LASCON

2023

GAME OF VULNS

Conference Days: October 26-27, 2023

Sponsor Prospectus

lascon.org

About LASCON

The Lonestar Application Security Conference (LASCON) is an annual OWASP-associated conference held in Austin, TX. It is a gathering of about 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.

Booth Sponsorships

	Platinum (3 available) — Early bird [1]: **$8,000** / General: $10,000	**Gold** — Early bird [1]: **$5,500** / General: $7,000
Booth	✔ Main Hallway [2]	✔ Exhibitor Room
Conference Passes	✔ 5 passes [3]	✔ 3 passes [3]
Lead Retrieval (Mobile App)	✔	✔
Logo on Website	✔ Main page	✔ Sponsors page
Conference Program	✔ Half-page ad	✔ Quarter-page ad
Passport Inclusion	✔	✔
Event Signage	✔	✘
Room Naming Rights	✔ Conference room	✘ Add-on [4]
Bag Literature	✔	✔
Speaker Dinner Passes	✔ 2 passes	✘ Add-on [4]
Other Options Discount	✔ 20%	✔ 10%

Note: We require that our Platinum and Gold sponsors provide giveaway items (min. 1 of $50 or more)

Silver (Exhibit Only)	**$3,500**	**Silver Sponsor is an exhibit-only package with benefits that include:** ● Booth in Exhibitor Room or hallway ● 2 Conference passes [3] ● Logo on Sponsors page of event website *Note: no lead retrieval service provided for this booth sponsorship option*

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[1] *Early Bird discount through May 15, 2023*

[2] *Exhibitor space is open with no partitioned walls and consists of one 5' banquet table (tablecloth/skirt included) and two chairs in an approximately 8' x 8' area.*

[3] *Conference passes included with booth sponsorships must be used for sponsor representatives at the booth. Pass provides full access to conference day activities that include attending conference sessions and meals/snacks. Any passes not used for booth reps can be used to register other attendees at the sponsor's discretion*

[4] *Add-on options include the following:*
   Conference Room Naming: $1,500
   Speaker Dinner Pass: $ 500

Other Sponsorship Options

Other sponsorship options available. Platinum and Gold sponsors receive additional discounts.

Features Sponsorships

Wednesday Speaker Dinner	**$4,000**	Dinner provided for speakers and invited guests is held on Wednesday evening. Sponsor benefits include: ● Signage at the dinner event ● Logo on Sponsors page of event website ● Brief 5 minute time at end to speak to attendees at the dinner
Happy Hour Sponsor	**$3,000**	Open bar and appetizers served Thursday evening, usually starting at the end of the last presentation session. Drink tickets are handed out to attendees. Sponsor benefits include: ● Event signage ● Sponsors can attend Happy Hour and hand out drink tickets ● Logo on Sponsors page of event website ● Mention in Conference Program
Happy Hour Mechanical Bull	**$2,000**	Thursday evening activity that is an annual event at LASCON. Sponsor benefits include: ● Event signage ● Logo on Sponsors page of event website ● Mention in Conference Program
Video Intro	**$2,000**	LASCON contracts with a video production vendor to record all the conference sessions presented in each room on both days. The videos are published on LASCON's YouTube channel and accessible from the LASCON website. <u>Sponsorships are available on a **per-room** and **per-day** basis </u>and will include adding a 10 second logo introduction to each video for that day/room. Sponsor benefits include: ● Logo intro on recorded videos produced for a specific room on a specific day. ● Logo on Sponsors page of event website.

Meal/Snack Sponsorships

Training Days Lunch	**$2,000**	Lunch is provided to the trainers and attendees who have paid for the separate two-day pre-conference training. Sponsor benefits include: ● "Sponsored By" signs displayed by food items ● Logo on Sponsors page of event website ● Mention as a sponsor in various marketing communications ● Lunch items will be set up and served in the hallway by the training rooms.
Conference Days Breakfast/ Lunch/ Snack	**$1,500** **$2,500** **$1,250**	Option will either be for **Thursday Breakfast, Thursday Lunch**, **Thursday Snack**, **Friday Breakfast**, **Friday Lunch**, or **Friday Snack**. Sponsor benefits for each include: ● "Sponsored By" signs displayed by food items ● Logo on Sponsors page of event website ● Mention as a sponsor in various marketing communications ● Food items will be set up and served in the exhibitor room.

Other Sponsorships

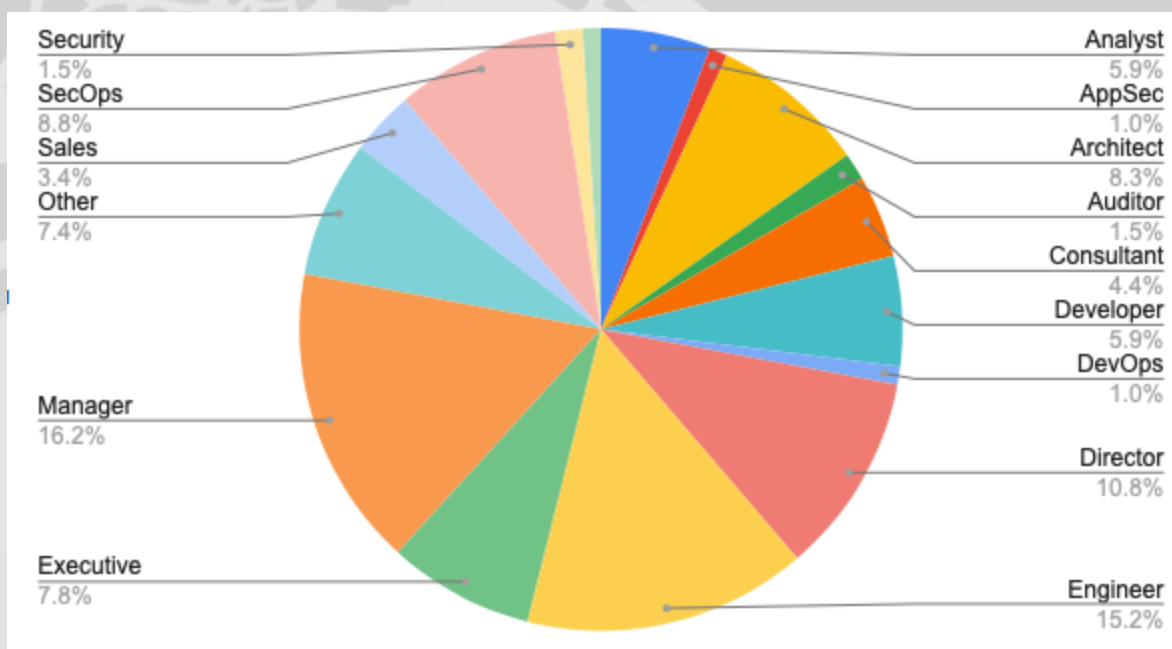|		
Attendee Badge Sponsor	**$2,500**	Sponsor benefits include: ● Company logo printed on each customized collectible attendee conference badge ● Logo on Sponsors page of event website
Lanyard Sponsor	**$1,500**	Sponsor benefits include: ● Company logo printed on each conference badge lanyard ● Logo on Sponsors page of event website
Attendee Bag Sponsor	**$2,500**	Sponsor benefits include: ● Company logo printed on each attendee tote bag. ● Logo on Sponsors page of event website

Happy Hour Music	$2,000	During the Thursday evening Happy Hour, a musician will play music (typically acoustic guitar). Sponsor benefits include: ● Event signage ● Logo on Sponsors page of event website ● Mention in Conference Program
Lunchtime Music	$1,500	A musician will play music (typically acoustic guitar) during lunchtime in the ballroom. Sponsor benefits include: ● Event signage ● Logo on Sponsors page of event website ● Mention in Conference Program
Full-Page Program Ad	$2,000	Sponsor benefits include: ● Full-page company ad placed in the printed (8.5" x 11") Conference Program.
Half-Page Program Ad	$1,500	Sponsor benefits include: ● Half-page company ad placed in the printed (8.5" x 11") Conference Program.
Quarter-Page Program Ad	$1,000	Sponsor benefits include: ● Quarter-page company ad placed in the printed (8.5" x 11") Conference Program.

Who Attends LASCON?

LASCON attracts a wide variety of attendees whose roles in their organizations vary. Not only do we see developers, security engineers, and information security professionals, but also managers and company CEOs. Attendees from types of companies such as non-profits, state agencies, startups, and other local larger tech companies. We also attract attendees from around the world.

Below provides demographic information about our typical attendees.

Attendees by Job Roles

Security 1.5%
SecOps 8.8%
Sales 3.4%
Other 7.4%
Manager 16.2%
Executive 7.8%

Analyst 5.9%
AppSec 1.0%
Architect 8.3%
Auditor 1.5%
Consultant 4.4%
Developer 5.9%
DevOps 1.0%
Director 10.8%
Engineer 15.2%

We do not sell or otherwise divulge our attendee contact data. Booth sponsors are encouraged to gather attendee contact information by either using the lead retrieval service (only available to Platinum and Gold sponsors) or collect business cards at their table. The Passport also provides incentives for attendees to visit sponsor booths as part of completing the form for closing ceremony giveaway drawings.

Ready to Join Us?

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