



OWASP
APPSEC USA
San Jose, CA

8-12 October 2018
Fairmont Hotel in San Jose

2018.appsecusa.org

Exhibit Show Dates & Hours

October 10, 2018 5pm-6:15pm
October 11, 2018 9am-6pm
October 12, 2018 9am-4pm

Show Location

Fairmont San Jose
170 South Market Street
San Jose, CA 95113
USA

Exhibit Show Contacts

Kelly Santalucia
Kelly.santalucia@owasp.org
Ph: 1+973-670-5784

Karen Staley
Karen.staley@owasp.org
Ph: 1+240-446-2951

Event Website

<https://2018.appsecusa.org/>

To: AppSec USA 2018 Sponsors and Exhibitors

Fr: Kelly Santalucia, and the entire AppSec USA 2018 team

On behalf of the OWASP Foundation, the AppSec USA 2018 conference planning team and everyone who attending the OWASP AppSec USA 2018 conference, we would like to 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 possible. As you go through this kit, we urge you to contact us with any questions or concerns you may have.

Overview:

The OWASP Foundation has been presenting events focused on education around software security since it was founded 17+ years ago.

Sponsor/Exhibitor Confirmation Packet:

This confirmation packet provides important information for you to review. Among other items, it also includes information on:

- ❖ Logistics on preparing for the event, registering, booking your hotel and getting you team and materials to the event.
- ❖ Important logistical details related to your expo space.

Important Deadline Dates:

- ❖ Register for the conference As soon as possible
- ❖ Company ad, logo & bio for conference program Received by Sept. 10
- ❖ Book hotel room As soon as possible
- ❖ Secure A/V rentals See PSAV Attachment
- ❖ Secure Lead scanners By Friday, September 28
- ❖ Ship Expo Materials See Freeman Attachment
- ❖ Vendor check-in Wednesday, Oct. 10 12pm-5pm
- ❖ Vendor set-up Wednesday, Oct. 10 12pm-5pm
- ❖ Exhibitor area showroom hours Wednesday, Oct. 10 5pm-6:15pm, Thursday, Oct. 11 9am-6pm & Friday, Oct. 12 9am-4pm
- ❖ Vendor tear-down Friday, Oct. 12 4pm



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1. Preparing you and your team

1.1. Register:

It is critical that both your expo staff and full conference pass holders [register](#). Discount codes will be distributed this week.

A FULL Conference Pass includes: Coffee and Lunch on Thursday, October 11th & Friday, October 12th, Access to the Conference Talks & Expo Hall, Social Events, Conference Activities, and Attendee Bag.

An EXHIBITOR ONLY Pass includes: Coffee and Lunch on Thursday, October 11th & Friday, October 12th & Access to the Expo Area. *****It does NOT INCLUDE:** Access to the Conference Talks or Conference Activities, Training Sessions, Social Events, Conference Dinner, Attendee Bag, or Conference T-shirt.

Diamond Sponsors	5 full conference passes	2 expo only
Platinum Sponsors	4 full conference passes	2 expo only
Gold Sponsors	3 full conference passes	2 expo only
Silver Sponsors	2 full conference passes	2 expo only

1.2. Book your hotel rooms:

OWASP has a room block for AppSec USA 2018 attendees to book a room at the conference hotel. To book a room, please use <https://book.passkey.com/go/owasp2018> and be sure to mention "OWASP" to receive the discounted rate. Other accommodations can be found here: <https://www.sanjose.org/hotels>.

1.3. Plan for arrival: <https://2018.appsecusa.org/sanjose/transportation>

2. Preparing your Materials

2.1. Company profile & logo for the printed conference program

The final conference program is an important and valuable way to make certain that conference guests take your company information home with them.

Please send a company profile of for inclusion in the printed conference program to kelly.santalucia@owasp.org **NO later than September 10th**. All profiles that exceed the maximum allowed words will be returned and asked to be shorted to meet the



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requirement. Profiles received after September 10th will **NOT** be included in the printed program.

- ❖ Diamond Sponsors – maximum 100-word description
- ❖ Platinum Sponsors – maximum 75-word description
- ❖ Gold Sponsors – maximum 50-word description
- ❖ Silver Sponsors – N/A

Additionally, **ALL exhibitors** please send a high-resolution horizontal logo in vector graphics format so it can be resized appropriately for the conference program. **Logos must be received NO later than September 10th**. Logos received after September 10th will **NOT** be included in the printed program.

2.2. Company ad

Please submit your company ad to kelly.santalucia@owasp.org **NO later than September 10th**. Ads must be in file jpeg or PDF format, in CMYK color profile at 300dpi minimum only, and with fonts outlined. The conference program will be an A5 format, and will have a finished size of 148 x 210 mm. Ad sizes are listed below.

Active area:

- ❖ Diamond Sponsors: Full page: 148 x 210 mm with 5mm bleed on each side
- ❖ Platinum Sponsors: 1/2 page 148 x 100 mm (landscape) with 5mm bleed on each side or 69 x 210 mm (portrait) with 5mm bleed on each side
- ❖ Gold Sponsors: 1/4 page 69 x 100 mm (portrait) with 5mm bleed on each side
- ❖ Silver Sponsors: 1/4 page 69 x 100 mm (portrait) with 5mm bleed on each side

All ads must be designed to bleed, and the artwork must extend at least 5mm on each side. This is for positioning reasons.

It is good practice to keep all readable text and logo's inside a 5mm margin inward from the netto format to avoid accidental cropping when the brochure is cut to size at the printers.

3. Preparing for the Conference

3.1. Exhibit Information

- ❖ **Location:** Fairmont San Jose 170 South Market Street San Jose, CA 95113 USA Ph: 1-408-998-1900



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- ❖ **Vendor Check-in:** Wednesday, October 10th 12pm-5pm
- ❖ **Vendor Set-up:** Wednesday, October 10th 12pm-5pm
- ❖ **Exhibitor Area hours:** Wednesday, October 10th 5pm-6:15pm, Thursday October 11th 9am-6pm & Friday, October 12th 9am-4pm
- ❖ **Vendor tear down:** Friday, October 12th 4pm. All vendor areas must be torn down by 7pm.

3.2. Exhibitor Location

Selection of expo space is chosen accordingly to sponsorship level (Diamond, Platinum, Gold, Silver) and then by date payment was received in full.

3.3. Exhibitor Floor Plan

Will follow shortly

3.4. Conference Schedule

Details on the event schedule can be found here: <https://2018.appsecusa.org/program/>

3.5. Shipping Expo Materials

For Booth Materials Shipping & Receiving to the show – SEE 2ND ATTACHMENT DOCUMENT FROM FREEMAN

Shipping back your booth materials after the show - SEE 2ND ATTACHMENT DOCUMENT FROM FREEMAN

Freeman

[245 S. Spruce Avenue, Suite 100](#)

[South San Francisco, CA 94080](#)

(775) 355-4670 Fax: (469) 621-5607

FreemanSanFranciscoES@freeman.com

3.6. Food/Beverage Orders

If you would like to order any food/beverages for your expo space, please contact Mayying Wong Email: mayying.wong@fairmont.com

3.7. A/V Rentals

Please see the 3rd attachment from PSAV

Contact: Glenn Gabriel Email: ggabriel@psav.com



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3.8. Electricity

Electricity is available for purchase at your expo area. Please contact Glenn Gabriel ggabriel@psav.com.

3.9. Wi-Fi

Shared conference Wi-Fi will be available. Please ask for the network and password at the Registration desk. Additionally, the network and password will be included in your on-site packets that your team will find on their expo tables when they arrive.

3.10. Lead Retrieval

[1st Sales](#) is the official lead retrieval company for AppSec USA 2018. Silver exhibitors may order lead scanners from 1st Sales directly at 1-800-959-4313 or by emailing Howard Kroymann at hkroymann@1stsales.com. Lead scanners **must be secured prior to September 28th**.

3.11. Vendor Passport Program

The Vendor Passport program is a great way to get conference attendees to your booth!

How it works:

Each attendee will have a postcard with each sponsors logo printed on it. The attendees need to visit each expo area, and have their postcard stamped. Once they have visited all booths and have received a stamp from each sponsor, they will place their card in the Vendor Passport box (located at the Registration booth). During the Friday afternoon coffee break, card will be pulled and those individual's will be the winners. We will pull as many post cards as we have prizes for.

Prizes are donated by the sponsors. Some example of past prizes: gift cards, drones, Beats headphones, iPads, Apple watches, tablets, Fitbits, etc. The company will be recognized and the company's name will be announced as donating the prize.

If you would like to donate a prize or two, please email [Kelly Santalucia](#) with the item(s) you will be donating. Kelly will be collecting prizes from the donating sponsors starting on Wednesday, all day Thursday and early on Friday.

4. Other Questions?

Is there something we missed? Please [Contact Us](#)



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Sponsor Checklist

✓	Task	Deadline
	Send your company profile, logo and company ad to Kelly Santalucia	Sept. 10
	Book your hotel room	ASAP
	Order A/V equipment rental from PSAV	ASAP
	Secure your lead scanner from 1 st Sales	Sept. 28 th
	Register your on-site team	No later than Oct. 1 st
	Coordinate & ship expo & related materials for expo area with Freeman. Order early to take advantage of the advance order discounted rates, place your order by October 3.	Oct. 3 rd
	Remember to bring your Vendor Passport prize with you	Oct. 12 th
	Let the OWASP AppSec USA 2018 team know what they can do to help you have a great show!	Anytime



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