



YOUR SALES, **MULTIPLIED.**

EXHIBITOR PROSPECTUS

GSX

GLOBAL SECURITY EXCHANGE

FORMERLY ASIS ANNUAL SEMINAR & EXHIBITS

Produced in Partnership with



23-27 SEPTEMBER 2018

EXHIBIT HALL: 25-27 SEPTEMBER 2018

LAS VEGAS CONVENTION CENTER | LAS VEGAS, NEVADA

GSX.org | #GSX18

MULTIPLY YOUR ROI at GSX

Introducing Global Security Exchange (GSX), the new name and brand for the security industry's premier annual event—now revamped and with more business development opportunities than ever before.

Entering its 64th year, the newly rebranded Global Security Exchange (GSX), formerly the ASIS International Annual Seminar and Exhibits, remains the best place to connect with your prime buying audience—end users, systems integrators, and service providers. Powered by ASIS International, this is the one industry event of the year that unites the entire spectrum of security.

GSX is committed to your success. When you exhibit here, you'll connect with thousands of executives and decision makers actively assessing the latest security technologies and solutions to proactively anticipate and mitigate threats.

The reimagined exhibit hall is specifically designed to engage buyers, encourage interaction, and deliver tangible ROI. Beyond that, ASIS International ensures that your investment in GSX is reinvested back in the profession all year long in the form of professional development, certification programming, resource development, and best practice sharing.



Your participation in GSX delivers tremendous ROI to your company and supports the advancement of our profession each and every day.

TOP REASONS ATTENDEES COME BACK YEAR AFTER YEAR*



See the latest security products and services



Meet face-to-face with leading product and service providers



Evaluate potential global partners and import opportunities



Keep up to date on security issues and trends



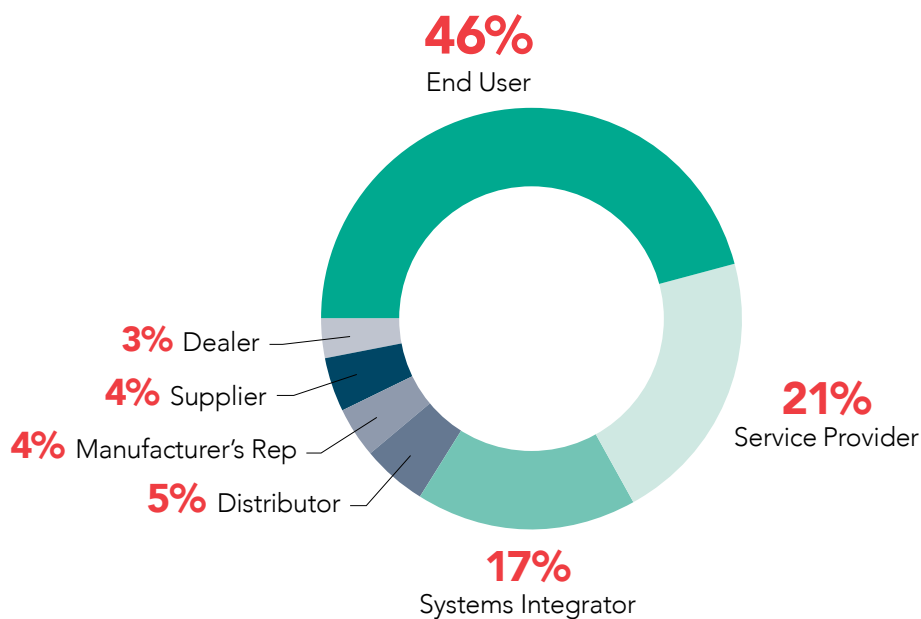
Network with security professionals

» RESERVE YOUR EXHIBIT SPACE TODAY.

Exponential **ACCESS**

Connect with security professionals representing every facet of the industry and 100+ countries around the world.

MEET PROFESSIONALS FROM ACROSS THE DISTRIBUTION CHANNEL*



GSX DELIVERS SERIOUS BUYERS*



“ASIS 2017 delivered a prime audience to promote our software solutions that leverage emerging technologies such as mixed reality, artificial intelligence, and machine learning. The addition of the high-quality content on the show floor not only offered us an opportunity to learn ourselves, but also drove attendees and buzz to the exhibition. We had consistent booth traffic and positive interactions with buyers and have already reserved our spot for Vegas.”

– Drew Weston, Director of Sales and Marketing, CodeLynx



Attendees spent an average of
8 hours
on the exhibit floor in 2017.

LEADS MULTIPLIED

Buyers from across every vertical of the security channel are looking for a wide and diverse range of products and services. Whether you're part of the public or private sector, you'll reach your audience here. The GSX exhibit hall is the perfect venue to expose your product and service portfolio to thousands of buyers—all under one roof.

ACCESS CONTROL

(entry and exit-physical or virtual/computer)

- Badges and badge printers
- Biometrics
- Bollards
- Document control
- Fencing/gates
- Keys/locks
- Smart cards
- Turnstiles

ACCESSORIES, FURNITURE & VEHICLES

- Armored vehicles
- Batteries
- Consoles/racks
- Power sources
- Shredders and other document destruction equipment
- Surge protectors
- Uniforms
- Tactical equipment
- Weapons (non-lethal and firearms)

ALARM SYSTEMS

- Alarm control panels
- Annunciators
- Central station monitoring
- Doors, windows, hardware
- Electronic article surveillance
- Sensors

BLAST MITIGATION & BULLET RESISTANCE

- Building materials
- Doors and hardware
- Framing systems
- Penetration testing
- Safes, vaults, and security containers
- Walls (blast resistant)
- Windows (glazing, films)

COMMUNICATIONS EQUIPMENT

- Central station
- Counter surveillance technology/services
- Dispatch systems
- Global positioning systems
- Intercom systems
- Mass notification
- Signal transmission

CRISIS AND EMERGENCY MANAGEMENT

- Fire prevention and safety
- Mass notification
- Safe rooms
- Shelters
- Tents
- Trailers
- Travel safety and emergency services
- Workplace violence

DETECTION/DETERRENT TECHNOLOGY

- Biochemical
- Bombs and explosives
- Canines
- Forensic analysis labs
- Imaging technologies
- Metal/weapons
- Mirrors
- Motion detectors
- Robotics
- Tamper-resistant seals & labels
- Technical Surveillance Countermeasures (TSCM)

GUARD SERVICES

- Guard equipment
- Guard shelters
- Guard tour

INFORMATION TECHNOLOGY & SYSTEMS

- Access control and authentication
- Application software
- Cybersecurity
- Data recovery services
- Encryption
- Intrusion detection and prevention
- Investigations
- Physical theft prevention
- Privacy
- Risk management
- Secure communications
- Wireless security

INVESTIGATION

LEGAL, INSURANCE & REGULATORY

- Compliance and ethics due diligence
- Expert witness
- Fraud
- Insurance

MANAGEMENT AND CONSULTING

PERSONNEL

- Certification
- Contract security personnel
- Drug testing/substance abuse
- Education and training
- Employee/employment screening
- Executive/VIP protection
- First aid
- Travel safety and emergency services
- Workforce management/staffing
- Workplace violence

SURVEILLANCE EQUIPMENT

- Cameras
- CCTV/camera systems
- Electronic article surveillance
- Lenses
- Lighting
- Night vision equipment
- Patient/employee monitoring
- Recording equipment/systems
- Remote video

TRACKING/MONITORING

- Armored car services/cash handling/courier services
- Asset tracking
- Canines
- Global positioning systems
- Patient/employee monitoring
- Property marking
- Supply chain
- Wireless/radio telemetry/long range monitoring

UNMANNED VEHICLES

- Anti-unmanned aerial vehicles/systems
- Drones



MULTIPLY YOUR LEADS
Exhibitors collected an average
of 126 leads in 2017!*

**per ASIS 2017 post-show exhibitor survey*

High-Impact **EXPOSURE**

Exhibiting at GSX 2018 provides an unparalleled opportunity to connect with high-level security buyers and decision makers who are gathering information and making purchasing decisions regarding the most effective security solutions and expertise available in the marketplace.

This is your best opportunity to show off your portfolio of products and services to thousands of buyers—all in one place at one time.

BUYERS FROM THE FOLLOWING COMPANIES ATTENDED ASIS IN 2017:

3M	Costco Wholesale	Johns Hopkins Hospital	PNC Bank	Service
7-Eleven	Cox Communications	Johnson & Johnson	Port Authority of NY & NJ	U.S. Secret Service
Adobe	CVS Health	Kellogg Company	Progressive Insurance	Uber Technologies
Aetna	Dallas Fort Worth	LL Bean	Revlon	United Airlines
Airbnb	International Airport	Lockheed Martin	Royal Caribbean Cruises	United Nations
Amazon	Dell Technologies	Love Field Security	Samsung	United Parcel Service
American Airlines	Deloitte	Lowe's	Shell Oil Company	University of California
American Express	Delta Global Services	Major League Baseball	Southwest Airlines	University of Miami
Amtrak	Extended Stay America	Marriott International	State Farm Insurance	University of Minnesota
Apple	Hotels	Mary Kay	SunTrust Bank	University of Oklahoma
Bank of America	ExxonMobil	Mastercard	Taco Bell	University of Pennsylvania
Bloomberg	Facebook	McDonald's	Target Corporation	Verizon Wireless
Blue Apron	Fannie Mae	MetLife	Texas A&M University	Virgin America
Blue Cross and Blue Shield	Farmers Insurance Group	Microsoft Corporation	The Dollar General Company	Visa
Boeing	Federal Bureau of Investigation	NASA	T-Mobile	Walgreens
Booz Allen Hamilton	FedEx	National Football League	Toshiba	Walmart
British Petroleum	Footlocker	National Gallery of Art	Toyota	Walt Disney World
BuzzFeed	GameStop	NBC Universal	Twitter	Wayfair
Capital One Bank	Garmin	Neiman Marcus	U.S. Army	Wells Fargo Bank
Carnegie Mellon University	General Mills	Netflix DVD	U.S. Department of Commerce	Xerox Corporation
Chicago Cubs	General Motors	NYPD	U.S. Department of Homeland Security	Yale University
Chick-fil-A	Halliburton	Nissan	U.S. Navy	Yelp
Citigroup	Hilton	Northrop Grumman	U.S. Postal Inspection	... just to name a few.
Citizens Bank	Honeywell	Panasonic		
Coca Cola	IBM	PayPal		
Comcast		Pfizer		

“This was an incredibly valuable show for our team. We sent five staff and never had an empty booth. Quality of contacts was excellent, and we’re looking forward to great success, driven from our efforts and connections at ASIS.”

– **Melissa Cooper**, Manager, Marketing & Communications, LifeRaft

>> RESERVE YOUR EXHIBIT SPACE TODAY.

EXHIBIT HALL HOURS:

TUESDAY, 25 SEPTEMBER

10:00 am–5:30 pm

WEDNESDAY, 26 SEPTEMBER

10:00 am–5:30 pm

THURSDAY, 27 SEPTEMBER

10:00 am–1:00 pm

***Please note all hours are subject to change.
Exhibitors will be notified by email of
all time changes.*

BOOTH PACKAGE:

\$52 per square foot

\$375 additional per corner

Minimum of 100 square feet

EACH BOOTH INCLUDES:

- 8 exhibitor badges per 100 square feet of exhibit space allowing access to the floor during setup, dismantle, and show hours
- 8' backwall drape, 3' side-rail drape, and 1 booth ID sign
- Your company logo, address, company description, and product categories included on the online floor plan and in the mobile app
- Complimentary description and listing included in the printed Show Guide (if committed by 6 August 2018)
- Complimentary marketing toolkit
- Pre-show list of registered media outlets

*Note: Carpeting is required
and is not included*

An investment that **MULTIPLIES**

At GSX, you'll not only strengthen your market position and promote your brand, you will also reinforce your organization's commitment to advancing the global security community—generating business opportunities and partnerships that will continue to pay off long after the show is over.

There's no better investment to boost your sales and marketing strategies than GSX 2018.

BONUS!

MORE OPPORTUNITIES FOR PROMOTION



INNOVATIVE PRODUCT AWARDS (FORMERLY ACCOLADES)

Participate in this popular competition that recognizes the industry's newest, most innovative products, services, and technologies featured at GSX (additional cost).



CUSTOMIZED INVITATIONS

Invite your customers and prospects to the show with complimentary, personalized e-mail invitations and banner ads.



INDIVIDUALIZED EXHIBITOR LANDING PAGE

Promote your presence and booth with a complimentary, customized web landing page.



VIDEO CONTEST

Submit a creative promo video telling attendees why your booth should be #1 on their list and have your video displayed onsite in Las Vegas; all videos will be posted on GSX website and promoted for voting.

Keep pace with this exciting industry and reap the benefits of its continued growth at GSX 2018.

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Redefining the exhibit hall **EXPERIENCE**

To meet the needs of information-hungry attendees, the exhibit hall will be transformed into a learning lab environment—bridging discussions with suppliers about solutions, building relationships, and sharing challenges, needs, and ideas that can impact future product development.

Experience the next generation of exhibits at GSX 2018.

"It's really important for our company to be at ASIS because it's THE place to be if you want to be a leader in the security industry."

- **Alex Runner**, Director,
Thought Leadership & Executive Communications, Johnson Controls

"The exhibit floor is THE premier place to showcase security products and services. Our exhibitors were very excited about the number and quality of leads they got in 2017, and our attendees were so pleased to be able to peruse so many different products and services in one place."

- **Kimberly Pratt**, Executive Director,
InfraGard National Members Alliance

"Exhibiting at ASIS is priceless for us because it gives us the opportunity to meet with buyers who are interested in our products—all in one place, during three short days."

- **Thomas Blakenship**,
Uniview/All CCTV Supply

"ASIS brings everybody together. We've been exhibiting here for more than 30 years. It's one of the most beneficial shows that we do in the industry."

- **Michael Mikaelian**, National Sales Manager,
Safety Technology International Inc.



MULTIPLY YOUR REACH in Las Vegas

The trade show capital of the world draws 9% more attendees than other cities—meaning more buyers, more leads, and more sales for you. Attendees also spend more time in meetings and on the expo floor in Las Vegas than any other city in the U.S.*

MULTIPLY YOUR SALES in 2018

Talk to us about how you can
engage your top customers and
prospects at GSX 2018!

COMPANIES #s-F



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COMPANIES G-P



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