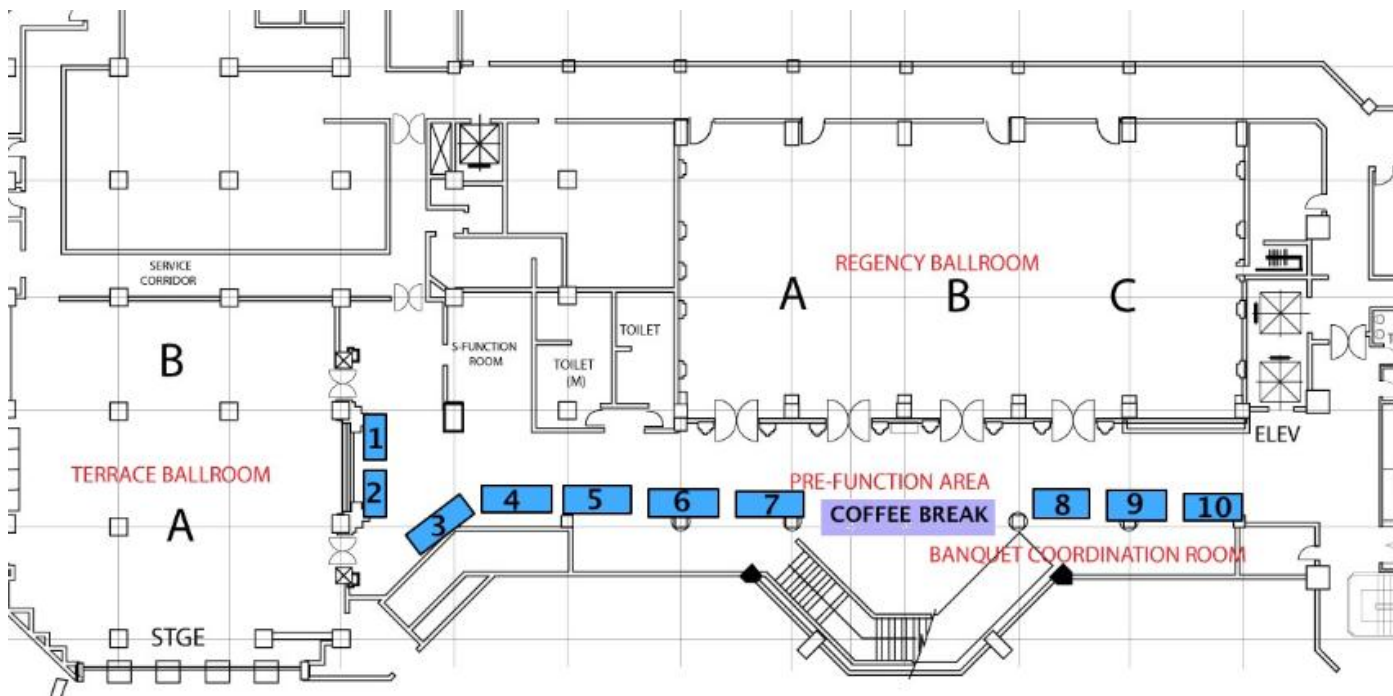
On both days of the conference we are offering a complimentary lunch at 1:00-2:00 pm for sponsors and attendees. Additionally, on Thursday evening we are hosting a Networking Dinner for speakers, sponsors, and attendees from 7:00-9:00 pm. As a sponsor, you received complimentary tickets to the networking dinner along with your complimentary conference passes. Any member of your team that would like to attend the dinner are welcome, but would need to purchase tickets.

### Booth Number

Booth numbers will be assigned on a first come-first served basis, determined by the level of sponsorship and date the confirmation of sponsorship/exhibit was received. You will be contacted separately to determine your preference in booth selection based on your sponsorship level and the date in which your order was confirmed. Each booth will have **6' banquet table, 2 chairs, and power.**

### Vendor Floorplan

We have strategically placed you in the hallway outside of the conference sessions to give you maximal exposure to attendees.



## Other Questions?

Is there something we missed?

Please email us at [appsecapac2013@owasp.org](mailto:appsecapac2013@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: <a href="http://sl.owasp.org/apac13_register">http://sl.owasp.org/apac13_register</a>	ASAP
	Book your hotel rooms at the Hyatt Regency Jeju by adding the order to your conference registration or by completing and emailing the hotel booking form.	Jan 25
	Send your company profile and logo for printed conference program to <a href="mailto:appsecapac2013@owasp.org">appsecapac2013@owasp.org</a>	Jan 31
	Send sponsorship ad for printed conference program to <a href="mailto:appsecapac2013@owasp.org">appsecapac2013@owasp.org</a>	Jan 31
	Ship 250 inserts for attendee bags (if applicable)	Feb 19
	Send booth & related materials for Exhibitor Area	Feb 20
	Communicate to Conference team any special electricity or AV needs	ASAP
	Register and pay for any extra guests attending Networking Dinner on February 21.	Feb 21
	Let the OWASP AppSec APAC team know what they can do to help you have a great event! Contact us at <a href="mailto:appsecapac2013@owasp.org">appsecapac2013@owasp.org</a>	ANYTIME