

Sponsorship & Exhibitor Information Packet



EXHIBIT SHOW DATES

June 25th -26th , 2014

EXHIBIT SHOW CONTACTS

Send questions and requests to:

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Kelly Santalucia

OWASP Foundation

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SHOW LOCATION

Anglia Ruskin University
East Road/Broad Street Entrance

Cambridge

CB1 1PT

United Kingdom

[Map](#)

SHOW WEBSITE

<https://2014.appsec.eu/>

TO: AppSec EU 2014 Sponsors & Exhibitors

FR: Kelly Santalucia, Adrian Winkles, Justin Clarke & AppSec EU 2014

RE: Exhibitor Kit – Confirmation Packet and Materials

On behalf of OWASP, the AppSec EU 2014 conference planning team, and everyone who will be attending the 2014 OWASP AppSec EU 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 application security since it was founded 13+ 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 Friday, May 30th
- ❖ Due Date: Book Hotel Rooms As soon as possible
- ❖ Due Date: To secure A/V rentals As soon as possible
- ❖ Due Date: 400 company brochures for attendee bags Wednesday, June 11th
- ❖ Due Date: Shipment of booth set up After 8am Monday, June 23rd and before 5pm Tuesday, June 24th
- ❖ Check in Wednesday, June 25th by 8am
- ❖ Vendor Set Up Wednesday, June 25th 6am-7:30am
- ❖ Exhibitor Showroom Wednesday June 25th 8am-5pm and Thursday June 26th 8am-5pm
- ❖ Vendor Tear Down Thursday, June 26th at 6pm

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1. Preparing Yourself & Your Team

1.1 Register:

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 use the registration info to create name badges and ensure proper food counts.

1.2 Book your Hotel Rooms:

Hotel:

We have confirmed rooms at both hotels below for the benefit of Conference delegates. You are encouraged to secure your accommodation via the [registration form](#) to ensure that you receive the negotiated competitive rate. Rate of £60 + VAT per night. Subject to availability.

[Cambridge Newmarket Road Hotel](#)

180-190 Newmarket Road
Cambridge, CB5 8HF
United Kingdom



[Travelodge Cambridge Central Hotel](#)

Cambridge Leisure Park Clifton Way
Cambridge, CB1 7DY
United Kingdom



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1.3 Plan for Arrival

How To Get There – Traveling to Anglia Ruskin University Cambridge Campus

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

Please note that trains do not run overnight, so if you are arriving in the evening please check train times in advance: www.trainline.com.

If you would like to book a taxi from an airport it will be cheaper if you book in advance using one of these firms:

A1 Cabco +44 1223 313131

Panther Taxis +44 1223715715

Arriving at London Stansted Airport

Taxi

A pre booked taxi from London Stansted Airport to Cambridge will cost approximately £45-£55 each way.

Coach

National Express operates a coach service from Stansted Airport to Cambridge (£8). Coaches leave regularly from the bays at the front of the terminal building. You will need to check the screens for the correct bay. The journey should take approximately 50 minutes. The coach station in Cambridge is a very short walk to the campus.

Train

Follow the signs to the main line station and buy a single ticket to Cambridge (£12). Trains go direct to Cambridge from Stansted Airport. The journey should take between 33-51 minutes. The train station in Cambridge is a 15-20 minute walk to the campus.

Arriving at London Heathrow Airport

Taxi

A pre booked taxi from London Heathrow to Cambridge will cost approximately £95-£115 each way.

Coach

National Express operates a coach service from Heathrow Airport to Cambridge (£20 single) every hour from the Central Bus Station (Terminals 1,2 & 3). Coaches leave around every half an hour from Terminal 4 & 5 and then travel on to the Central Bus Station. You can buy a ticket from the driver (credit cards not accepted). The journey should take approximately 2 hours 45 mins. You can pre-book this by visiting www.nationalexpress.com

Underground and Train

Follow signs for the Heathrow Express and buy a ticket to Cambridge. From Heathrow, you take the Heathrow Express into central London to Paddington Station. Follow signs and take the underground to King's Cross (Circleline). Follow signs to the main line station, where you catch a train to Cambridge. The journey should take approximately 2 hours 15 minutes in total. Costs are approximately £44. Alternatively you could choose to take the Underground (Piccadilly Line –Eastbound) all the way from Heathrow to Kings Cross station. The journey should take around 2 hours in total. Depending on the time of day you will be travelling it will cost around £27.

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Arriving at London Gatwick Airport

Taxi

A pre booked taxi from London Gatwick to Cambridge will cost approximately £120-130 each way.

Coach

Follow the signs to the coach station. National Express operates a coach service from Gatwick Airport to Cambridge (£15 – £40 single) via Heathrow airport. The journey should take approximately 4 hours.

Underground and Train

Follow the signs for the main line station and buy a single ticket to Cambridge. Take the main line train direct to St Pancras. Follow the signs to Kings Cross mainline station (a short walk) and take a mainline train to Cambridge. The journey should take approximately 2 hours 15 minutes. Depending on the time of day it will cost around £30.80.

Arriving at London Luton Airport

Taxi

A pre booked taxi from London Luton to Cambridge will cost approximately £55-£70 each way.

Coach

National Express operates a coach service from London Luton Airport direct to Cambridge (£15.90). Coaches leave every 2 hours. The journey should take approximately 1 hour 40 minutes.

Train

Take the shuttle bus service connecting the airport with Luton Airport Parkway station. Buy a single ticket to Cambridge (£38) and then take the First Capital Connect train to London St Pancras. Follow the signs to the main line station at Kings Cross (a short walk) and from there, take a train to Cambridge. The journey should take approximately 2 hours 20 minutes in total.

Arriving at London City Airport

Taxi

A pre booked taxi from London City to Cambridge will cost approximately £80-£95 each way.

Underground and Train

Follow the signs for the DLR (Docklands Light Railway). Buy a single ticket to Cambridge (£25.20). Take the train to Bank Underground station and take the Northern Line (Northbound, Platform 4) to King's Cross St. Pancras Underground Station Kings Cross. Follow the signs to the mainline station and from there, take a train to Cambridge. The entire journey should take approximately 1 hour 45 minutes.

Arriving at Cambridge International Airport

Taxi

A pre booked taxi from Cambridge Airport to Cambridge will cost approximately £10-15 each way.

Shuttle Bus

The airport Lynx Shuttle Bus service operates 20 minutes after every arrival. It costs £5.50 each way. For more information visit <http://www.airportlynx.co.uk/shuttle/shuttlebus.html>

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Coach/Bus

Cambridge city centre is only three miles from the airport and a Park & Ride bus provides direct travel into Cambridge. The bus stop is located just a few minute's walk from the terminal on Newmarket Road. Additionally there is a frequent Stagecoach bus (number 10) that operates from the same location.

Arriving at London St Pancras

If you come into the country by rail - via the Euro tunnel through France - then you will arrive at St Pancras station. Follow the signs to Kings Cross (a short 10 minute walk) and buy a single ticket to Cambridge (£22.00) and then take a train to Cambridge. The entire journey should take approximately 1 hour 10 minutes.

Travel/Car Parking

There is **NO** car parking available on site. If you need to drop off and collect items for your exhibit stand you can request a 30 minute time slot during the following times:

- ❖ Tuesday, June 24th 5pm-7pm
- ❖ Wednesday June 25th 6am-8am
- ❖ Thursday June 26th 4pm-7pm

Please email Heather Hutchens heather.hutchens@anglia.ac.uk if you require a drop off and/or collection parking space.

On arrival in Cambridge

Coaches from the airports arrive at Parkside directly opposite the Police Station. The University is very close, only about 0.25km on foot from Parkside, simply turn left at the traffic lights into East Rd and the campus is a short way along on the right. It should take you less 2-3minutes to walk to the campus even with a suitcase. Cambridge main line railway station is about 1.5km from the campus, to the south of the city centre. It will take around 20 minutes to walk to the campus from the railway station. You are advised to get a taxi from the station to the campus.

Useful Maps:

Anglia Ruskin University local area, Cambridge and campus maps can be accessed [here](#).

Tube map: Transportation for London can be found [here](#).

Useful Websites:

<http://www.visitcambridge.org/>

http://www.anglia.ac.uk/ruskin/en/home/your_university/anglia_ruskin_campuses/cambridge_campus/about_cambridge.html

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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 description of 50 or fewer words for inclusion in the conference program no later than May 30, 2014.

Additionally, please send a high resolution horizontal logo in vector graphics format so it can be resized appropriately for the website, wiki, and program. Logo must be received no later than May 30, 2014.

2.2 Please send Sponsorship Ad

All program materials including company description, logos, and ads **MUST** be received by May 30th in order to insure they will appear in the printed program. Please submit to appseceu2014@owasp.org.

The conference program will have a finished size of 8" x 8", *ad sizes are as follows:*

Active area:

1/4-page: 4"x4" (Silver and Gold)

1/2-page: 4"x8" (Platinum)

full page: 8"x8" (Diamond)

1/4-page (w/bleed):4.5"x4.5"

1/2-page (w/bleed):4.5"x8.5"

full page (w/bleed):8.5"x8.5"

For ads that are to bleed, the artwork must extend at least 1/4" on each side. The book will be a finished size of 8"x8" so a full page ad with bleeds, for example, would need to be sized to 8.5" x8.5". The "live" area would of course be 8"x8" 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 company literature placement in attendee bags, please send **400 copies** to the address below. They **MUST** arrive no sooner than June 4th and no later than June 11th. Inserts that arrive before June 4th and after June 11th will NOT be placed in the bags. *Maximum of one insert per company.*

*Mr. Adrian Winckles
Department of Computing and Technology (Mellish Clark 204)
Anglia Ruskin University
East Road
Cambridge CB1 1PT
UK*

****NOTE:** Please email [Heather Hutchens](mailto:heather.hutchens@anglia.ac.uk) with details of what you will be sending to include:

- ❖ Brief description of package
- ❖ Size/number of packages
- ❖ Date of Shipment

Booth Material Shipping & Receiving Information:

****All booth materials that are being shipped MUST arrive after 8am on Monday, June 23rd and before 5pm on Tuesday, June 24th.**** Any sponsor wishing to ship booth materials will need to contact Heather Hutchens heather.hutchens@anglia.ac.uk to ensure a smooth delivery. Materials may be shipped to:

*Mr. Adrian Winckles & Ms. Heather Hutchens
Department of Computing and Technology
Anglia Ruskin University
East Road
Cambridge CB1 1PT
UK*

2.4 Electricity & Wi-Fi

Power will be provided via one socket or extension lead at each exhibit area. Wi-Fi access throughout the exhibit area will also be available.

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2.5 Lead Retrieval

More information will be provided at a later date

3. Preparing For The Conference

3.1 Exhibit Hours

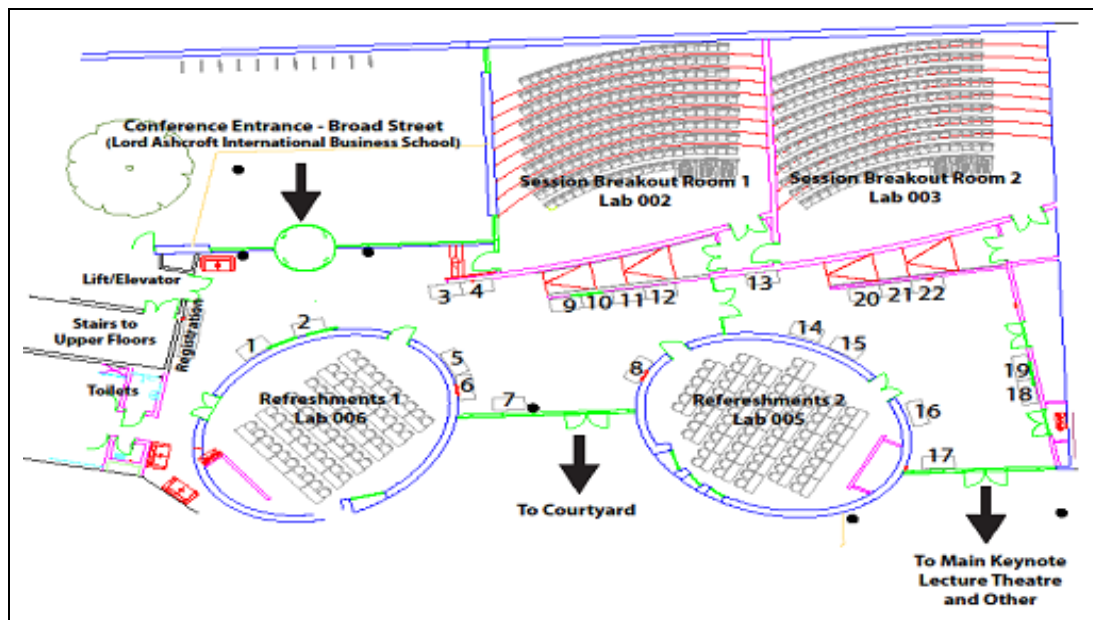
- ❖ **Location:** Exhibit Area will be on the ground floor of the Lord Ashcroft Building (Broad Street Entrance).
- ❖ **Vendor Set Up:**
 - Wednesday June 25th 6am-7:30am
- ❖ **Vendor Check In:**
 - Wednesday June 25th by 8am
- ❖ **Expo Dates:**
 - Wednesday June 25th 8am-5pm
 - Thursday June 26th 8am-5pm
- ❖ **Vendor Tear Down:**
 - Thursday June 26th 6pm-7:30pm

We will be providing some locked storage space the night of Wednesday June 25th for exhibitors to use, however everything must be collected before 7Am on Thursday June 26th.

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3.2 Vendor Floor Plan



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 booth will have:

- ❖ One trestle table (152cm long, 76cm wide & 76cm high)
- ❖ Two chairs
- ❖ Linen table cloth
- ❖ Power via one socket or extension lead
- ❖ Wi-Fi access through-out the exhibit area

3.4 Conference Schedule

Details on the schedule are available at: <https://2014.appsec.eu/conference-schedule/>

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3.5 Vendor Passport

Diamond, Platinum, and Gold Sponsors will automatically be included in our passport program. Other sponsors may participate by adding this to their sponsorship package. Additionally, please let us know if you have items that you want to include 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 appseceu2014@owasp.org for more information.

3.6. A/V Rentals

The local planning team suggests you contact <http://www.absoluteavs.co.uk> as a local vendor for renting equipment. For renting brochure stands, etc., please contact http://www.discountdisplays.co.uk/html/exhibition_stand_hire.html

4. Other Questions?

Is there something we missed? Please email us at appseceu2014@owasp.org.

SPONSORS CHECKLIST

✓	Task	Deadline
	Register all staff for the event using the discount codes provided to you http://sl.owasp.org/appseceuregister	ASAP
	Send your company profile and logo for printed conference program to appseceu2014@owasp.org	May 30 th
	Send sponsorship ad for printed conference program to appseceu2014@owasp.org	May 30 th
	Book your hotel rooms https://2014.appsec.eu/hotels/	ASAP
	Ship 400 inserts for attendee bags (if applicable)	June 11 th
	Order A/V equipment	ASAP
	Ship booth & related materials for sponsor expo area	Must arrive after 8am Monday, June 23 rd and before 5pm Tuesday June 24 th
	Let the OWASP AppSec EU 2014 team know what they can do to help you have a great event! Contact us at appseceu2014@owasp.org	ANYTIME

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