

Sponsorship & Exhibitor Information Packet



EXHIBIT SHOW DATES

May 21st -22nd, 2015

EXHIBIT SHOW CONTACTS

Send questions and requests to:

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SHOW LOCATION

Amsterdam RAI Exhibition
and Convention Centre in
Amsterdam, The Netherlands

Europaplein

NL-1078 GZ Amsterdam P.O.
Box 7777

NL-1070 MS Amsterdam

T +31 (0)20 549 12 12

SHOW WEBSITE

<https://2015.appsec.eu>

TO: AppSecEU 2015 Sponsors & Exhibitors

FR: Kelly Santalucia, Martin Knobloch, Seba Deleersnyder & the AppSecEU 2015 Team

RE: Exhibitor Kit - Confirmation Packet & Materials

On behalf of OWASP, the AppSecEU 2015 conference planning team, and everyone who will be attending the 2015 OWASP AppSecEU 2015 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 14+ 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 for Conference As soon as possible
- ❖ Due Date: Company information for conference brochure April 27
- ❖ Due Date: Book hotel rooms As soon as possible
- ❖ Due Date: To secure A/V rentals As soon as possible
- ❖ Due Date: send 450 company brochures for attendee Must arrive by May 19
- ❖ Due Date: Shipment of booth set up See 2nd Attachment from DB Schenker
- ❖ Check in Wednesday, May 20th 3pm-6pm & Thursday, May 21th 7am-8am
- ❖ Vendor set-up Wednesday, May 20th 3pm-6pm & Thursday, May 21th 7am-8am
- ❖ Exhibitor showroom Thursday, May 21st 8am-6pm
- ❖ Vendor Tear Down Friday, May 22nd 8am-6pm
Friday, May 22nd 4:45pm

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1. Preparing Yourself & Your Team

1.1 Register: <https://2015.appsec.eu/registration/>

It is critical that you register both your booth staff and team members that will be attending conference events using the discount codes we provided to you upon confirming your sponsorship. We will need to use the registration information to create badges and ensure proper food counts.

1.2 Book your hotel rooms:

Hotel: We have confirmed rooms in different hotels in Amsterdam for the benefit of Conference delegates. We have selected the Amsterdam RAI Hotel and Travel Service (RHTS) as we believe they have the best knowledge of the Amsterdam hotel market and therefore are capable of offering you the best price against the best conditions. They do not add mark-ups. For reservations of up to nine bedrooms, accommodation can be easily booked by using the [online accommodation booking system](#).

Please be aware that the Amsterdam RAI Hotel and Travel Service is the only official accommodation partner of OWASP 2015.

1.3 Plan for Arrival

How To Get There – Traveling to Amsterdam RAI Exhibition and Convention Centre

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

By Train

The RAI has its 'own' station, Amsterdam RAI which is located a stone's throw from the RAI complex and is easy to reach from anywhere in the Netherlands. When you leave the station, follow the signs for Amsterdam RAI. For further information, consult the [Dutch railways travel planner](#).

By Tram, Metro or Bus

Tram 4 runs between the RAI (Europaplein stop), Amsterdam's city centre and Amsterdam Central Station. You can reach the RAI from the Amstel railway station by taking Metro 51 and Bus 65. Metro 51 also runs to Amsterdam Central Station. Metro 50 runs regularly between the Amsterdam Sloterdijk and Gein stations and stops at the Amsterdam RAI station. For further information, consult the [public transportation website](#).

By Car

The RAI is immediately signposted on roads signs on the ring road drivers end up on after approaching Amsterdam from the A1 motorway (Amersfoort/Amsterdam), the A2 (Utrecht/Amsterdam) or the A4 (Den Haag [The Hague]/Amsterdam). Amsterdam RAI is situated right next to the ring road (Exit 9). The RAI's car parks are signposted immediately after leaving the ring road. Parking at the RAI complex is easy and affordable. The multi-storey car park is easily accessible thanks to its location next to the A10 highway by Exit S109 and has 2,300 parking spaces. During large-scale events, the outside areas also become available, which expands parking capacity to 5,000 parking spaces. For further information about parking facilities (opening hours, costs, etc.), consult the [Amsterdam RAI website](#).

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By Plane

Amsterdam Airport Schiphol is located a mere 15 minutes from Amsterdam RAI whether you travel by car, train, taxi or bus. The [Schiphol's website](http://www.schiphol.nl) provides information including: up-to-the-minute flight information, connecting transport facilities to Amsterdam RAI and business facilities.

Useful Maps:

<http://www.mapquest.com/nl/amsterdam>

<http://www.rai.nl/en/Pages/default.aspx>

2. Preparing Your Materials

2.1 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 a company profile of 50 or fewer words for inclusion in the conference program no later than **April 27, 2015**.

Additionally, please send a high resolution horizontal logo in vector graphics format so it can be resized appropriately for the website, wiki and conference program. Logo must be received no later than **April 27, 2015**.

2.2 Please send Sponsorship Ad

All program materials including company description, logos and ads **MUST** be received by **April 27, 2015** 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 180 x 180 mm. Ad sizes are as follows:

Active area:

Silver Sponsors: 1/4 page 180 x 50 mm (landscape)

Gold Sponsors: 1/4 page 87.5 x 90 mm (portret)

Platinum Sponsors: 1/2 page 180 x 90 mm (landscape) or 87.5 x 180 mm (portret is preferred)

Diamond Sponsors: Full page: 180 x 180 mm

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

For ads that are to bleed, the artwork must extend at least 5mm on each side. The book will be a finished size of 180 x 180 mm so a full page ad with bleeds, for example, would need to be sized to 190 x 190 mm. The "live" area would of course be 180 x 180 mm so it is important for the designer to ensure that no text or graphics extend past those dimensions into the bleed margin.

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2.3 Shipping

For Attendee Bag Inserts ONLY:

If your [sponsorship](#) includes literature placement in attendee bags, please send 450 copies to the address below. They **MUST** arrive no later than May 19th. Inserts that arrive after May 19th 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.*

Mr. Martin Knobloch
Prof. Dr. Ornsteinlaan 14
3431EP Nieuwegein
The Netherlands
Attn: Attendee Bag Inserts from (*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: See 2nd attachment from *DB Schenker Logistics*

2.4 Electricity & Wi-Fi

Power will be provided via one socket or extension lead at each exhibit area. Conference wifi access through-out the exhibit/conference area will also be provided. No additional network requirements.

2.5 Lead Retrieval

Information on lead scanners will be sent shortly

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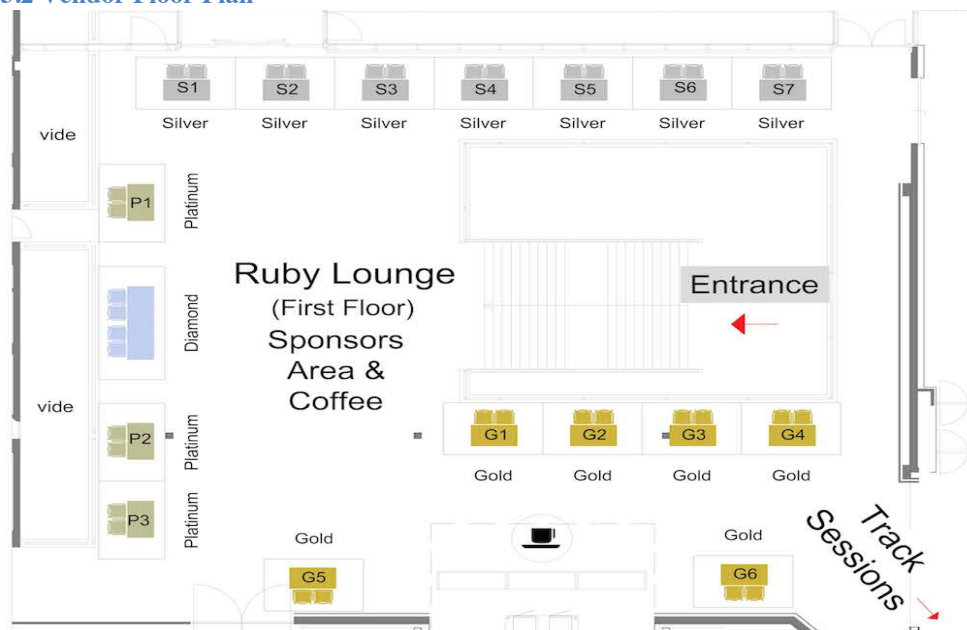
3. Preparing For the Conference

3.1 Exhibit Hours

- ❖ **Location:** Ruby Lounge (first floor)
- ❖ **Vendor Set Up:** Wednesday, May 20 3pm-6pm & Thursday, May 21 7am-8am
All expo booths **MUST be set up by 8am on Thursday, May 21**
- ❖ **Vendor Check In:** Wednesday, May 20th 3pm-6pm, Thursday, May 21th 7am-8am & Friday, May 22nd 7am-8am
- ❖ **Expo Dates:**
 - Thursday, May 21st 8am-6pm
 - Friday, May 22nd 8am-6pm
- ❖ **Vendor Tear Down:**
 - Friday, May 22nd 4:45pm

A storage room will be available for sponsor valuables.

3.2 Vendor Floor Plan



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3.3 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 have:

- ❖ One trestle table
- ❖ Two chairs
- ❖ Linen table cloth
- ❖ Power via one socket or extension lead
- ❖ Wi-Fi access through-out the exhibit area

3.4 Conference Schedule

Coming Soon - Details on the schedule can be found here: sched.appsec.eu

3.5 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 items that you would like included in the sponsor passport giveaway (drawing). If you have a give-away or drawing taking place at your booth (separate from the sponsor passport program), we can help you with making the announcement of the winner(s). Contact [Kelly Santalucia](mailto:kelly.santalucia@owasp.org) for more information.

3.6 A/V Rentals

Please contact:

Ilse Schuten
Email: i.schouten@rai.nl
Phone: 0031 20 549 2374

4. Other Questions?

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

SPONSOR CHECKLIST

✓	Task	Deadline
	Register all staff for the event using the discount codes provided to you http://2015.appsec.eu/registration/	ASAP
	Send your company profile and logo for printed conference program to kelly.santalucia@owasp.org	April 27
	Send sponsorship ad for printed conference program to kelly.santalucia@owasp.org	April 27
	Book your hotel rooms http://2015.appsec.eu/accommodation/	ASAP
	Ship 450 inserts for attendee bags (if applicable)	May 19
	Order A/V equipment	ASAP
	Ship booth & related materials for sponsor expo area	See 2 nd Attachment
	Let the OWASP AppSecEU 2015 team know what they can do to help you have a great	ANYTIME

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