

AppSec Eu 2018

Sponsorship & Exhibitor Information Packet



EXHIBIT SHOW DATES

July 4th - July 6th, 2018

EXHIBIT SHOW

CONTACTS

Send questions and requests to:

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OWASP Foundation

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SHOW LOCATION

Queen Elizabeth II Centre
(QE II)

Broad Sanctuary
Westminster, London
SW1P 3EE

T: [+44 \(0\) 207 798 4000](tel:+442077984000)

SHOW WEBSITE

<https://2018.appsec.eu/>

TO: AppSec Eu 2018 Sponsors & Exhibitors

FR: Kelly Santalucia, Karen Staley, & the entire AppSec Eu 2018 Team

RE: Exhibitor Kit – Confirmation Packet & Materials

On behalf of OWASP, the AppSec Eu 2018 conference planning team, and everyone who will be attending the 2018 OWASP AppSec Eu 2018 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 17+ 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 June 1st
- ❖ Company information for conference brochure due by: June 1st
- ❖ Book hotel rooms As soon as possible
- ❖ Secure A/V rentals As soon as possible
- ❖ Shipment of booth set up due by: Arrive between June 30th – July 3
- ❖ Check in Wed., July 4th 8am-6pm
- ❖ Vendor set-up Wed. July 4th 8am-4pm
- ❖ Exhibitor showroom Wed. July 4th 6pm-8.30pm (Pre-Conference Reception will be held in the Expo Hall)
- ❖ Vendor Tear Down Thurs. July 5th 9am-6pm
- ❖ Fri. July 6th 9am-4pm
- ❖ Fri. July 6th at 4pm

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1. Preparing Yourself & Your Team

Register:

Be sure each member of your team knows which type of pass (either full conference or exhibitor only) they should have. 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 kelly.santalucia@owasp.org for more info.

A FULL Conference Pass includes: Includes conference program for two days, coffee breaks, lunch, expo, and networking reception event ticket.

An EXHIBITOR ONLY Pass includes: Coffee and Lunch on July 5th & July 6th, and access to the Expo area only. 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 of the QEII on Wed., July 4th & Thurs., July 5th from 9am-5pm. There is no limit on the number of AppSec EU networking event tickets an individual may purchase.

Book your Hotel Rooms:

Hotel – London is a very popular city with thousands of hotel rooms, many within easy walking distance to the conference venue. A list of suggested hotels is 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 (*This information is for guidance purposes and may be subject to change*)

London is a dynamic and engaging city easily accessible from central Europe and most countries around the world.

Queen Elizabeth II Centre
(QE II)
Broad Sanctuary
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From the Airport

You can reach London by plane, from most major airports around Europe and the world. London boasts three major airports that serve city and are on average within 1.5 hour drive to the city centre.



- [London Heathrow](#)
- [London City Airport](#)
- [Gatwick Airport](#)
- [Southend Airport](#)
- [Stansted Airport:](#)

Attendees can fly into London Stansted Airport (STN) which is located to the north-east of London. Many low-cost airlines offer cheap flights between Stansted, Europe, and the Mediterranean. Travelers can use the Stansted Express as the quickest way into central London with trains to London Liverpool Street taking 47 minutes.

[Luton Airport:](#)

London Luton Airport (LTN) is located to the north-west of central London. Many low-cost airlines offering cheap flights are based at Luton Airport. Luton Airport Parkway train station is 10 minutes from the airport by shuttle bus. Trains from Luton to central London take between 20 and 40 minutes.

By Train

EuroStar Eurostar is the High speed train that has revolutionized travel between London and Europe since 1994. Operating at 300km/h, it's just over 2 hours from the heart of Paris or from the centre of Brussels to St Pancras International in Central London via Eurostar. With a choice of frequent departures, fast check in and city centre to city centre locations, Eurostar is the ultimate European travel experience. Travelers can choose between flexibility in Business Premier, comfort in Standard Premier or seamlessness in Standard.

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By London Tube System

London offers a very centrally connected [Tube Travel System](#) making it easy and quick to travel through London to reach the QEII. The tube stations located closest to the QEII are; Saint James Park and Westminster.

Taxi/Uber

London offers visitors a extensive taxi service. All taxis accept credit card. Guests also have access to Uber in London in if they choose to use it.

Walking

If your hotel is close by, it is also very safe to walk during the day to the QEII centre which is nicely located in the centre of London.

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 June 1st to kelly.santalucia@owasp.org. Any company profile received after June 1st 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 2 [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 June 1st to kelly.santalucia@owasp.org. Any logos received after June 1st 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 June 1st in order to insure they will appear in the printed conference program. Please submit to kelly.santalucia@owasp.org

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 50mm (landscape)

Gold Sponsors: 1/4 page 69 x 100mm (portret)

Platinum Sponsors: 1/2 page 148 x 100mm (landscape) or 69 x 210mm (portret is preferred)

Diamond Sponsors: Full page: 148 x 210mm

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

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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 210mm so a full page ad with bleeds, for example, would need to be sized to 158 x 220mm. The “live” area would of course be 148 x 210mm 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 practice to keep all readable text and logos inside a 5mm 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.

Shipping:

For Booth Materials Shipping & Receiving Information ONLY:

Shipments should NOT arrive earlier than June 30th and not after July 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.

See “Delivery Note QEII” attachment for shipping address and details

Electricity & Wi-Fi:

Electricity and shared conference Wi-Fi is included in your sponsorship.
Wi-Fi network & password will be provided on-site

Lead Retrieval:

More information will be shared within the next couple of weeks.

3. Preparing For the Conference

Vendor Check In:

Wed., July 4th 8am-6pm

Location:

Queen Elizabeth II Centre
(QE II)
Broad Sanctuary
Westminster, London
SW1P 3EE

T: [+44 \(0\) 207 798 4000](tel:+442077984000)

Vendor Set Up:

Wed., July 4th 8am-4pm

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****All expo booths MUST be set up by 4pm on Wed. July 4th. The Pre-Conference Reception will be held in the Expo Hall starting at 6pm on Wed., July 4th. Sponsors must be set up no later than 4pm.****

Exhibit/Expo Dates & Times:

Wed., July 4th 6pm-8.30pm (Pre-Conference Reception will be held in the Expo Hall)

Thurs., July 5th 9am-6pm

Fri., July 6th 9am-4pm

Vendor Tear Down:

Fri., July 6th 4pm

Please Note: All expo areas **MUST** be packed up by 6pm

Vendor Floor Plan:

Will be distributed within the coming weeks

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 conference Wi-Fi access throughout the exhibit area
- Electricity

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 no later than June 1st for an additional cost. 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 see <https://qeicentre.london/order-it/>

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4. Other Questions?

Is there something we missed? Please email [Kelly Santalucia](mailto:kelly.santalucia@owasp.org)

SPONSOR CHECKLIST

✓	Task	Deadline
	Register your team for the event	June 1 st
	Send your company profile and logo for printed conference program to kelly.santalucia@owasp.org	June 1 st
	Send sponsorship ad for printed conference program to kelly.santalucia@owasp.org	June 1 st
	Book your hotel rooms	ASAP
	Order A/V equipment	ASAP
	Ship booth & related materials for sponsor expo area	Materials must arrive between June 30 – July 3rd
	Let the OWASP AppSec Eu 2018 team know what they can do to help you have a great event! Contact us anytime at AppSecEU2018@owasp.org	ANYTIME

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NOTES