



A Profitable **EXCHANGE**

SPONSORSHIP PROSPECTUS

GSX
GLOBAL SECURITY EXCHANGE

POWERED BY
ASIS
INTERNATIONAL

Produced in Partnership with



23-27 SEPTEMBER 2018

EXHIBIT HALL: 25-27 SEPTEMBER 2018

LAS VEGAS CONVENTION CENTER | LAS VEGAS, NEVADA

GSX.org | #GSX18

It's time to think **OUTSIDE THE BOOTH**

Entering its 64th year, the newly rebranded Global Security Exchange (GSX), powered by ASIS International, provides an unparalleled forum to speak with a global market of security professionals, form strategic partnerships, and secure new opportunities for profit. It's the best place to connect with your target audience—end users, systems integrators, and service providers—and show off your portfolio of products and services to thousands of buyers—all in one place at one time.

A PROFITABLE EXCHANGE

GSX offers countless ways to engage buyers, encourage interaction, and deliver tangible ROI beyond the traditional booth. From education and events to attendee amenities, there are a multitude of ways you can extend your brand reach, promote thought leadership, and win attendee loyalty at the show. Mix and match sponsorship opportunities to build the sponsorship package best suited for your marketing goals and budget.



Onsite **BRANDING**



All opportunities are exclusive unless indicated otherwise.



Aisle Signs

\$50,000

Your organization's name and logo will be prominently featured on every aisle sign, providing maximum visibility for your company. Sponsor provides logo; ASIS handles design and production.

SOLD!

NEW! Entrance Doors Decals

\$40,000

Be the first brand attendees see upon arrival at GSX by placing your logo on the front doors to the Las Vegas Convention Center.



Hotel Keycards

\$35,000

Put your brand directly in the hands of attendees every time they enter their hotel rooms. Custom-designed keys will be distributed at a selection of hotels; two keys per room.

SOLD!

Lanyards

\$35,000

See your company name and logo on the official lanyard that holds attendee badges at GSX. These lanyards are distributed to all attendees and are designed to be used throughout the events to display the required credentials.

SOLD!

Attendee Tote Bags

\$30,000

Everyone will see your brand coming and going when you sponsor the official GSX tote bags, which are handed out to conference attendees at registration. This durable cloth bag will continue to be used by attendees long after returning to their offices.

SOLD!





Onsite **BRANDING**



Shuttle Buses

\$30,000

Shuttle buses are the preferred method of transportation for GSX attendees. Imagine the impact your full-color message will have at bus pick-up lines, in the streets of Las Vegas, and at official hotels. In addition, your brand will be featured on the shuttle bus schedule that is included on signage at pick-up and drop-off locations and in the printed Show Guide.

Center Aisle Decals

\$25,000

Drive traffic to your booth with these prominent footprints strategically placed down the length of the exhibit hall. Ten (10) large carpet decals (4'x4') will be spaced along the 20' center cross aisle and the two wide main entrance aisles.



Connection Lounge

\$25,000

The Connection Lounge in the exhibit hall is a popular area for attendees to relax, charge up, and catch up with colleagues. The Lounge is a fully carpeted and furnished 30'x20' island. Sponsorship includes signage, recognition in the Show Guide, and opportunities for the sponsor to provide branded water bottles and/or distribute promotional materials.

Notepad & Pen

\$25,000

Attendees are always looking for something to write on—and write with—and this attractive notepad and pen combo, imprinted with your company's logo, will fit the bill perfectly! Each conference attendee receives one in his/her tote bag.



Badges

\$20,000

Ensure your brand is seen by everyone at GSX by placing your logo on the badges. This sponsorship provides tremendous visibility throughout the entire event.

Note: Attendee badges only; does not include exhibitor badges.



Onsite **BRANDING**



NEW! Headphones

\$20,000

Three learning theaters on the show floor will feature a series of 30-minute presentations on a wide array of critical security issues and hot topics. Now you can provide attendees with custom branded headphones that they can use to listen to sessions and take home after GSX! Headphones will be handed out in each theater.

Approximately 10,000 headphones will be ordered.



Entrance Units

\$15,000/entrance

Gain maximum visibility by placing your company's product at the exhibit hall entrance.

Three (3) entrances available.

SOLD!



NEW! Rest Stops

\$15,000

As sponsor of the GSX Rest Stops, your company will have high visibility down the main center aisle. Each stop will have back-to-back park benches for attendees to sit and relax. Includes standing directional and overhead signage.

Five (5) Rest Stops will available throughout the exhibit hall.

NEW! Grand Concourse Built-In Charging Station

\$15,000/station

Take advantage of these built-in charging stations in the Grand Concourse. This sponsorship provides the opportunity to brand the large back wall of the charging station and the stools. Sponsor also has the opportunity to leave promotional items (to be approved by ASIS) on the counters and branded charging cables. Your company provides the graphics, ASIS does the rest.

Two (2) opportunities available.

SOLD!

Certification Lounge

\$12,000

As the sponsor of the prime meeting and networking place for ASIS certificants and members of the Professional Certification Board, your company's branding will have maximum exposure to this important group. Your company's logo will be prominently displayed on signage and your company literature may be placed in the lounge. Open Tuesday through Thursday in the exhibit hall.





Onsite **BRANDING**

Coffee Breaks

\$4,000 daily

\$12,000 exclusive

Keep your clients and prospective customers at their peak! As attendees grab a 'cup of joe' in the exhibit hall, they'll thank you for sponsoring this much-appreciated service. Your company logo will appear on signage at six (6) stations throughout the exhibit hall. Provide branded cups, sleeves, or napkins to maximize your impact.



International Trade Center

\$12,000

Promote your brand to buyers and prospective customers from outside the United States as they meet and relax in this popular destination in the exhibit hall. Sponsorship includes onsite signage and the opportunity to distribute literature in the center. Provide branded cups and napkins for even more exposure.

Note: Sponsor must be a U.S. company to take advantage of this opportunity.

Volunteer Shirts

\$10,000

Outfit show volunteers at the Ask Me and information kiosks with your company logo imprinted on the ASIS Volunteer shirts.



Charging Station

\$8,000/station

Always crowded and constantly used by attendees, these charging stations provide maximum visibility throughout the LVCC.

Five (5) locations available:

- Exhibit Hall Food Court #1
- Exhibit Hall Food Court #2
- East Concourse
- Central Concourse
- International Trade Center
(sponsor must be a U.S. company)

Hotel Room Drop

\$5,000

Your company will be top-of-mind when your literature is placed right outside attendees' hotel rooms. Customers will arrive at your booth, ready to talk business and learn more. Sponsor provides literature; ASIS manages distribution. One drop daily (Sunday, Monday, or Tuesday evening). Sponsor is responsible for any additional hotel fees that may apply.

Onsite **BRANDING**

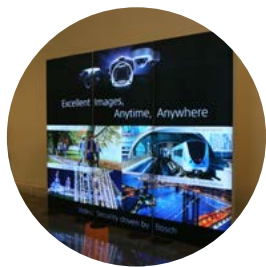


NEW! Tote Bag Inserts

\$4,000

Make an impression when you put your company's information or promotional item into the hands of qualified buyers. All conference attendees will receive a GSX tote bag at registration. Make sure your message is the first one they see! Inserts must be approved by ASIS.

Eight (8) opportunities available.



Lighted Meterboards

\$3,500/meterboard

Light up your brand with these colorful bright displays located near the exhibit hall entrances in the Central and East Concourses. Opportunity to combine meterboards to create a display size of your choosing. Sponsor provides the graphics, ASIS does the rest.

GSX Passport

\$2,500

Drive traffic to your booth and increase brand awareness with the GSX Passport. As attendees walk the show floor, they will stop at participating booths and receive a stamp on their passport. Increase face-to-face interactions with this low-cost opportunity. Passports include sponsor logo and booth number.

Nine (9) opportunities available.

Column Wraps

Call for pricing

Whether you wish to promote your brand, enhance a new product, or call attention to your booth number, column wraps can be a powerful tool in your exposition marketing plan. Wraps are cost-effective and extremely eye catching! Various locations are available throughout the Las Vegas Convention Center. Contact us for locations.

Hanging Banner

Call for pricing

Place your brand front and center in the Las Vegas Convention Center. Please contact us for available locations and pricing.

Exhibitor Meeting Rooms

Call for pricing

A variety of meeting rooms are available to suit any meeting needs that you may have at GSX. Book meeting space for a half day, a few days, or the entire week.





Digital **OPPORTUNITIES**

NEW! Wi-Fi

\$50,000

ASIS offers free Wi-Fi access to participants during GSX. The Wi-Fi sponsor will be able to define the landing page attendees see as they connect to the Internet, along with branded signage throughout the LVCC with access instructions. Participants must reconnect after 30 minutes of inactivity, providing your company with additional exposure on the landing page.

Housing Confirmation Emails

\$5,000/banner

\$25,000 exclusive

Your banner ad with a hyperlink to your company website will be included on all housing confirmation emails sent to attendees. Confirmation emails are exclusive to attendee housing only.



Mobile App Splash Page

\$25,000

Place your brand front and center on the mobile app. Each time an attendee opens the mobile app they will see your company's advertisement.

SOLD!

Registration Confirmation Emails

\$5,000/banner

\$25,000 exclusive

Your banner ad with a hyperlink to your company website will be included on all registration confirmation emails sent to attendees.

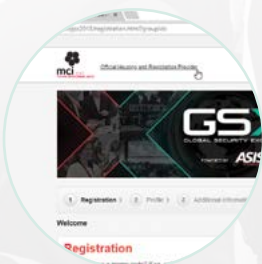
Registration Website Banners

\$5,000/banner

\$25,000 exclusive

Your brand will be featured on Global Security Exchange's registration website. More than 22,000 people register for GSX, providing unparalleled impressions and views.

Note: this web banner cannot be hyperlinked.



Digital OPPORTUNITIES



Promotional Email

\$10,000/email

Build excitement by sending attendees a dedicated HTML email prior to GSX letting them know why they should stop by your booth. Provide information on demos, prize giveaways, and product releases, so attendees know visiting your booth has to be on their itinerary. Sponsor provides HTML files; ASIS deploys to pre-registered attendees.

Four (4) opportunities available.

Mobile App Digital Banner

\$4,000

As attendees navigate through the GSX 2018 app, your banner ad will be front and center to drive traffic to your booth.

Five (5) opportunities available.

NEW! Online Retargeting Campaign

\$3,000/month

Take your marketing to next level with an online retargeting campaign. ASIS targets GSX.org visitors with your advertising campaign across the Internet. Use this online campaign to target buyers before they visit your booth and follow up with a campaign to remind attendees about your company. Receive in-depth reports about your advertisement's performance. You provide the graphics, ASIS takes care of the rest.



NEW! Digital Signage

\$2,500/15 seconds

Place your customized advertisement on various digital displays throughout the LVCC that are centrally located and will draw attendees' attention.

Seventeen (17) opportunities available.

Mobile App Alert

\$2,000/alert

Have a push notification message appear on the GSX mobile app to drive traffic to your booth. One alert allowed per sponsor per day; maximum two alerts sent each day.



Digital **OPPORTUNITIES**



ASIS TV Advertorial

\$5,000

ASIS TV will work with you on creating a 2-3 minute commercial that's branded for your company and helps meet your company's marketing objectives.

Other opportunities with ASIS TV are available. Contact ASIS for more information and pricing.



NEW! Online Floor Plan

Enhanced Listings

Silver Package \$750

Gold Package \$1,500

Exclusive Online Exhibit Hall Sponsorship: \$5,000

Place your advertisement at the bottom of the online floor plan. The online floor plan receives nearly 100,000 page views in the three months leading up to GSX.



Exclusive Online Directory: \$4,000

Show Highlight: \$500

(requires Gold Package)

Showcase your product image or video on the online exhibitor listing page. 21 opportunities available.

Product Category Sponsorship: \$500/category

Make sure your company is the #1 listing for each product category that you sponsor.



Thought **LEADERSHIP**



Keynotes

\$25,000

As sponsor of a high-profile keynote address, your company will have prominent exposure (signage, logo projected on screen, and verbal acknowledgement) to this large audience at the beginning of each day. Enjoy reserved, front row seating for 10, as well as a meet and greet with the keynote (if possible). At your request, ASIS will distribute your product literature at the door or you may place one on each seat.

Four (4) opportunities available.

CSO AND DIAMOND CLUB LOUNGES



The Diamond Club & CSO Lounge is an exclusive forum for qualified exhibitors and buyers to connect for critical business networking and meetings. In addition to private conference rooms and refreshments, access to this year's Lounge provides security professionals with enhanced benefits such as charging areas, concierge services, and meeting brokerage services.

Meeting Room

\$25,000

Reserve a meeting room in the exhibit hall for your company's use. Your company will have access Tuesday-Thursday during exhibit hall hours. This is the most convenient way to have private meetings or to provide your customers with the ability to hold their own meeting. Rooms seats approximately 20 people.

Two (2) opportunities available.

VIP Happy Hour

\$20,000

Provide CSOs with a selection of drinks and heavy hors d'oeuvres to enjoy while they network during this exclusive happy hour. Sponsorship includes the opportunity for two (2) guests to attend this invitation-only happy hour, signage near the food and drink stations, and the the opportunity to provide branded cocktail napkins.

Lunch

\$15,000

Give this VIP audience a reason to lunch in the lounge. Upgrade a traditional box lunch to something with more substance for this important audience and get your brand noticed. Sponsor will receive signage near the food stations and sponsor will have the opportunity to provide branded napkins.

Breakfast

\$10,000

Provide CSOs and Diamond Club guests with the most important meal of the day. Make sure they start their day off strong with a hearty breakfast that will keep them satisfied throughout a day of meetings and education. Sponsor receives signage near the food stations and will have the opportunity to provide branded napkins.



Charging Lockers

\$10,000

Provide CSOs with a safe place to store and charge their phones, laptops, and tablets with a branded charging station that will keep their valuables safe.

Pop-Up Meeting Rooms

\$2,500

More than 200 meetings took place in the Diamond Club Lounge in 2017; ensure these CSOs and key buyers see your brand at GSX 2018. Sponsor a meeting room where your logo will be prominently displayed throughout the three days of the show. Sponsor will have the opportunity to place their branded materials within the meeting room, which seats approximately 10-12 people.

Three (3) opportunities available.



Networking **EVENTS**

Opening Night Celebration

Sunday, 23 September | 7:00 – 10:00 pm

Taking place at Brooklyn Bowl at The LINQ, this reception is the perfect occasion to network with attendees in a casual, fun atmosphere. Your brand will be associated with the Opening Night Reception on GSX marketing campaigns, providing additional exposure to this highly-attended event.

Title Sponsor: \$100,000

Associate your brand with the Opening Night Celebration and host a private VIP event for guests of your choosing one hour prior to the reception. Hosting your event at the Opening Night Celebration means ASIS subsidizes the cost of your party making your dollars go even further. Sponsor will also receive first choice when it comes to branding opportunities throughout the venue.

Premier Sponsor: \$50,000

Associate your brand with the Opening Night Celebration and host a private VIP event for guests of your choosing one hour prior to the reception. Hosting your event at the Opening Night Celebration means that ASIS provides some assistance for the cost of your party, including food and beverage, and entertainment. The Premier Sponsor also receives onsite branding.

Bowling Lanes: \$1,000/lane

Make sure attendees see your brand when they lace up their shoes and start knocking down pins!

Bowling Lane Digital Signage: \$1,000/banner

\$10,000 exclusive

Place your brand above each bowling lane. Advertisements will rotate.



Women in Security & Young Professionals Happy Hour **\$15,000**

Sponsor this exclusive reception that highlights and celebrates the value and successes of women and young professionals in the security industry. The reception provides a forum for women, young professionals, and those new to the industry with an opportunity to network in a comfortable and relaxed environment. As a sponsor of this event, your logo will be prominently featured on signage at the event.

Networking **EVENTS**



President's Reception

Wednesday, 26 September | 7:00 – 10:00 pm

Taking place at Drai's Nightclub at the Cromwell, this highly anticipated reception is a great way to further your conversations with attendees you met the first two days of GSX. Drai's nightclub features more than 5,000 square feet of the latest LED screens and 20+ televisions; glass surfaces and table and bar tops, are also available for branding. ASIS will promote your brand on all marketing for the President's Reception, promoting your brand even more at GSX 2018.

Title Sponsor: \$100,000

Host your event at GSX by inviting your clients to a private reception, one hour prior to the President's Reception. This sponsorship is fully customizable and will provide your company with exposure before and during GSX. Sponsor receives assistance in generating a VIP guest list, assistance on food, beverage, and entertainment costs, and first choice on available branding opportunities at Drai's.



Premier Sponsor: \$50,000

Keep your company top of mind by giving attendees a reason to remember your brand at your private reception, one hour prior to the President's Reception. Sponsor receives assistance in generating a VIP guest list, and some assistance on food and beverage, and entertainment costs. There's no better time to reach these attendees than at the most widely attended reception at GSX!

Private Cabana: \$2,000/cabana

Invite guests to join you at your private cabana during this fun-filled night. Cabana will be branded with your company's logo.

Private Bungalows: \$2,000/bungalow

Your company will have a private bungalow during the President's Reception. Invite guests to join you at this fun-filled night. Bungalow will be branded with your company's logo.



ASIS Happy Hour

\$5,000/sponsor

\$25,000 exclusive

ASIS International will host a happy hour for all attendees and exhibitors in the exhibit hall on Tuesday afternoon. Make sure your brand is front and center during this busy time in the hall. Six (6) bar stations will be strategically placed throughout the hall and will feature sponsor logos.

SAVE \$500

by purchasing either
a Private Cabana or
Bungalow at Drai's
Nightclub and a Bowling
Lane at Brooklyn Bowl
for \$2,500!



Career **CENTER**

Professional Development Program

\$25,000

As the Professional Development sponsor, your company will receive maximum recognition in the Career Center in the exhibit hall. Position your company as a thought leader and recruit new talent. Sponsorship includes:

- One 45-minute career-oriented presentation in the Career Center; presentation slides may be branded with sponsor logo
- Sponsor logo featured throughout the Career Center on the screen between presentations, on the website, in the mobile app, and on towers
- Social media recognition including one (1) post each on LinkedIn (99,000 members), Facebook (9,000 followers), Twitter (19,500 followers), and Instagram; posts must be non-commercial in nature
- Featured story in the ASIS Career Wire newsletter; includes 750 words, logo, and image
- Quote from your company in a press release announcing the Career Center educational lineup
- Two (2) complimentary job postings on the ASIS Career Center website



Headshot Studio

\$10,000

Your company's logo will be featured on signage at the Headshot Studio in the exhibit hall, on the unique ID cards provided to each attendee to download their photos after GSX, and on the website where attendees access their photos. Ensure that your brand will be recognized with this highly utilized and useful experience.



Career Center Coaching

\$7,500

Provide attendees with a coach for resume reviews or career advice. This is a great way to give back to the security profession and meet potential candidates. ASIS provides the career coach.

Three (3) opportunities available.

THE OSPAs



Monday, 24 September | 12:00 – 1:30 pm

The U.S. Outstanding Security Performance Awards (OSPAs) are part of a global awards organization currently running in eight countries and designed to recognize and reward outstanding performance within the security sector. Attendees from around the world gather each year at this seated lunch to celebrate our industry's biggest achievements.



**Outstanding Security
Performance Awards**



OSPAs Luncheon

\$15,000

Your company will be top-of-mind as attendees gather for this popular seated luncheon. Enjoy a reserved table and 10 complimentary tickets. At your request, ASIS will distribute your product literature at the door or you may place one at each place setting.



Category Sponsor

\$2,500/award

Present the award winner from one category of your choosing. Sponsor receives two (2) tickets to the luncheon, and logo recognition on the stage screen.

Note: You may not sponsor a category for which you are winning.



Show Guide **ADVERTISING**

PRINT ADS

Full-page
(inside front
or back cover)

\$6,440

Full-page

\$4,500

Half-page

\$3,195

Floor Plan/Locator

\$7,000

Highlight your company on the printed floor plan included in the Show Guide. Your company will be highlighted in the exhibitor listing and your logo will be displayed clearly on the floor plan map. Logo and listing will also be displayed on the You Are Here Locators found in high traffic areas of the LVCC.



ASIS FOUNDATION

Sunday, 23 September | 8:00 am – 3:00 pm

The ASIS Foundation Golf Tournament at Bali Hai Golf Club allows attendees and exhibitors to kick off GSX with a day on the greens. Entry fees include breakfast, player gifts, and a buffet lunch. Tournament proceeds benefit the Foundation and its mission to advance the security profession. Don't miss out on this great opportunity to put your brand in front of this key audience while supporting a great cause.



Golf Tournament Awards Luncheon

\$5,000

Celebrate the end to a great day on the greens with the players at this premier networking event by providing lunch and trophies for the winners. Your company's logo will be prominently displayed on signage and table tent cards at the luncheon. You will also receive two (2) registrations for your staff to mix and mingle with players and ASIS will verbally thank your company for your sponsorship of the event.

Golf Pro/Longest Drive Contest

\$2,500

Sponsor a Golf Pro who will be made available to help attendees make their longest drive. Attendees will be encouraged to make a donation to the ASIS Foundation to have their shot made for them. Your logo will be prominently featured at this destination.

Hole Sponsorship

\$1,500

Get your company logo in front of the players at this premier networking event before Global Security Exchange begins. Your company's logo will be prominently displayed on hole signage at one (1) hole.

Closest to Pin Contest

\$1,600

Motivate the players to play their best with the Closest to Pin contest. Your company's logo will be displayed on signage at the contest hole.

Beverage Cart

\$10,000

Refresh all of the players before, during, and after their game of golf. Your company's logo will be displayed on each of the beverage carts throughout the tournament.

Breakfast

\$3,500

Provide the most important meal of the day to the players at this premier networking event. Your company's logo will be displayed on signage around the breakfast area.

SPONSORED GOLF ITEMS

Tote Bag \$7,500

Golf Shirts \$7,500

Golf Balls \$3,500

Golf Hats \$3,500

Golf Towels \$3,500



Sponsorship LEVELS



ASIS recognizes multiple levels of sponsorship support based on your company's total investment. Customize your exposure at GSX with branded and content-oriented sponsorships to meet your needs and goals.

	Platinum \$75,000+	Gold \$50,000	Silver \$25,000	Bronze \$10,000
Permanent priority points	4	3	2	1
Bonus priority points	5	4	3	1
President's Reception tickets	5	3	2	1
Opening Night Celebration tickets	8	5	3	2
All-Access Passes	3	2	1	1
Entry into Diamond Club and access passes	25 passes	25 passes	10 passes	10 passes
Featured in ASIS-TV sponsor thank you video (interview)	•	•	•	•
Onsite signage recognition	•	•	•	•
Company logo and hyperlink on GSX website	Platinum level	Gold level	Silver level	
Highlighted level sponsor on mobile app	•	•	•	•
Sponsor logo for use on promotional materials and emails	Platinum level	Gold level	Silver level	Bronze level

Customize Your **SPONSORSHIP**

Contact us to customize a sponsorship package that will maximize your exposure and stay within your budget.

COMPANIES #–F



Julie Sullivan
703.518.1475
julie.sullivan@asisonline.org

COMPANIES G–P



David Donahoe
703.518.1448
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COMPANIES Q–Z



Luigi Buttafuoco
703.518.1502
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Sponsorships can **increase your exhibit's visibility by a whopping 104%***—generating more traffic per square foot, which means more contacts, more leads, more prospective sales, and more value for your marketing dollar.

**Center for Exhibition Industry Research (CEIR)*