



OWASP

AppSec Israel 2020

AppSec Israel 2020 Sponsorships

The annual OWASP AppSec Israel Conference is the largest conference in Israel for application security, and regularly draws hundreds of participants. Over 800 people attended last time!

Although we planned for an on-prem event, we understand that this year we will have to host a digital conference. Although networking will look differently, we see this as an opportunity to spread our reach and allow even more people to attend our sessions, as they like, and elaborate on their practical knowledge and experience in security and AppSec.

Whether you have a product to showcase, you are offering a service, or you are recruiting, sponsoring the OWASP AppSec Israel event gets you the right exposure. As always, our target audience includes security professionals, developers, managers, and more. We are doing our best to create a concept for the conference where everyone finds the right content and the right audience. The Conference will take place this year on October 27-28.

The first day of our event will be a free Developers' Training Day one day before the conference. This will provide developers with the basic skills they need to build secure systems. The training will take place in a virtual environment of course.

After the huge success of the Global AppSec Tel Aviv conference last year, and the better we as a community get at consuming digital content, we are expecting to attract even more overseas speakers and attendees and generally further raise the profile of the conference.

Sponsoring the AppSecIL Conference also helps support the OWASP community, and ensures that we can keep on making our conferences better and better. Sponsorship fees are intended to cover the costs of the Conference. Since the Conference is open to all and free of charge to attend, we need your support to enable us to put on a great conference.

Past sponsors include CyberArk, GE Digital, Deloitte, J.P. Morgan, Akamai, Imperva, Synopsys, Checkmarx, WhiteSource, PerimeterX, F5, and many others.

OWASP is an open source, non-profit organization. While our activities are free for all, we do have costs, and need your help to make our activities better.

We are now offering Bronze, Silver, Gold, Platinum, and Diamond sponsorship levels as well as "à la carte" options. There is also a minimal cost "Community Supporter" option for non-profits, government offices, small startups, and such. Of course, if you are a Corporate Member of OWASP (at any level) and allocate a percentage (20-40%) of your membership fees to the Israel Chapter, we consider those funds as conference sponsorship accordingly.

For more details or to confirm your sponsorship, contact Ori Troyna or Shira Shamban (ori.troyna@owasp.org, shira.shamban@owasp.org).

Early bird sponsors that sign a contract by August 30 will get 10% discount on premium tiers.

What You Get for Sponsoring

All sponsors, regardless of sponsorship level receive the following:

- Many thanks, and hopefully a very good feeling of helping the community!
- Access to all the tools, guides, and libraries OWASP makes available for everybody - if you benefit from these, support the organization!
- In general, if there is something else specific that you may want, and is within the OWASP guidelines, please let us know.

PREMIUM TIERS			
Benefit	Silver	Gold	Platinum Limited
Logo on Website	280x100	375x150	500x200
Logo on background	No	Yes	Large
Logo on Chapter page	No	Yes	Yes
Logo in Website header	No	No	Yes
Vendor blurb on Sponsors page	No	50 words	100 words
Link to sponsor chat	Yes	Yes	Yes
Link to sponsor video/zoom	No	Yes	Yes
Vendor passport raffle	No	Yes	Yes
Price:	\$2,000	\$3,000	\$4,500

Sponsorship options:

- **Capture the Flag** - Sponsor the popular CtF competition, which will take place during the conference. As the official CtF Host you will have your logo on the CtF page. We will recognize you when we announce the winners over social media, and can optionally include your own prize.
Price: \$1,500 USD
- **Keynote session sponsorship** - Sponsor a single session during the conference. We will mention you at the beginning and end of the session, and put your logo on the opening and closing slides.
Price: \$2,000 USD
- **Session sponsorship** - Sponsor a single session during the conference. We will mention you at the beginning and end of the session, and put your logo on the opening and closing slides.
Price: \$1,000 USD
- **Pre-conference swag** - Our audience loves cool swag, even when they can't attend the conference. To encourage registrations, we will be sending our attendees small packages of swag like notebooks, stickers, hats etc. One of these can be yours and include your logo.
Price: \$2,000 USD requires at least 3 sponsors
- **Training sponsorship** - OWASP's main goal is to improve security of software, that's why we hold free training every year, in several topics. We will mention you at the beginning and end of each training, and put your logo on the opening and closing slides.
Price: \$2,000 USD
- **1-hour digital booth for HR and recruiting** - among the conference attendees are professionals, CS/engineering students and young professionals. This is your chance to meet with them, answer questions about your hiring process, talk about open positions and collect CVs. To help you attract more attendees to your digital booth, we will publish it and its link on our website and social media. You will also be able to host a lottery between all the participants who arrived at your booth and send them a prize.
Price: \$1,500 USD (Gold tier: 50%, Platinum: 80%)
- **1-hour tech booth for product exposure** - many of the conference attendees are security professionals, and your potential customers. This is your chance to meet with them, answer questions about your products and give demos. To help you attract more attendees to your digital booth, we will publish it and its link on our website and social media. You will also be able to host a lottery between all the participants who arrived at your booth and send them a prize.
Price: \$1,500 USD (Gold tier: 50%, Platinum: 80%)
- **20-minutes appsec quiz** - limited to one per day, technical quiz about Application security and product security in general.
Price: \$1,000 USD, (Gold tier: 50%, Platinum: 80%)