Conference Days: October 27-28, 2022

Sponsor Prospectus
About LASCON
The Lonestar Application Security Conference (LASCON) is an annual OWASP-associated conference held in Austin, TX. It is a gathering of 400+ web app developers, security engineers, mobile developers and information security professionals. LASCON is held in Texas where more Fortune 500 companies call home than any other state and it is held in Austin which is a hub for startups in the state of Texas. At LASCON, leaders at these companies along with security architects and developers gather to share cutting-edge ideas, initiatives, and technology advancements.

About the Venue
The Norris Conference Centers - Austin is conveniently located in Central NW Austin, at the corner of Anderson Lane and Burnet Road at the Northcross Center. Up to 400 attendees can be accommodated, with space for up to 20 booth sponsors and features a Red Oak Ballroom with dining tables for breakfast and lunch meals. Norris has been the venue location for all but one of LASCON's eleven year run.

Why Sponsor?
There are many advantages to sponsoring LASCON. You can promote your business through many sponsorship opportunities:

- On-site interaction with the conference attendees as a booth sponsor
- Promotion of your brand during sponsored events and announcements during the conference
- Advertising in printed conference program and marketing materials
Sponsorship Opportunities

Secure prime visibility for your organization with a sponsorship package.

<table>
<thead>
<tr>
<th>Booth Sponsors:</th>
<th>Platinum (3)</th>
<th>Gold</th>
<th>Silver</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>General:</td>
<td>Early bird*:</td>
<td>General:</td>
</tr>
<tr>
<td>Booth</td>
<td></td>
<td>$10,000</td>
<td>$7,000</td>
</tr>
<tr>
<td>Conference Passes</td>
<td>✓ Main Hallway</td>
<td>✓ Exhibitor Room</td>
<td>✓ Exhibitor Room</td>
</tr>
<tr>
<td>Lead Retrieval (Mobile App)</td>
<td>✓ 5 passes</td>
<td>✓ 3 passes</td>
<td>✓ 2 passes **</td>
</tr>
<tr>
<td>Logo on Website</td>
<td>✓ Main page</td>
<td>✓ Sponsors page</td>
<td>✓ Sponsors page</td>
</tr>
<tr>
<td>Conference Program</td>
<td>✓ Half-page ad</td>
<td>✓ Quarter-page ad</td>
<td>✓ Add-on **</td>
</tr>
<tr>
<td>Passport Inclusion</td>
<td>✓</td>
<td>✓</td>
<td>✓ Add-on **</td>
</tr>
<tr>
<td>Event Signage</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Room Naming Rights</td>
<td>✓ Conference room</td>
<td>✓ Add-on **</td>
<td>✓ Add-on **</td>
</tr>
<tr>
<td>Bag Literature</td>
<td>✓ 2 passes **</td>
<td>✓ Add-on **</td>
<td>✓ Add-on **</td>
</tr>
<tr>
<td>Speaker Dinner Passes</td>
<td>✓ 20%</td>
<td>✓ 10%</td>
<td>✓</td>
</tr>
<tr>
<td>Other Options Discount</td>
<td>20%</td>
<td>10%</td>
<td></td>
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</tbody>
</table>

* Early bird through May 15, 2022

** Add-on - additional options available for booth sponsors, if not already included:

- Full-page Program Ad: $2,000
- Half-page Program Ad: $1,000
- Quarter-page Program Ad: $500
- Conference Room Naming: $1,500
- Attendee Bag Literature: $500
- Speaker Dinner Pass: $500

Other Sponsorships - other sponsorship options available; booth sponsors receive additional discount:

- Wednesday Speaker Dinner: $4,000
- Training Days Lunch: $2,000
- Thursday Breakfast: $1,500
- Thursday Lunch: $2,500
- Thursday Snack: $1,250
- Friday Breakfast: $1,500
- Friday Lunch: $2,500
- Friday Snack: $1,250
- Attendee Badge Sponsor: $2,500
- Lanyard Sponsor: $1,500
- Attendee Bag Sponsor: $2,500
- Happy Hour Sponsor: $3,000
- Happy Hour Music: $2,000
- Happy Hour Mechanical Bull: $2,000
- Lunchtime Music: $1,500
- Conference Room Naming: $2,000
- Ballroom Naming: $3,000
- Speaker Gifts: Contact us
- Thurs. Video (per room*): $2,000
- Friday Video (per room*): $2,000

* 10 second logo intro added per video that are uploaded to YouTube
Who Attends LASCON?

[Image of a pie chart showing the distribution of attendees by role and department.]

Ready to Join Us?

Reserve your spot by using our online form. [https://lascon.org/become-a-sponsor/](https://lascon.org/become-a-sponsor/)