AppSec EU 2017
Sponsorship & Exhibitor Information Packet

Belfast 8th-12th May

EXHIBIT SHOW DATES
May 10th - May 12th, 2017

EXHIBIT SHOW CONTACTS
Send questions and requests to:
AppSecEU2017@owasp.org

Kelly Santalucia
OWASP Foundation
kelly.santalucia@owasp.org
Ph# 1+ 973-670-5784

Laura Grau
OWASP Foundation
Laura.grau@owasp.org
Ph# 1+ 510-529-9563

SHOW LOCATION
Belfast Waterfront
2 Lanyon Place
Belfast, BT1 3WH
United Kingdom
T: +44 28 9033 4400

SHOW WEBSITE
https://2017.appsec.eu

TO: **AppSec EU 2017 Sponsors & Exhibitors**

FR: Kelly Santalucia, Laura Grau, & the entire AppSec EU 2017 Team

RE: Exhibitor Kit – Confirmation Packet & Materials

On behalf of OWASP, the AppSec EU 2017 conference planning team, and everyone who will be attending the 2017 OWASP AppSec EU 2017 Conference, 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 software security since it was founded 16+ years ago.

Sponsor/Exhibitor Confirmation Packet:
This confirmation 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 your team for the Conference — No later than May 1st
- ❖ Company information for conference brochure due by — April 7th
- ❖ Book hotel rooms — As soon as possible
- ❖ Secure A/V rentals — As soon as possible
- ❖ Send 800 company brochures for attendee packs due: Must arrive between May 3rd - May 5th
- ❖ Shipment of booth set up due by: Arrive between May 3rd - May 10th
- ❖ Check in — Wed., May 10th 8am-6pm
- ❖ Vendor set-up — Wed. May 10th 9am-4pm
- ❖ Exhibitor showroom
  Wed. May 10th 5pm-9pm *optional (Pre-Conference Reception will be held in the Expo Hall)
  Thurs. May 11th 9am-6pm
  Fri. May 12th 9am-4pm
- ❖ Vendor Tear Down — Fri. May 12th at 4pm

AppSec EU 2017
Sponsorship & Exhibitor Information Packet

Belfast 8th-12th May

1. Preparing Yourself & Your Team

Register:

The AppSec EU 2017 Team will register your team for the event! Individuals, who will be using the complimentary passes that are included in your sponsorship, are required to complete this form **NO LATER THAN May 1st.** Be sure each member of your team knows which type of pass (either full conference or exhibitor only) they are to suppose to choose. Platinum, Gold and Silver may choose to purchase 1 additional expo only pass for 250€/ea. Diamond sponsors may choose to purchase 2 additional expo only passes for 250€/ea. Contact Kelly Santalucia for more info.

A FULL Conference Pass includes: Coffee and Lunch on May 11th & May 12th, Access to the Conference Talks & Expo Hall, *Social Events, Conference Activities, Attendee Bag and Conference T-shirt.

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

*Tickets for the **Thursday Night Conference Reception** may be purchased separately at the Registration desk located in the foyer on Wed., May 10th & Thurs., May 11th from 9am-5pm. There is no limit on the amount of dinner tickets an individual may purchase.

Book your Hotel Rooms:

Hotel – Belfast is a compact City with over 4,500 hotel rooms, many within easy walking distance to the conference venue. A list of suggested hotels are listed here. OWASP has worked with a number of the hotels to allocate/hold rooms for conference delegates to book. Note that OWASP does not receive any commission or mark-up on these rooms.

The hotels listed cover a wide range of hotel budgets. Please note that early booking of accommodation is suggested to ensure your hotel of choice is available.

Plan for Arrival:

How To Get There – Traveling to Belfast Waterfront
2 Lanyon Place, Belfast BT1 3WH
United Kingdom
T: +44 28 9033 4400

This information is for guidance purposes and may be subject to change

AppSec EU 2017
Sponsorship & Exhibitor Information Packet

Belfast 8th-12th May

From the Airport

Belfast city is wonderfully compact and travelling here couldn't be easier with two major airports serving the city: George Best Belfast City Airport, located in the heart of the city and Belfast International Airport only 25 minutes away. Both airports offer a regular bus service that runs to and from the city centre.

By Bus

The nearest bus station is the Laganside Bus Centre, which is around two minutes' walk from Belfast Waterfront. There is a bus stop on Oxford Street, directly outside the building. The main bus provider in Belfast is Translink, which runs both Ulsterbus and Citybus Metro services.

The Waterfront Conference Center and Hilton Hotel are adjoined, allowing delegates to move from their rooms to the conference without needing to move outside. The Waterfront venue is a 5-minute walk from the main train station, and a 10-minute walk from the main bus station. All hotels listed for delegates are within a 10-minute walk from the venue.

By Train

The nearest train station is Central Station, which is in East Bridge Street, around five minutes' walk from the venue. There is a regular train service to Dublin and the average journey time is around two hours. For train timetables, visit Translink.

The Waterfront Conference Center and Hilton Hotel are adjoined, allowing delegates to move from their rooms to the conference without needing to move outside. The Waterfront venue is 5 minutes' walk from the main train station, and 10 minutes walks from the main bus station. All hotels listed for delegates are within a 10-minute walk from the venue.

By Car

Belfast Waterfront

2 Lanyon Pl, Belfast BT1 3WH, UK

Please refer to **google maps** for directions from your location

AppSec EU 2017
Sponsorship & Exhibitor Information Packet

Belfast 8th-12th May
2. 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 your company profile for inclusion in the conference program no later than **April 7th** to **Kelly Santalucia. Any company profile received after April 7th run the risk of not being included in the conference program.** Number of words for Company Profile depends on sponsorship level. Please refer to page 7 here for number of words allowed per sponsorship level. Any company profile that exceeds the maximum amount of words **will be returned.**

Additionally, please send a high-resolution horizontal logo in vector graphics format so it can be resized appropriately for the conference program. Logo must be received no later than **April 7th** to **Kelly Santalucia. Any logos received after April 7th run the risk of not being included in the printed conference program.**

Please send Sponsorship Ad:

All program materials including company description, logos, and ads MUST be received by **April 7th** in order to insure they will appear in the printed conference program. Please submit to **Kelly Santalucia.**

The conference program will be an A5 format & have a finished size of 148 x 210 mm. Ad sizes are as follows:

Active area:
Silver Sponsors: 1/4 page 148 x 50 mm (landscape)
Gold Sponsors: 1/4 page 69 x 100 mm (portret)
Platinum Sponsors: 1/2 page 148 x 100 mm (landscape) or 69 x 210 mm (portret is preferred)
Diamond Sponsors: Full page: 148 x 210 mm

Bleed should always be 5mm on each side regardless of the chosen format. This is for positioning reasons.

All ads must be designed to bleed, the artwork must extend at least 5mm on each side. The book will be a finished size of 148 x 210 mm so a full page ad with bleeds, for example, would need to be sized to 158 x 220 mm. The "live" area would of course be 148 x 210 mm so it is important for the designer to ensure that no text or graphics extend past those dimensions into the bleed margin. It is good

AppSc EU 2017
Sponsorship & Exhibitor Information Packet

Belfast 8th-12th May

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

Only certified-PDF documents and JPG-files at 300dpi will be accept. **See 2nd attachment for examples.**

Shipping:

For Attendee Bag Inserts ONLY:

If your sponsorship includes literature placement in attendee bags, please send 800 copies to the address below. They **MUST** arrive no earlier than May 3rd and no later than May 5th. Inserts that arrive after May 5th will **NOT** be placed in the bags.

Please be sure to mark "Bag Inserts" on the outside of your package(s). *Maximum of one (1) inset per company.*

> Belfast Waterfront
> c/o Phil Cole or Gary Robinson
> 2 Lanyon Place
> Belfast
> BT1 3WH
> United Kingdom
> Attn: OWASP AppSecEU 2017 Attendee Bag Inserts from (*insert Name of Company*)

❖ *NOTE***:** Please email Kelly Santalucia with details of what you will be sending to include:
> Brief description of package
> Size/number of package(s)
> Date of shipment
> Carrier
> Tracking number(s)

For Booth Materials Shipping & Receiving Information ONLY:

Shipments should NOT arrive earlier than May 3rd otherwise the venue will NOT be able to accept them. Please be sure to mark "**Booth Materials**" and **the name of your company** on the outside of your package(s) and identify each box i.e. 1 of 7, 2 of 7, etc.

> Belfast Waterfront
> c/o Phil Cole or Gary Robinson
> 2 Lanyon Place
> Belfast
> BT1 3WH
> United Kingdom
> Attn: OWASP AppSecEU 2017 Booth Materials (*Name of Company*)

AppSec EU 2017
Sponsorship & Exhibitor Information Packet

Belfast 8th-12th May

Electricity & Wi-Fi:

Electricity is not included in your sponsorship. Should you wish to purchase electricity, please contact:

Phil Cole
BWUH Logistics Planner
Belfast Waterfront and Ulster Hall
Telephone: +44 (0)28 9033 4400 | Ext 1958
Mobile: +44 (0)7919303734
Email: colep@waterfront.co.uk

Shared conference Wi-Fi access throughout the exhibit/conference area will be provided. No additional network requirements are needed for the shared conference Wi-Fi. Should you wish to purchase your own Wi-Fi, please contact Phil Cole (contact details are above).

Lead Retrieval:

A representative from 1stSales will be reaching out to you shortly with information on how to secure your lead scanner device. If a lead scanner is not included in your sponsorship package, you will have the option to purchase one separately directly through 1stSales.

3.   Preparing For the Conference

Vendor Check In:

Wed., May 10th 8am-6pm at the Riverside Reception and Foyer

Location:

Belfast Waterfront
2 Lanyon Place
Halls 1C & 1D
Belfast, BT1 3WH
United Kingdom
T: +44 28 9033 4400

Vendor Set Up:

Wed., May 10th 9am-4pm
All expo booths **MUST be set up by 4pm on Wed. May 10th. The Pre-Conference Drink Reception will be held in the Expo Hall starting at 5pm on Wed., May 10th. **Sponsors need to be set up no later than 4pm.****

Exhibit Hours:

Wed., May 10th 5pm-9pm *optional (Pre-Conference Reception will be held in the Expo Hall)
Thurs., May 11th 9am-6pm & Fri., May 12th 9am-4pm

AppSec EU 2017
Sponsorship & Exhibitor Information Packet

Belfast 8th-12th May

Expo Dates:
Wed., May 10th 5pm-9pm *optional (Pre-Conference Reception will be held in the Expo Hall)
Thurs., May 11th 9am-6pm
Fri., May 12th 9am-4pm

Vendor Tear Down:
Fri., May 12th 4pm
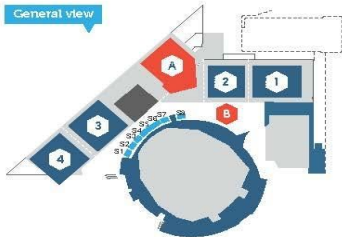**Please Note:** All expo areas **MUST** be packed up by 6pm
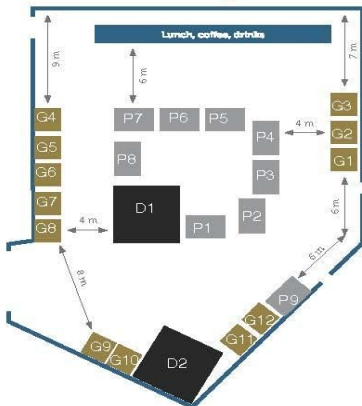
Vendor Floor Plan:

AppSec EU 2017
Sponsorship & Exhibitor Information Packet

Belfast 8th-12th May

Exhibitor Location:

Selection of expo space will be ordered accordingly to sponsorship level (Diamond, Platinum, Gold, Silver) and then by date of payment in full. Kelly Santalucia will be contacting you regarding selection of your space. Each expo area will include:

Table
Two chairs
Wastebasket
Shared Wi-Fi access through-out the exhibit area

Conference Schedule:

Details on the conference schedule can be found here

Vendor Passport:

Diamond, Platinum, and Gold Sponsors will automatically be included in our passport program. Other sponsors may choose to participate by adding this to their sponsorship package. Additionally, please let us know if you have prize(s) that you would like included in the sponsor passport giveaway (drawing). Contact Kelly Santalucia for more information.

A/V Rentals:

Please contact:
Phil Cole
BWUK Logistics Planner
Belfast Waterfront and Ulster Hall
Telephone: +44 (0)28 9033 4400 | Ext 1958
Mobile: +44 (0)7919303734
Email: ColeP@belfastcity.gov.uk

AppSec EU 2017
Sponsorship & Exhibitor Information Packet

Belfast 8th-12th May

4. Other Questions?

Is there something we missed? Please email Kelly Santalucia

SPONSOR CHECKLIST

✔	Task	Deadline
	Register your team for the event using this form	**May 1ˢᵗ**
	Send your company profile and logo for printed conference program to Kelly Santalucia	**April 7ᵗʰ**
	Send sponsorship ad for printed conference program to Kelly Santalucia	**April 7ᵗʰ**
	Book your hotel rooms	**ASAP**
	Ship 800 inserts for attendee bags (if applicable)	**Bag inserts must arrive between May 3ʳᵈ - May 5ᵗʰ**
	Order A/V equipment	**ASAP**
	Ship booth & related materials for sponsor expo area	**Materials must arrive between May 3ʳᵈ - May 5ᵗʰ**
	Let the OWASP AppSec EU 2017 team know what they can do to help you have a great event! Contact us at AppSecEU2017@owasp.org	**ANYTIME**

AppSec EU 2017
Sponsorship & Exhibitor Information Packet

Belfast 8th-12th May

NOTES