

Sponsorship & Exhibitor Information Packet



APPSEC EUROPE

EXHIBIT SHOW DATES

June 30th – July 1st, 2016

EXHIBIT SHOW CONTACTS

Send questions and requests to:

appseceu2016@owasp.org

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OWASP Foundation

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OWASP Foundation

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SHOW LOCATION

Rome Marriott Park Hotel
Via Colonnello Tommaso
Masala, 54, 00148 Roma, Italy

T: +39-06-658821

SHOW WEBSITE

<http://2016.appsec.eu>

TO: AppSec EU 2016 Sponsors & Exhibitors

FR: Kelly Santalucia, Laura Grau, & the entire AppSec EU 2016 Team

RE: Exhibitor Kit – Confirmation Packet & Materials

On behalf of OWASP, the AppSec EU 2016 conference planning team, and everyone who will be attending the 2016 OWASP AppSec EU 2016 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 15+ 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 30th
- ❖ Due Date: Book hotel rooms As soon as possible
- ❖ Due Date: To secure A/V rentals June 1st
- ❖ Due Date: send 600 company brochures for attendee packs Must arrive by June 25th
- ❖ Due Date: Shipment of booth set up June 28th
- ❖ Check in Wednesday, June 29th 11am-3:30pm
- ❖ Vendor set-up Wednesday, June 29th 11am-5pm
- ❖ Exhibitor showroom Thursday, June 30th 10:15am-6pm
- ❖ Vendor Tear Down Friday, July 1st 10:15am-4pm
Friday, July 1st 4:15pm

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1. Preparing Yourself & Your Team

Register:

The AppSec EU 2016 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 JUNE 15th**. Be sure each member of your team knows which type of pass (either full conference or exhibitor only) they are to suppose to choose.

A FULL Conference Pass includes: Coffee and Lunch on June 30th and July 1st, 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 June 30th and July 1st & 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.

Book your hotel rooms:

Hotel: We have confirmed rooms at the Rome Marriott Park Hotel for the benefit of Conference delegates. We have selected the Rome Marriott Park Hotel as we believe they have the best knowledge of the Rome hotel market and therefore are capable of offering you the best price against the best conditions. Reservations can be easily booked by using [the online accommodation booking system](#).

Please be aware that the Rome Marriott Park Hotel is the only official accommodation partner of AppSec EU 2016.

Plan for Arrival:

How To Get There – Traveling to Rome Marriott Park Hotel

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

From the Airport:

Our Rome business hotel is located only 15km from Roma Fiumicino airport “Leonardo Da Vinci”, providing a convenient shuttle service for a fee of 5,00€ per way. Our airport shuttle is bringing you daily from 6:00 am to 8:00 pm to the nearby airport and picking you up from 7:30am to 9:30pm on an hourly basis. Find our airport bus stop at Terminal 3, #25.

Tickets are to be bought at the hotel. Airport shuttle timetable [here](#)! Airport shuttle pick-up point #25 map [here](#)!

By Shuttle & Metro:

See the [Shuttle stop & Metro map](#)

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By Train:

Travelling through Italy by train and reaching the Rome Marriott Park Hotel is as easy as this. Thanks to the routes of Trenitalia, you can visit cities like Venice, Padova, Bologna, Florence and Rome in only a few hours and without any changes of trains. Once arriving in Rome at the airport station, take a short ride with our convenient shuttle service, bringing you to our hotel in only 15min.

If you come from Train station Termini, you can take the Metro B direction “Laurentina”, reaching our shuttle bus stop at Metro station “EUR Palasport”.

See Frecciargento train routes [here!](#) Find our airport shuttle stop [here!](#)

From the City Centre:

Our Rome airport hotel is situated ca 15 km from downtown, but thanks to our city centre shuttle bus you are perfectly connected to public transportation, shopping malls and of course to all important sightseeing places the Eternal City has to offer. The bus stops of our city center shuttle is either the Metro station EUR Palasport, bringing you to the beautiful EUR shopping district near Viale Europa and shopping mall Euroma2 or at Piazza dei Tribunali, which is 800m from Saint Peter's Basilica and only 300m away from the Hop on Hop off Sightseeing tour bus stop at Ponte Sant Angelo.

Tickets for the city centre shuttle can be bought at our Concierge. The cost is 5,00€ for one way and 10,00€ for the roundtrip.

Tickets for the Metro station or mall shuttle can also be bought at our Concierge. The cost is 3,00€ for one way and 5,00€ for the roundtrip.

Please see our timetable [here](#), and don't hesitate to contact us for assistance or questions you might have.

By Car:

Via Colonnello Tommaso Masala, 54 Rome, 00148 Italy. On-site parking, fee: 4 EUR hourly, 12 EUR daily. For further information about parking facilities (opening hours, costs, etc.), please consult the [Rome Marriott Park Hotel](#). Ph: +39-06-658821

Useful Maps:

<http://www.marriott.com/hotels/maps/travel/romau-rome-marriott-park-hotel/>

http://2016.appsec.eu/?page_id=439

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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 30th** to kelly.santalucia@owasp.org. **Any company profile received after April 30th run the risk of not being included in the conference program.**

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 30th** to kelly.santalucia@owasp.org. **Any logos received after April 30th run the risk of not being included in the conference program.**

Please send Sponsorship Ad:

All program materials including company description, logos and ads **MUST** be received by **April 30th** 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 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 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 accepted.

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Shipping:

For Attendee Bag Inserts ONLY:

If your [sponsorship](#) includes literature placement in attendee bags, please send 600 copies to the address below. They **MUST** arrive no earlier than Thursday, June 23rd and no later than Saturday, June 25th. Inserts that arrive after June 25th 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.*

AppSec EU 2016
c/o Rome Marriott Park Hotel
Via Colonnello Tommaso Masala, 54,
00148 Roma, Italy
Attn: 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 June 23rd, otherwise the hotel 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.

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00148 Roma, Italy
Attn: Booth Materials (*Name of Company*)

Electricity & Wi-Fi:

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

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.

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3. Preparing For the Conference

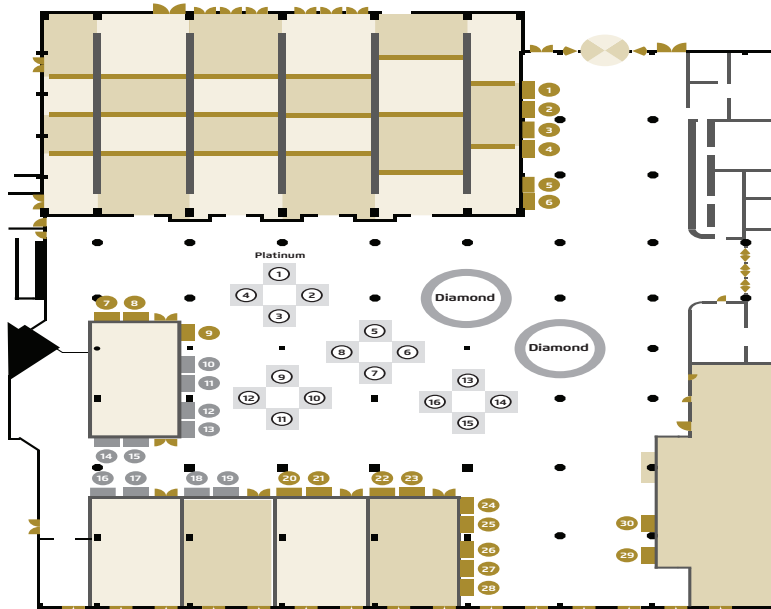
Exhibit Hours:

- ❖ **Location:** Foyer Tiziano
- ❖ **Vendor Set Up:** Wednesday, June 29th 11am-5pm ****All expo booths MUST be set up by 5pm on Wednesday, June 29th****
- ❖ **Vendor Check In:** Wednesday, June 29th 11am-3:30pm
- ❖ **Expo Dates:**
 - Thursday, June 30th 10:15am-6pm
 - Friday, July 1st 10:15am-4:15pm
- ❖ **Vendor Tear Down:**
 - Friday, July 1st 4:15pm. **Please Note:** All expo areas **MUST** be packed up by 5:45pm.

Vendor Floor Plan:

FLOOR PLAN

○ Diamond 30m² ○ Platinum 3x2 m ● Gold 2x1 m ● Silver 2x1 m



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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
- ❖ One extension lead
- ❖ Wi-Fi access through-out the exhibit area

Conference Schedule:

Details on the conference schedule can be found here: http://2016.appsec.eu/?page_id=43

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](#) for more information.

A/V Rentals:

Please contact: maria.demari@dhseventsolutions.com by Wednesday, June 1st

<http://www.dhsevensolution.com>

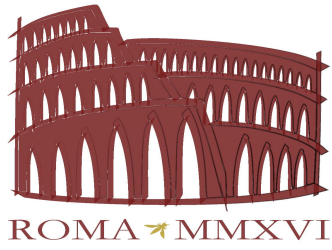
4. Other Questions?

Is there something we missed? Please email [Kelly Santalucia](#)

SPONSOR CHECKLIST

✓	Task	Deadline
	Register all staff for the event using the discount codes provided to you http://2016.appsec.eu/?page_id=40	ASAP
	Send your company profile and logo for printed conference program to kelly.santalucia@owasp.org	April 30 th
	Send sponsorship ad for printed conference program to kelly.santalucia@owasp.org	April 30 th
	Book your hotel rooms http://2016.appsec.eu/?page_id=34	ASAP
	Ship 600 inserts for attendee bags (if applicable)	June 25 th
	Order A/V equipment	June 1 st
	Ship booth & related materials for sponsor expo area	June 28 th
	Let the OWASP AppSec EU 2016 team know what they can do to help you have a great event! Contact us at appseceu2016@owasp.org	ANYTIME

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