EXHIBITOR AND SPONSORSHIP PROSPECTUS
TOP 10 REASONS TO EXHIBIT

→ Meet and connect with prospects

→ Strengthen relationships with existing customers

→ Learn about new products/services in the industry

→ Generate sales

→ Capture leads and build a database

→ Build brand awareness

→ Speak directly to target market

→ Introduce new products/services

→ Network with like-minded professionals

→ Fun and engaged attendees
WHAT DO I GET FOR A BOOTH?

Exhibitors who choose to exhibit at 2024 Global AppSec Lisbon will be provided with:

• A simple shell scheme as a booth
• A standard trestle table with cloth and two chairs (2 tables and 4 chairs for diamond)

How big are the booths?
The unique floor plan required for the venue means that not all exhibitors have the same measurements. Sizes are provide as a guide only.

Diamond booths are the largest booths in the most premium positions.
All Diamond booths are: **6mx4m**

Gold booths are large and located in prominent positions with significant traffic passing by.
ALL Gold BOOTHs ARE: **3mx2m**

All Silver booths are: **3mx2m**
<table>
<thead>
<tr>
<th>Benefits</th>
<th>Diamond</th>
<th>Gold</th>
<th>Silver</th>
<th>Supporter</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibition</td>
<td>6mx4m located in one of the premium positions.</td>
<td>3mx2m large booth, significant traffic.</td>
<td>3mx2m booth in high traffic area</td>
<td>NO</td>
</tr>
<tr>
<td>Complimentary full conference passes</td>
<td>7</td>
<td>5</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Discounted conference passes (unlimited uses off a full conference ticket).</td>
<td>100€ OFF</td>
<td>50€ OFF</td>
<td>25€ OFF</td>
<td>25€ OFF</td>
</tr>
<tr>
<td>Logo on the official event website</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
</tr>
<tr>
<td>Logo on the exhibitor acknowledgment slide during the events opening and closing ceremony.</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
</tr>
<tr>
<td>Lead Generation License (up to 3 users)</td>
<td>YES</td>
<td>YES</td>
<td>*Available as an add-on</td>
<td>NO</td>
</tr>
<tr>
<td>Event Signage</td>
<td>YES</td>
<td>NO</td>
<td>NO</td>
<td>NO</td>
</tr>
<tr>
<td>Social Media Recognition</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
</tr>
<tr>
<td>Option to provide one collateral piece for inclusion in attendee bags</td>
<td>YES</td>
<td>YES</td>
<td>NO</td>
<td>NO</td>
</tr>
<tr>
<td>Drink Tickets valid Thursday evening during our Networking Reception.</td>
<td>50</td>
<td>*Available as an add-on</td>
<td>*Available as an add-on</td>
<td>NO</td>
</tr>
<tr>
<td>Passport Program (exhibitor agrees to provide a prize valued at €50 or more).</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
<td>NO</td>
</tr>
<tr>
<td>Corporate Supporter Cost</td>
<td>19.800 EUR</td>
<td>14.250 EUR</td>
<td>12.125 EUR</td>
<td>N/A</td>
</tr>
<tr>
<td>General Cost</td>
<td>22.000 EUR</td>
<td>15.000 EUR</td>
<td>12.500 EUR</td>
<td>2.500 EUR</td>
</tr>
</tbody>
</table>

**Corporate Supporter Cost**
- 19.800 EUR
- 14.250 EUR
- 12.125 EUR
- N/A

**General Cost**
- 22.000 EUR
- 15.000 EUR
- 12.500 EUR
- 2.500 EUR
## Sponsorship and Branding Packages

### Lanyard Sponsorship (1 available)  
**Cost: 7,000 EUR**
- Sponsor provides lanyards for all conference attendees. Needs to meet OWASP specifications and approval
- Logo on event website
- Social media recognition
- Two full conference passes
- Logo on the exhibitor/sponsor acknowledgment slide during the events opening and closing ceremony.

### Networking Reception (1 available)  
**Cost: 15,000 EUR**
- 5-minute speaking opportunity at the beginning of the reception
- Branded dessert
- Option to provide handouts during reception
- Sponsor provides pull-up banners for branding during reception
- Logo on event website
- Social media recognition
- Two full conference passes
- Lead scanner license (up to 3 users)
- Logo on the exhibitor/sponsor acknowledgment slide during the events opening and closing ceremony.

### Networking Reception with Open Bar Sponsorship (1 available)  
**Cost: 20,000 EUR**
- Sponsor provides pull-up banners for display during Networking Reception
- Logo on event website
- Social media recognition
SPONSORSHIP AND BRANDING PACKAGES

- Lead scanner license (up to 3 users)
- Four full conference passes
- Company logo branded dessert
- Option to provide handouts during Networking Reception
- Option to provided branded item such as cocktail napkins, coasters, etc.
- Logo on the exhibitor/sponsor acknowledgment slide during the events opening and closing ceremony.

**Keynote Sponsorship** (2 available)  Cost: 8,000 EUR

- Sponsor provides at least one pull-up banner to be placed in the Keynote room for one day. Two keynote sessions per day.
- Logo on event website
- Social media recognition
- Two full conference passes
- Logo on the exhibitor/sponsor acknowledgment slide during the events opening and closing ceremony.

**Track Sponsorship** (5 available)  Cost: 8,500 EUR

- Sponsor provides at least one pull-up banner to be placed in one track room for the two conference days.
- Logo on event website
- Social media recognition
- Two full conference passes
- Logo on the exhibitor/sponsor acknowledgment slide during the events opening and closing ceremony.
CONFERENCE SPONSORSHIP OPTIONS

**Bag Sponsorship** (1 available)  Cost: 7,000 EUR
- Sponsor provides bags for all attendees
- Logo on event website
- Branded event attendee bag
- Social media recognition
- Two full conference passes
- Logo on the exhibitor/sponsor acknowledgment slide during the events opening and closing ceremony.

**Conference Breakfast Sponsorship** (2 available)  Cost: 7,000 EUR
- Sponsor provides pull-up banners for display during one conference day breakfast
- Logo on event website
- Social media recognition
- Lead scanner license (up to 3 users)
- Two full conference passes
- Option to provide handouts during one conference day breakfast.
- Logo on the exhibitor/sponsor acknowledgment slide during the events opening and closing ceremony.

**Conference Lunch Sponsorship** (2 available)  Cost: 7,250 EUR
- Sponsor provides pull-up banners for display during one conference day lunch
- Logo on event website
- Social media recognition
- Lead scanner license (up to 3 users)
SPONSORSHIP AND BRANDING PACKAGES

• Two full conference passes
• Company logo branded dessert
• Option to provide handouts during one conference day lunch.
• Option to provide branded napkins, etc. during one conference day lunch.
• Logo on the exhibitor/sponsor acknowledgment slide during the events opening and closing ceremony.

Conference Coffee Break Sponsorship (2 available)  Cost: 10.250 EUR

• Sponsor provides pull-up banners for display during both coffee breaks for one conference day
• Logo on event website
• Social media recognition
• Lead scanner license (up to 3 users
• Two full conference passes
• Company logo branded dessert
• Option to provide handouts during both coffee breaks for one conference day.
• Option to provide branded napkins, coffee cups, etc. for one conference day.
• Logo on the exhibitor/sponsor acknowledgment slide during the events opening and closing ceremony.

OWASP Leaders Meeting/Open Bar Sponsorship (unlimited)  Cost: 4.000 EUR

• Sponsor provides pull-up banners for display during Leaders Meeting
• Logo on event website
• Social media recognition
• One full conference pass
• Sponsor provides one raffle prize to be raffled off at the end of the Leaders Meeting. Prize valued at €50 or more.
SPONSORSHIP AND BRANDING PACKAGES

- Option to provide handouts during Leaders Meeting
- Logo on the exhibitor/sponsor acknowledgment slide during the events opening and closing ceremony.

**OWASP Jeopardy Sponsorship** (2 available)  
Cost: 3,500 EUR

- Sponsor provides pull-up banners for display during OWASP Jeopardy
- Logo on event website
- Social media recognition
- Two full conference passes
- Sponsor provides (5) prizes for Jeopardy winners. Each prize valued at €20 or more.
- Logo on the exhibitor/sponsor acknowledgment slide during the events opening and closing ceremony.

**Women in AppSec (WIA) Reception Sponsorship** (unlimited)  
Cost: 3,500 EUR

- Sponsor provides pull-up banners for display during the WIA Reception
- Logo on event website
- Social media recognition
- One full conference pass
- Option to provide handouts during the WIA Reception
- Logo on the exhibitor/sponsor acknowledgment slide during the events opening and closing ceremony.
SPONSORSHIP AND BRANDING PACKAGES

Newcomer Reception Sponsorship (unlimited)  Cost: 4.000 EUR

- Sponsor provides pull-up banners for display during the Newcomer Reception
- Logo on event website
- Social media recognition
- Two full conference passes
- Option to provide handouts during Newcomers Reception
- Logo on the exhibitor/sponsor acknowledgment slide during the events opening and closing ceremony.

Training Breakfast (1 available)  Cost: 7.000 EUR

- Sponsor provides pull-up banners for display during our three days of training
- Logo on event website
- Social media recognition
- One full conference pass
- Logo on the exhibitor/sponsor acknowledgment slide during the events opening and closing ceremony.

Training Lunch (1 available)  Cost: 7.000 EUR

- Sponsor provides pull-up banners for display during our three days of training
- Logo on event website
- Social media recognition
- One full conference pass
- Option to provide branded napkins, etc. for all the training days.
- Logo on the exhibitor/sponsor acknowledgment slide during the events opening and closing ceremony.
SPONSORSHIP AND BRANDING PACKAGES

Training Coffee Breaks (1 available)  Cost: 7.000 EUR

- Sponsor provides pull-up banners for display during our three days of training. Two breaks per day.
- Logo on event website
- Social media recognition
- One full conference pass
- Option to provide branded napkins, coffee cups, etc. for all three training days.
- Logo on the exhibitor/sponsor acknowledgment slide during the events opening and closing ceremony.

10% DISCOUNT

FOR EXHIBITOR/SPONSORSHIP CONTRACTS SIGNED BEFORE JANUARY 1, 2024. ALL BENEFITS ARE BASED ON AVAILABILITY AND DEADLINES.

Contact us at kelly.santalucia@owasp.com if you are interested in participating.