LASCON
2026
Pre-Conference Training Days
Tuesday/Wednesday - October 27-28, 2026
Conference Days
Thursday/Friday - October 29-30, 2026
Sponsor Prospectus
lascon.org
Reserve your spot by using our online form. https://lascon.org/become-a-sponsor/

About LASCON

The Lonestar Application Security Conference (LASCON) is an annual OWASP conference held in Austin, TX. It is a gathering of 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 450 attendees can be accommodated, space for up to 20 exhibitor sponsors, and features a ballroom and three other meeting rooms for conference sessions. Continental breakfast, buffet lunch, and snacks/drinks provided for each conference day. Norris has been the venue location for all but one of LASCON's sixteen 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 an exhibiting sponsor
- Promotion of your brand during sponsored events and announcements during the conference
- Advertising in printed conference program and email/social media marketing

Sponsorship Opportunities

Secure prime visibility for your organization with a sponsorship package.

Booth Sponsorships

Booth Sponsorships are only for the duration of the Conference Days (Thursday and Friday).	**Platinum (3 available)** Limited Early Bird [1]: $9,000 General: $11,000	**Gold** Limited Early Bird [1]: $6,000 General: $8,000
Booth	✔ Main Lobby [2]	✔ Exhibitor Room [2]
Conference Passes	✔ 5 passes [3]	✔ 3 passes [3]
Lead Retrieval *(Mobile App)*	✔	✔
Logo on Website	✔ Main and Sponsors page	✔ Sponsors page
Conference Program	✔ Full-page ad	✔ Half-page ad
Passport Inclusion *	✔	✔
Event Signage	✔	✘
Room Naming Rights	✔ Conference room	✘
Bag Literature	✔	✔
Speaker Dinner Passes	✔ 2 passes	✘ *Add-on* [4]
Other Options Discount	✔ 20%	✔ 10%

** Note: Platinum and Gold sponsors agree to provide a raffle prize worth at least $50.*

Silver (Exhibit Only) — **$3,500**

Silver Sponsor is an exhibit-only package with benefits that include:

- Booth in Exhibitor Room or hallway [2]
- 2 Conference passes [3]
- Logo on Sponsors page of event website

IMPORTANT: lead retrieval service is NOT provided for this sponsorship option

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[1] *Early Bird discount only provided for the **first Platinum** and **first five (5) Gold** with **contracts signed** by **May 15, 2026***

[2] *Exhibitor space is open concept with no partitioned walls and consists of one 5' banquet table (tablecloth/skirt included) and two chairs in an approximately 6' x 8' area. Selection of exhibitor space is prioritized by level of sponsorship and when agreement was signed.*

[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 option for individual Speaker Dinner Pass at $500 each.

Other Sponsorship Options

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

Featured/Popular Options

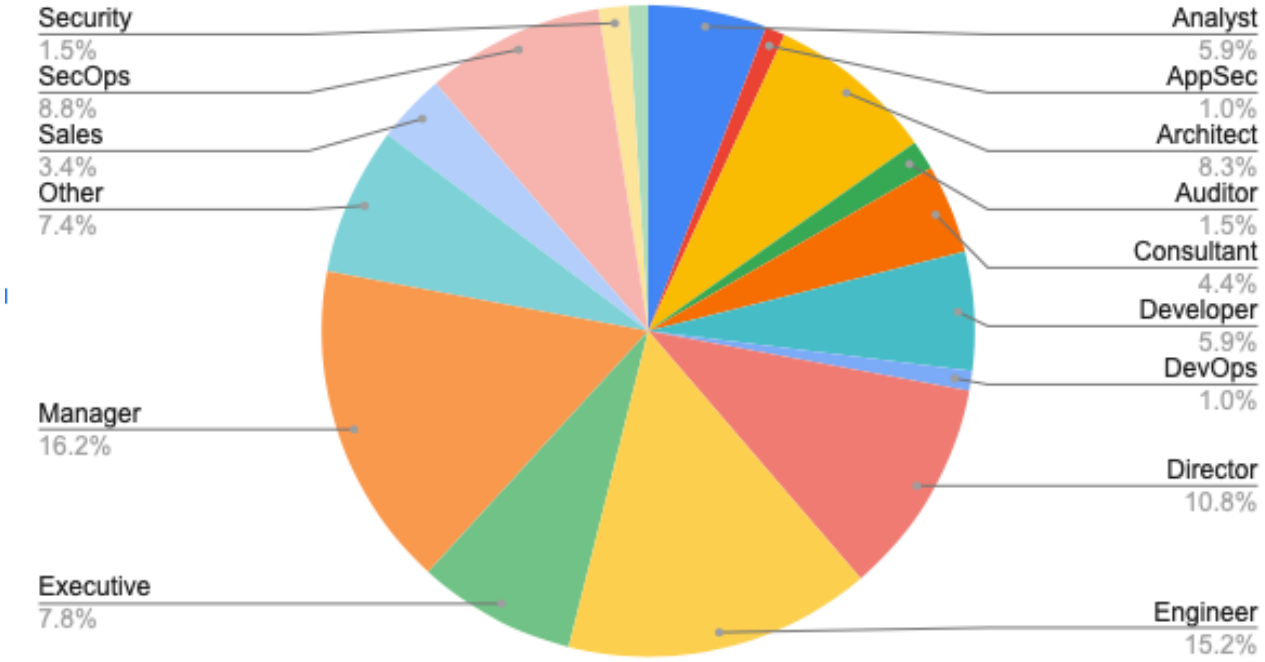
Happy Hour Sponsor	**$3,500**	Open bar and appetizers served Thursday evening, usually starting after the last session of the day. Drink tickets are handed out to attendees. Sponsor benefits include: • Event signage • Sponsors can attend Happy Hour and hand out drink tickets • Logo on Sponsors page of event website • Mention in Conference Program
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
Video Intro Sponsor	**$5,000**	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. Sponsorship includes adding a five (5) second logo introduction to all conference session videos. Sponsor benefits include: • Logo intro on recorded videos produced for the conference sessions. • Logo on Sponsors page of event website.
Happy Hour Mechanical Bull Sponsor	**$1,200**	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
Attendee Bag Sponsor	**$2,500**	Sponsor benefits include: • Company logo printed on each attendee tote bag. • Logo on Sponsors page of event website

Other Options

Training Days Food Sponsor	**$750**	Breakfast, lunch, and snacks provided by the venue on both Tuesday and Wednesday for trainers and attendees who have paid for the separate 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 ● Food items will be set up and served in the hallway by the training rooms.
Conference Days Food Sponsor	**$1,500**	Breakfast, lunch, and snacks provided by the venue on both Thursday and Friday morning for the attendees. 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 ● Food items will be set up and served in the exhibitor room. ● Quarter-page ad in printed 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.



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.

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