



# A Profitable **EXCHANGE**

SPONSORSHIP PROSPECTUS

# GSX

GLOBAL SECURITY EXCHANGE

FORMERLY ASIS ANNUAL SEMINAR & EXHIBITS

**8-12 SEPTEMBER 2019**

**McCORMICK PLACE | CHICAGO, IL**

**GSX.ORG | #GSX19**

# A PROFITABLE **EXCHANGE**



Entering its 65th year, 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.

## THINK OUTSIDE **THE BOOTH**



GSX offers countless ways to engage buyers, encourage interaction, and deliver tangible ROI beyond the traditional booth. From education and events to attendee amenities and lounges, 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.

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)*

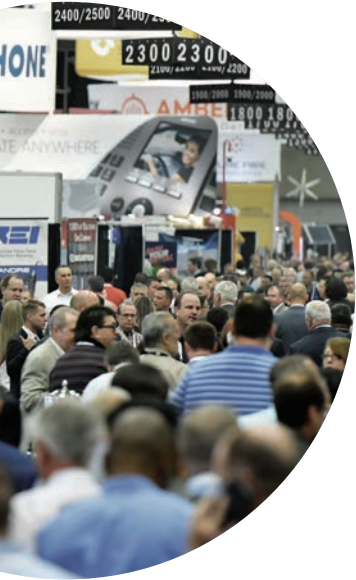
# Thought **LEADERSHIP**



## **Keynotes**

**\$25,000/keynote**

As the sponsor of a high-profile keynote address, your company will have prominent exposure (signage, logo projected on screen, and verbal acknowledgement) to a 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.**



## **NEW! Exhibitor Hosted Education**

**\$5,000**

*Requires silver level sponsorship*

Host a 30-minute session for attendees on either the Xcelerated Exchange Stage or the Xperience Stage in the exhibit hall. Your session must be focused on education and may not be used for sales. Your session will be featured on the GSX website, Show Guide, mobile app, and conference brochure. Deadlines apply. **Five opportunities are available.**

## **NEW! Learning Track**

**\$500/session**

Thousands of attendees come to GSX looking for best practices and expert insights on the latest security topics and challenges. Position your company as a thought leader by sponsoring one of the learning tracks in the conference program. Sponsorship includes onsite signage, company logo on screen, verbal recognition, and your logo on the GSX website, Show Guide, mobile app, and conference brochure. Deadlines apply. *Total cost varies based on the number of sessions included in the track; must sponsor all sessions in the chosen track.*







# Networking **EVENTS**



## **OPENING NIGHT CELEBRATION**

**Sunday, 8 September | 7:00 – 10:00 pm**

This reception is the perfect occasion to network with attendees in a casual, fun atmosphere as we kick off the week. Your brand will be associated with the Opening Night Reception on GSX marketing campaigns, providing additional exposure to this highly-attended event. Multiple opportunities are available that can be customized to your marketing goals.



## **PRESIDENT'S RECEPTION**

**Wednesday, 11 September | 7:00 – 10:00 pm**

This highly anticipated reception is a great way to further your conversations with attendees you met the first two days of GSX. Your brand will be associated with the President's Reception on GSX marketing campaigns, providing additional exposure to this widely attended closing event. Multiple opportunities are available that can be customized to your marketing goals.



# Networking **EVENTS**



## **OPENING NIGHT CELEBRATION & PRESIDENT'S RECEPTION OPPORTUNITIES**

### **Critical Impact**

**\$150,000 EXCLUSIVE**

As the Critical Impact Sponsor, your company will be the exclusive sponsor of the reception of your choice. Your company will be provided with additional time from 6:00 – 7:00 pm for a VIP experience with ASIS Leadership and invited guests. This sponsorship is entirely customizable—let us know how you want to reach your target audience and we will work with you to ensure that your reception is one that they will remember!

- ◆ Exclusivity including branding and VIP experience
- ◆ Exclusivity on all marketing collateral leading up to the event, including print and online
- ◆ \$30,000 towards food and beverage; \$5,000 towards entertainment
- ◆ Onsite signage and customized branding
- ◆ Two-minute video with sound (sponsor is responsible for video production)
- ◆ Looping video (no sound) from 7:00 – 10:00 pm
- ◆ Transportation from three designated pick-up locations for invited guests
- ◆ Opportunity for product demos
- ◆ One (1) promotional email inviting GSX attendees to your event (value \$10,000)
- ◆ 100% of all signage time during the VIP Experience (6:00 – 7:00 pm) and 50% of all signage time from 7:00 – 10:00 pm
- ◆ Scripting during morning keynotes to remind attendees and acknowledge your company's sponsorship

### **High Impact**

**\$100,000 (multiple opportunities available)**

- ◆ \$20,000 towards food and beverage; \$3,500 towards entertainment
- ◆ Logo, hyperlink, or company listing on all printed and digital marketing collateral
- ◆ Transportation from two designated pick up locations for invited guests
- ◆ Scripting during morning keynotes to remind attendees and acknowledge your company's sponsorship



**Additional opportunities available upon request.**



# Onsite **BRANDING**

## **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.

## **Entrance Door Decals**

**\$40,000**

Be the first brand attendees see upon arrival at GSX by placing your logo on the front doors to McCormick Place. Don't miss this exclusive opportunity—no other brands will be featured on the outside of the convention center!



## **Attendee Tote Bags**

**\$35,000**

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.



## **Hotel Key Cards**

**\$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.



## **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.

## **Exhibit Hall Entrance Units**

**\$30,000**

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

## **Shuttle Buses**

**\$10,000 for 3 buses**

**\$30,000 for 10 buses**

Shuttle buses are the preferred method of transportation for attendees to get to and from McCormick Place each day of the show. Imagine the impact of your full-color message printed on a 40'x2' ribbon, covering the right side of the bus, on the door side. In addition, your brand will be featured on the shuttle bus schedule, signage at pick-up and drop-off locations, and in the printed Show Guide. Price includes cost of production.

## **Center Aisle Decals**

**\$25,000**

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

## **Con-X-tion Lounge**

**\$25,000**

The Con-X-tion Lounge in the exhibit hall is a popular area for attendees to relax, recharge, 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.



# Onsite **BRANDING**



## **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 company's logo and message on the badges. This sponsorship provides tremendous visibility throughout the entire event. *Includes attendee badges only; does not include exhibitor badges.*



## **Headphones**

**\$20,000**

Three learning theaters in the exhibit hall feature 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 the Xperience Stage and the Xcelerated Exchange Stage. Approximately 10,000 headphones will be ordered.



## **GSX D3 Experience: Drones, Droids, Defense**

**Customize Your Exposure**

The GSX D3 Experience is a special feature area in the exhibit hall that explores all things unmanned and how these technologies are reshaping global security today. Attendees can experience interactive demonstrations of the latest unmanned aircraft platforms, counter-UAS systems, ground-based robotics, and unmanned vehicle technologies. Customize your exposure in the GSX D3 Experience from branding opportunities to display time. Multiple opportunities are available.

## **Lighted Meterboard Display**

**\$3,500/meterboard**

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

## **Coat & Bag Check**

**\$15,000**

Place your brand front and center when attendees check their coats and bags. Your company will be featured on signage in front of the Coat & Bag Check and each attendee will receive a ticket for their items with your company's logo. The Coat & Bag Check is available Monday through Thursday.



## **NEW! Popcorn Snack Break**

**\$15,000**

Provide attendees with a snack break in the exhibit hall on Wednesday afternoon. Popcorn is a sumptuous treat that will attract attendees from all over the exhibit hall. Your company will receive a popcorn station placed near your booth as well as four (4) additional locations throughout the hall, onsite signage, and your company logo on the popcorn cartons and all related marketing promotions.

## **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 be available throughout the exhibit hall.



# Onsite **BRANDING**



## **Coffee Breaks**

\$4,000 daily

\$12,000 exclusive

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.

## **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. *Sponsor must be a U.S. company to take advantage of this opportunity.*

## **ASIS Staff & Volunteer Shirts**

\$10,000

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

## **NEW! Hydration Stations**

\$10,000

Make sure attendees know who is quenching their thirst with a logo on signage located near each water station in the exhibit hall Tuesday through Thursday. Sponsor has the option to provide branded water bottles.

## **Charging Stations**

\$8,000/station

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

## **NEW! Exhibit Hall Tours**

\$5,000

ASIS International will be hosting one tour per day on Tuesday, Wednesday, and Thursday for attendees. These one-hour tours will feature your company as the featured tour stop for the day you choose. Receive a floor sticker in front of your booth and be included on all marketing collateral for the tours. Four (4) tours are available. Your company also has the opportunity to guide the tour for an additional \$1,500 investment.

## **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.*

## **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 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.



# Onsite **BRANDING**



## **NEW! First-Time Attendee Orientation**

**\$2,500**

Attending GSX for the first time can be overwhelming, which is why we invite first-timers to join us for a fun orientation that introduces them to the different areas of the exhibit hall, networking events, and educational opportunities. Your logo will be included on signage and you have the opportunity to distribute literature in the orientation room. Sponsor can also provide swag for attendees.



## **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.



## **NEW! Exhibit Booth Literature Drop**

**\$1,500**

Reach more than 550 security companies that exhibit at GSX. Sponsor provides 600 literature pieces for distribution. Each exhibitor will receive your literature early Tuesday, Wednesday, or Thursday morning before the hall opens. This is the best opportunity to get your promotional literature in the hands of every exhibitor. One opportunity available per day; ASIS approves all pieces.



## **MULTIPLY YOUR LEADS**

45% of attendees attended  
for the first time in 2017!



# Onsite **BRANDING** BANNERS, COLUMNS, WRAPS



- **REGISTRATION**
- **EXHIBIT HALL**
- **GENERAL SESSION**
- **MEETING ROOMS**

SIGNAGE SPONSORED BY Hanzhuang

## Exclusive Signage Sponsor

**\$125,000**

Place your company's logo on all GSX 2019 signage. This includes directional, informational, and promotional signs. Your brand will be featured on approximately 200 Show Management signs throughout McCormick Place.



## Custom Branded Stairs

Brand the stairs leading to GSX 2019 with your company's custom graphics. Make a huge impact as attendees see this highly visible and attractive sponsorship.

### Grand Concourse Level 1 Stairs | S1

**\$35,000**

### Grand Concourse Level 1 Stairs | S2

**\$27,500**

### Grand Concourse Level 2.5 Stairs | S3

**\$20,000**



## CALL YOUR EVENT SALES MANAGER TODAY

FOR A CUSTOM BRANDED PACKAGE  
TO MAXIMIZE YOUR EXPOSURE!

## Hanging Banners

Call your Event Sales Manager for more information and pricing. Packages are available.



### Banners B3-B14

Banner Size 20'  
wide x 7' high  
**\$7,500/banner**



### Banner B17

Banner Size 40'  
wide x 7' high  
**\$15,000**



## Escalator Clings E1-E4

E1 | \$20,000

E2 | \$20,000

E3 | \$12,000

E4 | \$12,000



## Column Wraps \$8,000/column wrap

Place your company's custom graphics on column wraps throughout McCormick Place. Multiple locations are available throughout the Convention Center.

# Digital OPPORTUNITIES



## **NEW! ASIS TV**

**\$35,000**

ASIS TV provides daily broadcasts of the latest happenings at GSX 2019, which are aired onsite throughout McCormick Place and online. Don't miss this exclusive opportunity to place your brand in front of 20,000 security professionals as they stop to listen to the latest show news and updates. Sponsorship includes:

- ◆ Live broadcast from sponsor's booth
- ◆ Graphic banner of sponsor booth on-screen for 15 seconds
- ◆ Sponsor logo throughout the program and verbal mention of sponsor's name
- ◆ Interview of an executive of sponsor's choosing from their company
- ◆ One (1) two-minute advertorial video segment recorded on-site with sponsor and provided to sponsor to be used as a commercial or to be repurposed for other content
- ◆ Playback of sponsor-provided commercial (up to 30 seconds)
- ◆ Headquarter hotel televisions will be automatically set to the ASIS TV channel upon attendee arrival
- ◆ Promotion on all marketing collateral for ASIS TV, including the GSX website, printed, Show Guide, and social media

## **Housing Confirmation Emails**

**\$3,000/banner**

**\$10,000 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.

## **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. Confirmation emails are exclusive to attendee registration only.

## **NEW! Global Access LIVE!**

**\$10,000**

Global Access LIVE! provides live streaming of select education sessions and keynotes from GSX 2019. Provide a 20-minute pre-recorded session to be played during the lunchtime hour of Global Access LIVE! ASIS will help cultivate your content for this session and your brand will be featured in promotional emails and on the screen throughout the four days. You will also receive 25 passes to invite customers and prospects.







# Digital **OPPORTUNITIES**



## **Promotional Email**

**\$10,000**

Build excitement by sending pre-registered attendees a dedicated HTML email prior to GSX. 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.**



## **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. Additional opportunities with ASIS TV are available. Contact ASIS for more information and pricing.



## **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.



# Digital **OPPORTUNITIES**

## ONLINE EXHIBITOR PROFILE



Thousands of attendees visit the GSX website to plan their time at the show. The online floor plan and exhibitor profiles receive more than 100,000 pageviews in the three months leading up to GSX. Ensure attendees notice your company by standing out from the crowd.

### **All exhibitors receive a basic online listing with their booth space, which includes:**

- ◆ Company logo
- ◆ Contact information and address
- ◆ Company description
- ◆ Product categories
- ◆ Booth number

### **Silver Enhanced Listing**

**\$750** (*\$495 if purchased with your booth!*)

Basic listing plus:

- ◆ 4 product images with description
- ◆ Ability to upload press releases
- ◆ Access to leads
- ◆ Access to Appointment Scheduling Tool



## **UPGRADE**

your listing and gain access to leads that bookmarked your profile as a favorite!

### **Gold Enhanced Listing**

**\$1,500** (*\$995 if purchased with your booth!*)

Silver listing plus:

- ◆ Priority placement at the top of all online searches
- ◆ 4 video panels (for a total of 8 display panels)
- ◆ Inclusion in the Featured Exhibitor Search
- ◆ Online booth highlighted with a corner peel graphic

### **Add Even More to Your Gold Enhanced Listing!**

Exclusive Floor Plan Banner \$3,500

Exclusive Online Directory \$2,500

Product Category \$500

Show Highlight \$500





# Digital **OPPORTUNITIES**

## MOBILE APP



### **Splash Page & Title Sponsor**

**\$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 on the splash screen. Your company will also receive one weighted rotating banner placed at the bottom of the various main content pages and one mobile app alert during the show. More than 6,500 attendees downloaded the app in 2018.



### **Mobile App 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.**



### **Mobile App Alert**

**\$2,000**

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.





# DIAMOND CLUB & CSO LOUNGE



The Diamond Club & CSO Lounge is an exclusive forum for qualified exhibitors and buyers to connect for critical business networking and meetings. Participants enjoy private conference rooms, a lounge to relax and connect, refreshments, and charging areas.



## Diamond Club 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 10 people. **Three (3) 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 on Wednesday afternoon. Sponsorship includes the opportunity for two (2) guests to attend this invitation-only happy hour, signage near the food and drink stations, and the opportunity to provide branded cocktail napkins.



## VIP 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 2018; ensure these CSOs and key buyers see your brand at GSX 2019. 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 people. **Five (5) opportunities available.**



# Career HQ

Always a popular destination, Career HQ offers free resume reviews, career coaching, career development sessions, and free professional headshots. Back by popular demand, the Career Fair will return in Chicago on Wednesday and Thursday, so security professionals can connect directly with companies looking to hire talent directly.



## Professional Development Program

**\$25,000**

As the Professional Development sponsor, your company will receive maximum recognition in the Career HQ, located 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 HQ; presentation slides may be branded with sponsor logo
- ◆ Sponsor logo featured throughout the Career HQ 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 HQ educational lineup
- ◆ Two (2) complimentary job postings on the ASIS Career HQ 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.



## NEW! LinkedIn Profile Consulting

**\$10,000**

Provide attendees with a unique and practical experience at GSX 2019 with a LinkedIn Profile Consultant. This technology bar will be located in the Career HQ in the exhibit hall and LinkedIn consultants will guide attendees with suggestions on how to improve their online profiles. Your company will be branded on the station and will be included on all GSX 2019 marketing collateral featuring the LinkedIn Profile Consulting.

- ◆ Location in the Career HQ
- ◆ Branding and onsite signage
- ◆ Logo, hyperlink, and/or company listing on all marketing collateral related to Career HQ at GSX

# THE OUTSTANDING SECURITY PERFORMANCE AWARDS (OSPAS)

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 Sponsor**

**\$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**

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





# Show Guide **ADVERTISING**



## **Printed Floor Map/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 around McCormick Place.



## **NEW! Exhibitor Profile Footer**

**\$2,500**

Sponsorship includes your company logo and booth number on the bottom right page of the exhibitor profile section in the printed Show Guide.



## **Print Advertising**

Place your print advertisement in the GSX 2019 Show Guide. The Show Guide is the premier resource for attendees to navigate the exhibit hall (floor plan map), Exhibitor Directory, and more. 12,000 copies will be ordered and will be placed in the conference bags and publication bins throughout McCormick Place.

|                  |                |
|------------------|----------------|
| <b>Full-page</b> | <b>\$4,500</b> |
| <b>Half-page</b> | <b>\$3,195</b> |

# SPONSORSHIP LEVELS



|   | Titanium<br>\$100,000+ | Platinum<br>\$75,000+ | Gold<br>\$50,000 | Silver<br>\$25,000 | Bronze<br>\$10,000 |
|---|------------------------|-----------------------|------------------|--------------------|--------------------|
| Permanent priority points                                   | 5                      | 4                     | 3                | 2                  | 1                  |
| Bonus priority points                                       | 6                      | 5                     | 4                | 3                  | 1                  |
| President's Reception tickets                               | 6                      | 5                     | 3                | 2                  | 1                  |
| Opening Night<br>Celebration tickets                        | 8                      | 6                     | 5                | 3                  | 2                  |
| All-Access Passes   | 3                      | 3                     | 2                | 1                  | 1                  |
| Entry into Diamond Club<br>and access passes                | 35<br>passes           | 25<br>passes          | 25<br>passes     | 10<br>passes       | 10<br>passes       |
| Featured in ASIS-TV sponsor<br>thank you video (interview)  | •                      | •                     | •                | •                  | •                  |
| Onsite signage recognition                                  | •                      | •                     | •                | •                  | •                  |
| Company logo and hyperlink<br>on GSX website                | Titanium<br>level      | Platinum<br>level     | Gold<br>level    |                    |                    |
| Highlighted level sponsor<br>on mobile app                  | •                      | •                     | •                | •                  | •                  |
| Sponsor logo for use on<br>promotional materials and emails | Titanium<br>level      | Platinum<br>level     | Gold<br>level    | Silver<br>level    | Bronze<br>level    |

# High-Impact **EXPOSURE**

Whether your goal is to launch a new product, differentiate yourself from competitors, maximize brand awareness, or simply attract more qualified prospects to your booth, GSX offers a wide range of sponsorship opportunities designed to fit your business needs.

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

## **COMPANIES #–F**



Julie Sullivan  
703.518.1475  
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## **COMPANIES G–P**



David Donahoe  
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## **COMPANIES Q–Z**



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