



OWASP Day México 2010

Application Security Role in cybercrime
at Mexico and Latin America

Sponsorship Opportunities

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About The Event

OWASP Day Mexico 2010 is a conference that is emerging to be Application Security event of the year. Executives and representatives of companies belonging to associations and chambers of it, media, Government and private industry in general will come to listen to top exhibitors and experts in the global scope of application security.

Allocation of space for exhibitors will lead to contact with potential customers at various times during the event, especially since the coffee breaks and lunch will be carried out in this area. (See Appendix 1 for a detailed sketch). Participation expected for this event is 200 to 300 viewers, all interested in solutions and security products.

OWASP Day 2010 will take place in the facilities of the Tecnológico de Monterrey (ITESM) Campus Aguascalientes on June 4th 2010. It will be preceded by training sessions on June 3rd. The proceeds from the event will raise funds to collaborate with the Mission of the OWASP Foundation which is dedicated to supporting and sponsoring the research, development tools, background documents, local chapters and much more, all this focused on application security.

Contact us, visit www.OWASPDaYMexico.com for more information on the event or www.owasp.org to learn more about OWASP.

Coordinating team

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General Benefits

- Logo on the event page
- Logo on the event entry and the conferences area
- Advertising your product/company in each welcome package
- Space in Expo (size and position according to sponsorship level)
- Possibility of briefing of products or services during 1 Coffee Break
- Recognition as supporter of the OWASP project

Sponsorship Levels

Diamond

Expected Sponsorship: 2,000 USD

Available Positions: 1

Expo space: 4.2 x 4.2 meters

Free Passes: 10

Benefits:

- ❖ First location of Expo (Front center, between the conference room and coffee break area, see Appendix I), high participant traffic on each coffee break and Lunch.
- ❖ Company logo on event site, event entrance (100 X 100 cm), conference room and agenda
- ❖ Literature on product/company in attendees welcome pack
- ❖ Lunch sponsorship (Featured logo at Lunch)
- ❖ 1 informative sessions with attendees at special Expo area (15 min) during Lunch Break.
- ❖ 3 sponsor specific mentions before lunch and informative sessions.
- ❖ 400 USD discount for OWASP members

Platinum

Expected sponsorship: 1,000 USD

Available positions: 2

Expo space: 4.2 x 4.2 meters

Free Passes: 6

Benefits:

- ❖ Second location at Expo (Front Lateral, between conference room and coffee break area, see Appendix I), high participant traffic on each coffee break and Lunch.
- ❖ Company logo on event site, event Entrance (75 X 75 cm), conference room and agenda
- ❖ Coffee Break Sponsorship (Featured logo at coffee break)
- ❖ Literature on product/company in attendees welcome pack
- ❖ 1 informative session with attendees at special Expo area (15 min) during one of the Coffee Breaks
- ❖ 1 specific mention before informative session.
- ❖ 200 USD discount for OWASP members

Gold

Expected Sponsorship: 500 USD

Available Positions: 2

Expo Space: 3.6 meters

Free Passes: 4

Benefits:

- ❖ Third Expo location (lateral, see Appendix I), with attendees traffic on each coffee break and Lunch
- ❖ Company logo on event site, event Entrance (50 X 50 cm), conference room and agenda

- ❖ Coffee Break Sponsorship (Featured logo at break)
- ❖ Literature on product/company in attendees welcome pack
- ❖ 1 specific mention before informative session.
- ❖ 100 USD discount for OWASP members

Silver

Expected Sponsorship: 200 USD

Available Positions: 5

Expo space: 1.8 meters

Free Passes: 2

Benefits:

- ❖ Expo location (see Appendix I), with attendees traffic on each coffee break and Lunch
- ❖ Company logo on event site, event entrance (35 X 35 cm), conference room and agenda
- ❖ Coffee Break Co-Sponsorship (Featured logo at coffee break)
- ❖ Literature on product/company in attendees welcome pack
- ❖ 40 USD discount for OWASP members

Bronze

This sponsorship level is given to conference providers in recognition to special support to the event

Expected Sponsorship: 100 USD

Available positions: Not Applicable

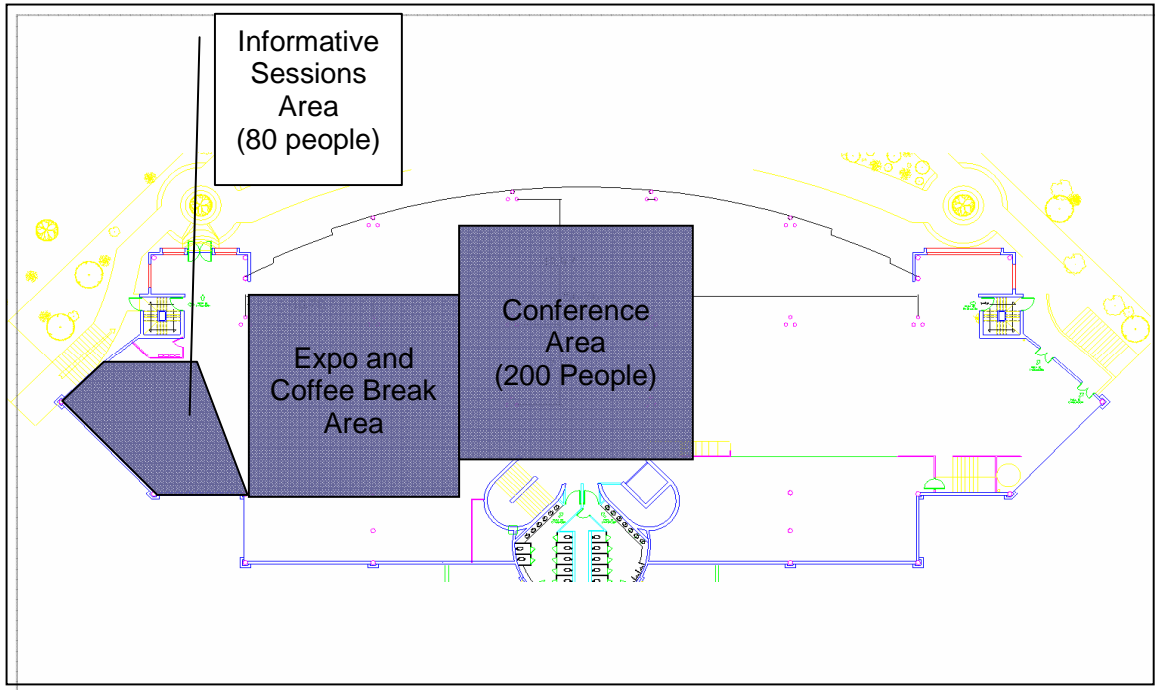
Expo space: Not available

Free Passes: 1

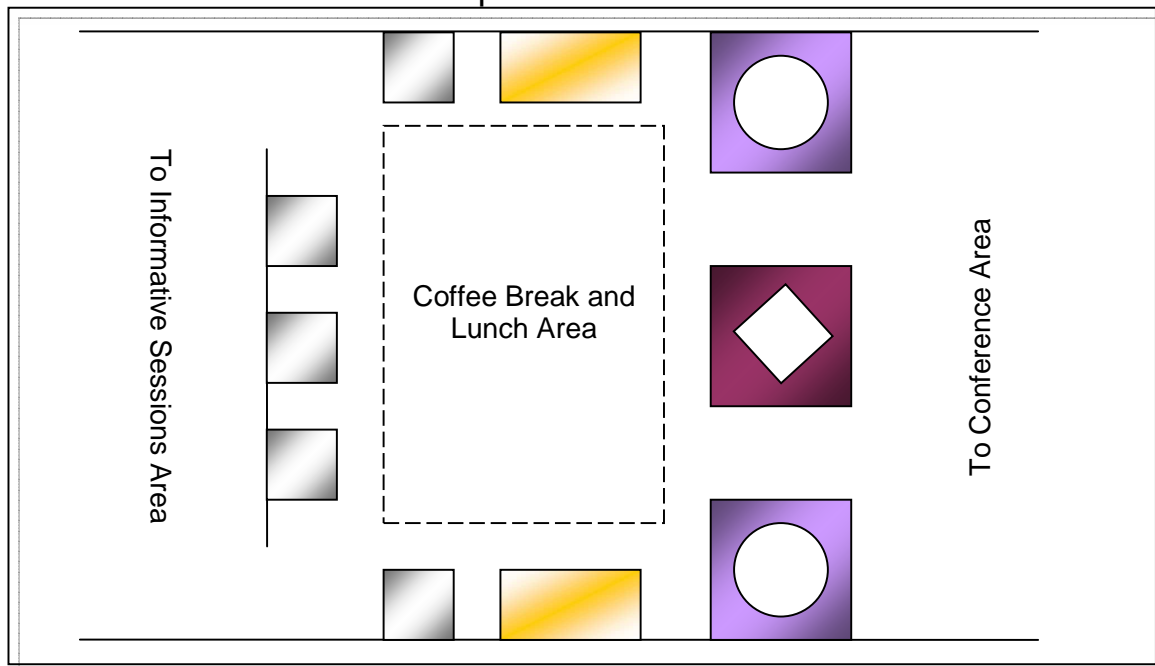
Benefits:

- ❖ Company logo at event website and agenda

Apéndice I. Expo Area Distribution



Expo Area Details



Note: This layout is illustrative and is not at scale

Appendix II. Become a Member

OWASP membership advantages

- ❖ Your Company's Logo on OWASP Home Page
- ❖ Recognition for supporting an OWASP Project
- ❖ Every member of your Company can take advantage of OWASP Discounts
- ❖ Being a supporting member helps drive business to your company
- ❖ Use of OWASP materials and methodologies in your product
- ❖ Significant discount on OWASP Conference sponsorship opportunities

Category	Description	Annual Fee
Individual Members	Individuals who support OWASP's mission and would like to provide financial support to our efforts.	\$50 USD
University supporters	Accredited educational institutions and government-approved non-profit organizations that would like to use OWASP materials in their courses, research, or other educational purposes.	FREE (Consult your local chapter leader for information)
Vendor Organization Members	Software vendors that market security products or other software and use OWASP Materials in their products or marketing.	\$5,000 USD

Complete membership/supporter benefits are available at:

<http://www.owasp.org/index.php/Membership>