



Resources **MULTIPLIED.**

ASIS INTERNATIONAL CHAPTER RESOURCE KIT

GSX
GLOBAL SECURITY EXCHANGE

POWERED BY
ASIS
INTERNATIONAL

23-27 SEPTEMBER 2018

LAS VEGAS CONVENTION CENTER | LAS VEGAS, NV

GSX.org | #GSX18

Produced in Partnership with



DEAR ASIS CHAPTER LEADERS:

ASIS International's flagship event has a new name and a fresh look—but it's still the world's most trusted and established event for security professionals worldwide. More than just a new name, Global Security Exchange (GSX) is the expert-level education, networking, and marketplace you have come to know and value—**multiplied**.

GSX provides an unparalleled opportunity for your chapter members to explore the current and future security landscape, exchange key ideas and best practices, expand global connections, and experience new innovations.

To help you promote this important event to your members, we have created this kit to serve as an informational resource. We encourage you to refer to it when communicating with your members and local contacts leading up to the show.

How to Use This Kit

This kit includes information that you can use to promote GSX at chapter meetings and social events. We also are providing numerous downloads such as logos, banner ads, and advertisements that you can include in your chapter newsletters, website, and emails. Visit GSX.org/chapters for more information.

The resources available in this kit or online include the following:

TALKING POINTS

key messages to help focus your conversations, answer questions, and get people excited about GSX

JUSTIFICATION TOOLKIT

helpful information attendees can use to demonstrate ROI and achieve management buy-in and funding for attendance

COPY INSERTS

suggested language to promote GSX that can be easily placed in member correspondence (newsletters, your website, emails, and social media posts)

SOCIAL MEDIA

information on social media outlets and suggested posts to get members excited and engaged in the conversation

MULTIMEDIA AND GRAPHICS

download logos, graphics, and videos for use on social media, websites, and more

FACT SHEET

key information about the event in one convenient reference that can be posted/shared with members via newsletters, your website, emails, and social media posts

We hope you find this information useful. If you have any questions or need additional materials, please contact the GSX Marketing Team at marketing@asisonline.org. We look forward to seeing you in Las Vegas!

Talking **POINTS**

Here are some key messages to convey when promoting Global Security Exchange:

- Make plans now to join us on Sunday for the **Opening Night Celebration** as we kick off Global Security Exchange. Taking place at the popular Brooklyn Bowl, this event is a fantastic way to get ready for the week ahead, as well as a wonderful opportunity to catch up with colleagues and make new connections.
- Come join your colleagues at the annual **President's Reception at Drai's** Nightclub, located on the 11th story capstone of the stylish Cromwell hotel. Don't miss this unforgettable evening filled with plenty of food, fun, and celebrations—not to mention unrivaled views of the famous Las Vegas Strip!
- ASIS is committed to being more open and collaborative to create an open line of communication between ASIS staff and its members. Join us for our **Town Hall Meeting** on Sunday afternoon to hear about the latest news and meet the staff.
- Grab an **All-Access Pass** for four days of non-stop networking and education. You'll gain access to 300+ sessions covering everything from workplace violence and cyber security to ESRM and business operations—plus incredible keynotes, 500+ exhibitors, and unparalleled networking events.
- Get your **Expo-Only Pass for FREE!** You can explore the latest technologies and integrated solutions from 550+ exhibitors in an interactive, face-to-face setting that allows for in-depth research and product demos on the security solutions you need now.
- GSX is the best place to earn CPE credits! CPPs, PCIs, and PSPs can **earn up to 25 CPEs** for their participation. Don't miss this change to get an entire year's worth of credits in one short week.
- Military & Law Enforcement Appreciation Day honors the individuals who make our communities and world a safer place. As a thank you for your service, all active-duty law enforcement, military, and first responders get **FREE one-day admission to GSX** on Wednesday, 26 September.
- From coffee breaks to receptions, GSX offers countless opportunities to **connect with thousands of other professionals** who are dealing with the same challenges you face every day.
- The official website of GSX 2018 is **GSX.org**. Check it often, as new information will be continually posted as the event draws closer.

Justification **TOOLKIT**

We recognize that it can be difficult to take time away from the office to attend industry events. Travel budgets are tight, and managers often question the expense of sending employees to events such as Global Security Exchange.

That's why we've pulled together a justification toolkit to help your members easily detail the value and ROI of attending GSX.

We encourage you to review and share this information, so your members can gain a greater understanding of GSX and effectively communicate the value it provides when attempting to gain approval from management. You'll find:



A customizable attendance justification letter that can be submitted to managers for approval



Helpful tips to demonstrate why GSX is an outstanding investment

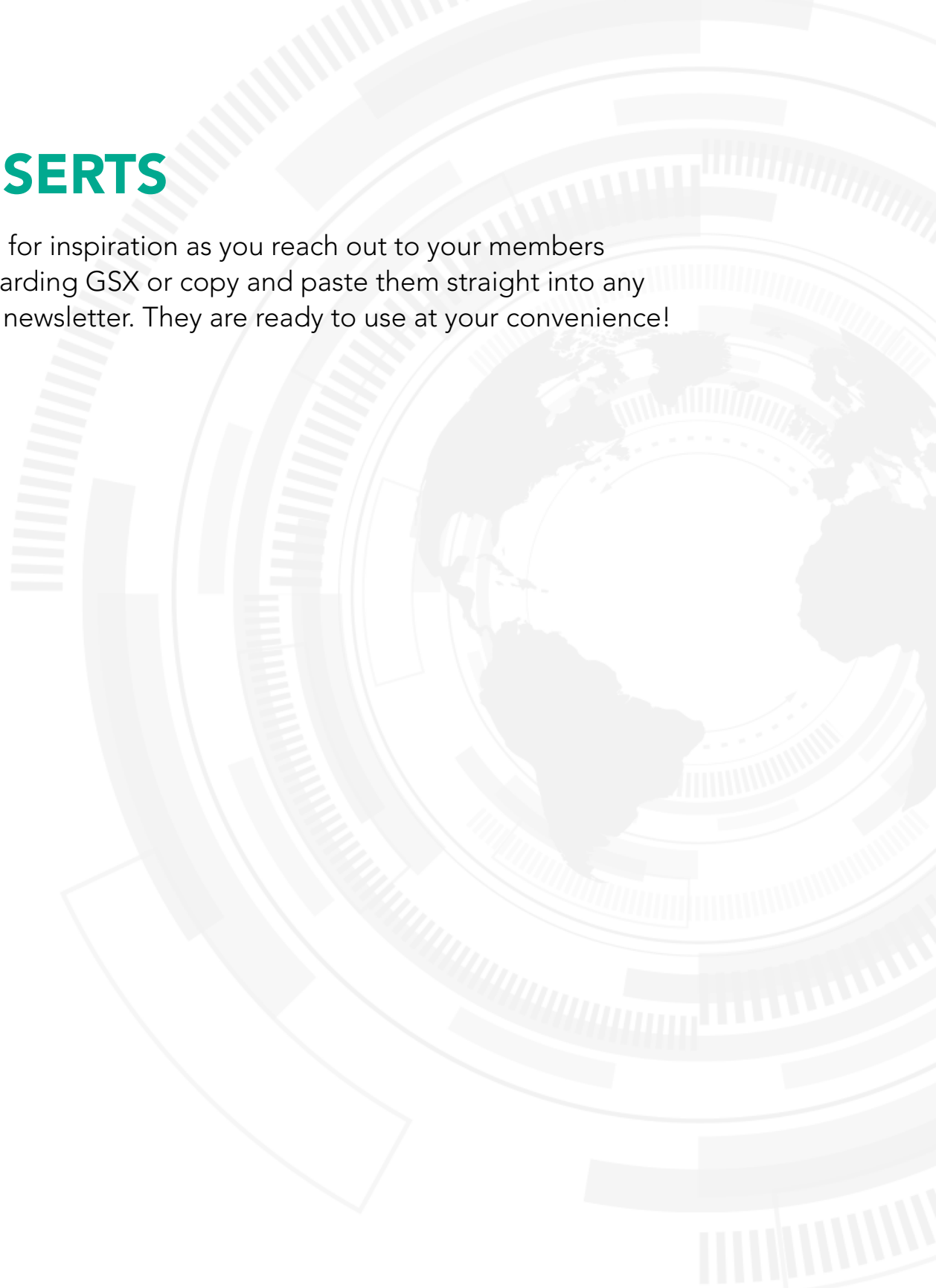


Tips for saving on travel and registration fees

LEARN MORE >> GSX.org/justify

Copy **INSERTS**

Use these inserts for inspiration as you reach out to your members and contacts regarding GSX or copy and paste them straight into any existing email or newsletter. They are ready to use at your convenience!



Social **MEDIA**

Be sure to include the #GSX18 on all social media outlets to allow your members to follow, join, and stay engaged in the conversation.

#GSX18

SAMPLE SOCIAL MEDIA POSTS

If it's essential to global security, you'll find it at #GSX18.
GSX.org/register

Everyone in the security industry will be at #GSX18—will you? Register now >> GSX.org

Experience the latest security technologies and innovations at #GSX18. Register at GSX.org.

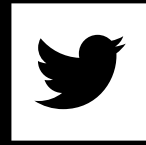
Education, innovation, and excellence converge at #GSX18. GSX.org/register

#GSX18 is taking over Las Vegas, 23-27 September. Register now >> GSX.org

Earn up to 25 CPE credits at #GSX18. Visit GSX.org to register.

#GSX18 is the education, networking, and solutions you have come to know—multiplied.
GSX.org/register

Join thousands of security pros and innovators at #GSX18 in Las Vegas. GSX.org/register



@ASIS_Intl



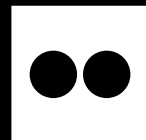
facebook.com/ASIS.GSX



linkedin.com/
company/asis-international



youtube.com/
user/ASISInternational



flickr.com/
photos/asisinternational

Multimedia and **GRAPHICS**

We all know content is king. Browse our library of images, videos, and graphics that you can use on your websites or social media pages, in emails or newsletters, and at chapter meetings. Help us spread the word about the profession's most trusted and anticipated event!

Visit GSX.org/graphics where you'll find:



Social Media Graphics



GSX Videos and Testimonials



Logos



Web Banner Ads



Images/Photos

Don't forget to include the **#GSX18** on all social media outlets to allow your members to follow, join, and stay engaged in the conversation.

Fact SHEET

WHAT

For more than 60 years, Global Security Exchange (formerly the ASIS International Annual Seminar and Exhibits), has been the premier event for security professionals worldwide—providing industry-leading education, countless connections, and the latest products and services on the market. Held every year in the fall, GSX showcases more than 550 exhibiting companies, an education program with 300+ sessions, and 22,000 registered attendees from 100+ countries.

WHO

Attendees include:

- Architects & engineers
- Audit & risk professionals
- Brand protection experts
- Business continuity specialists
- Business leaders
- Enterprise security risk management executives
- Government & military professionals
- Homeland security professionals
- Investigators
- IoT security professionals
- IT security professionals
- Law enforcement professionals
- Loss prevention professionals
- Researchers
- Risk management professionals
- Security consultants
- Security practitioners
- Security service providers
- Security trainers
- Security/law enforcement instructors
- Systems integrators, distributors, resellers, dealers

WHERE

Las Vegas Convention Center
Las Vegas, Nevada

WHEN

Pre-Conference Programs: 22-23 September

Conference: 24-27 September

Exhibits: 25-27 September

WHY

Tens of thousands of security professionals worldwide, across the public and private sector and all industry verticals, rely on ASIS International for trusted, vetted information, insights, and the peer support needed to keep ahead of current and emerging risks. And the newly rebranded Global Security Exchange (GSX) will continue to address the comprehensive nature of security, creating an integrated experience focused on understanding the changing landscape, and the tools and tactics to proactively anticipate and mitigate threats.

- Attendees can immerse themselves in four days of world-class, expert-led education, with the ability to earn up to 25 CPEs in just one trip.
- 550+ exhibitors provide an invaluable opportunity to demo products, talk to experts about technologies, and get questions answered about implementation.
- Experts and thought leaders from across the profession provide insights on key issues that are reshaping the security industry.
- Meet and exchange key ideas and best practices with colleagues from all verticals across the private and public sector.
- Catch up with old and new friends at countless networking events including the Opening Night Celebration and President's Reception.

WEBSITES & LINKS

GSX: GSX.org

Twitter: [@ASIS_Intl](https://twitter.com/ASIS_Intl)

Facebook: facebook.com/ASIS.GSX

LinkedIn: linkedin.com/company/asis-international