



# YOUR SALES. **MULTIPLIED.**

EXHIBITOR PROSPECTUS

**GSX**  
GLOBAL SECURITY EXCHANGE

FORMERLY ASIS ANNUAL SEMINAR & EXHIBITS

**8-12 SEPTEMBER 2019**  
McCORMICK PLACE | CHICAGO, IL

[GSX.ORG](http://GSX.ORG) | [#GSX19](https://twitter.com/GSX19)

Produced in Partnership with



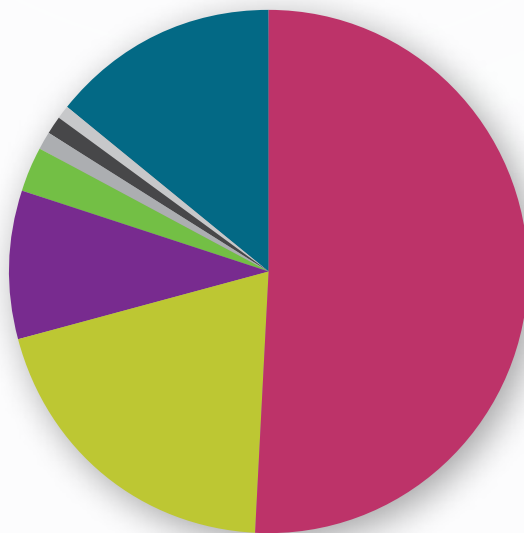
# Multiply Your ROI at GSX

Global Security Exchange (GSX), powered by ASIS International, remains the best place to connect with your target audience—end users, systems integrators, and service providers. Formerly the Annual Seminar and Exhibits, this is the most respected and anticipated event each year that unites the entire spectrum of security.

In 2018 the exhibit hall was transformed into a learning lab environment—bridging discussions between security professionals and their vendor partners about how innovative solutions can solve today's problems and shape tomorrow's organizational security strategies. This new GSX exhibit hall provides an unparalleled opportunity for innovative companies to speak with an ever-growing market of security professionals, secure new opportunities for growth and position themselves as thought leaders in the industry.

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.

## ATTRACTING SECURITY LEADERS FROM ACROSS THE DISTRIBUTION CHANNEL\*



**51%** end user

**20%** service provider

**9%** systems integrator

**3%** manufacturer's rep

**1%** supplier

**1%** dealer

**1%** distributor

**14%** other

**Make plans now to join us in Chicago for GSX 2019, where you'll find thousands of highly-qualified security professionals from every channel and end-user market looking to buy your products and services.**

# Xperience Something Xtraordinary

Find out why **GSX** continues to be the most respected and comprehensive event for security.



GSX has always been, and continues to be, an integral piece of our business activity. It is the optimal place to meet with existing customers/partners to move business forward as well as to create new relationships and opportunities. Key influencers within the security industry are always in attendance and seem receptive to new technology and innovative solutions, making the vendor investment worthwhile and engaging.

*Andy Pascoe | Vice President, Business Development, Octopus Systems*



The GSX is a must-attend industry event for safety and security vendors. It gives AppArmor fantastic access to key decision makers in public safety and security across the globe.

*David Sinkinson | Co-Founder, AppArmor*



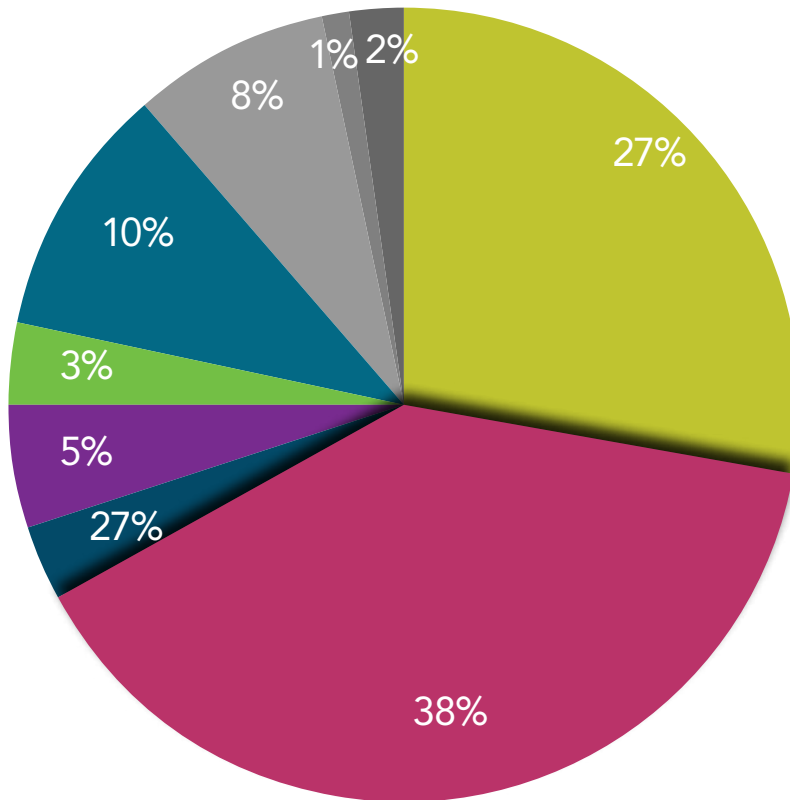
GSX worked with us to create an exhibit and demo area where we could successfully demonstrate airspace safety, security, and the relevant threats. We have found GSX to be tremendously valuable and look forward to continuing our relationship.

*Scott Smith | Hardware Engineering Program Manager, Fortem Technologies*



# Exponential Access

As an exhibitor 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 2019.**

## ENGAGE YOUR TARGET AUDIENCE\*

**27%** executive management (CEO, President, VP, CSO, etc.)

**38%** senior/mid-level management

**3%** law enforcement/military professionals

**5%** security services/channel partners

**3%** architects/engineers

**10%** professional services

**8%** sales/marketing

**1%** academia

**2%** retired





**91%**

Involved in the purchase of security technology, products, and/or services

**40% do not go to any other trade show**

**60%**

Plan to buy one or more products/services as a result of attending GSX\*\*

**\$2.9M**

Average organizational security budgets, an increase of 26% from 2017



**25% are international attendees, a 4% increase from 2017**

**8 OUT OF 10** attendees agree GSX provides essential connections and is a "must attend" event

**8.1 HOURS**

on average spent on the exhibit floor, up from 7.7 hours in Dallas!



"I really think that the attendees is the key driver to us exhibiting at GSX. When you look at a trade show, what it really comes down to is who is coming and who those attendees are. I can tell you that GSX nails it every year!"

*Andy Coleman | VP of Business Development  
-Southwest, Allied Universal*



Source: GSX 2018 registration data and post-show survey.

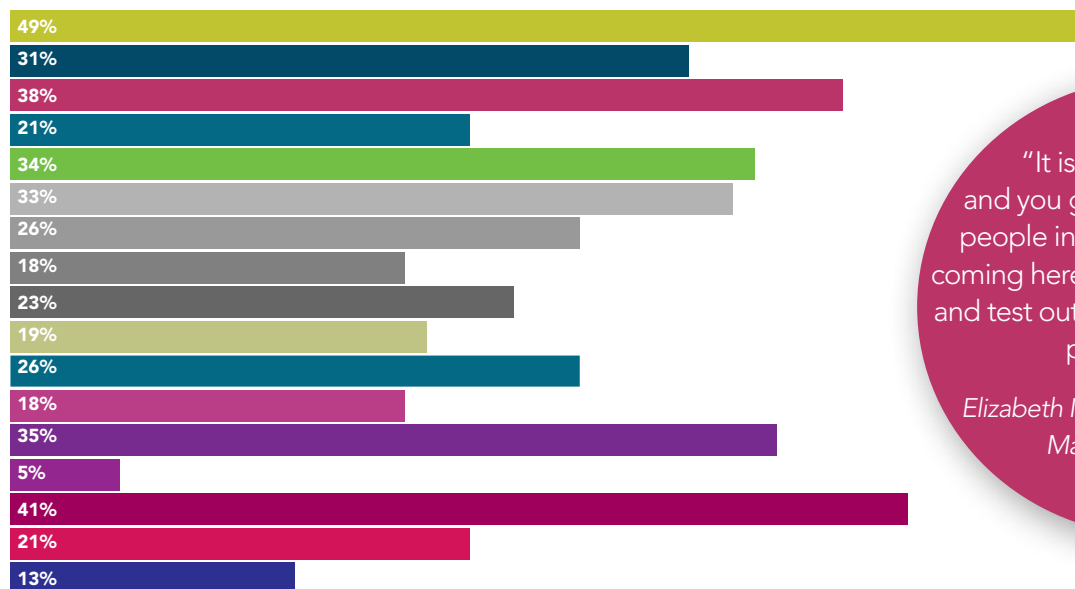
# Leads Multiplied



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 exposition is the perfect venue to expose your product and service portfolio to thousands of buyers—all under one roof.

## PRODUCT PURCHASING INTENTIONS (NEXT 12 MONTHS)

GSX 2018 REGISTRATION DATA



"It is the show to be at and you get to see all of the key people in your industry. They are coming here they want to touch, feel, and test out the products. GSX is the place to do it."

Elizabeth Nejmah | Strategic Brand Marketer, Panasonic

**49%** access control

**31%** accessories, furniture, and vehicles

**38%** alarm systems

**21%** blast mitigation & bullet resistance

**34%** communications equipment

**33%** crisis and emergency management

**26%** detection/deterrent technology

**18%** guard services

**23%** information technology & systems

**19%** investigation

**26%** legal, insurance and regulatory

**18%** management and consulting

**35%** personnel

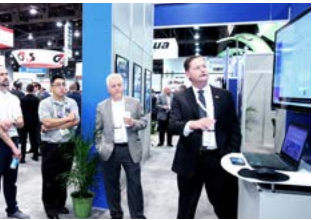
**5%** publishing/media

**41%** surveillance equipment

**21%** tracking/monitoring

**13%** unmanned vehicles

# Product Categories



## 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, and 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 and 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 vehicle/systems  
Drones



**RESERVE YOUR  
EXHIBIT SPACE  
TODAY**

# High-Impact Exposure

Exhibiting at GSX 2019 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 GSX 2018:

3M	Chicago Cubs Baseball Organization	Federal Bureau of Investigation
Accenture	Chick-fil-A	FedEx
ACE Hardware	Children's Mercy Hospital and Clinics	Foot Locker
Adobe Communications	CIA	Fox Sports
Alaska Airlines	Cigna	Gap Inc.
Amazon	Citibank	GoDaddy
American Airlines	CNN	Goldman Sachs
American Military University	Coca Cola	Google Inc.
Apple Inc.	Coinstar	Hard Rock Hotel & Casino
Army National Guard	Costco Wholesale	Hertz
AT&T Corporation	Cox Communications	Hilton
Aurora Health Care	Dell Technologies	Honda
Bank of America	Deloitte	IBM Corp.
Berkeley College	Delta Air Lines	Investigation Bureau of India
Black Dog Security Management	Dillard's Department Store	Johnson & Johnson
Blackboard	Discovery Networks International	JPMorgan
Bloomberg	Disney	Kellogg
Blue Apron	Domino's	L L Bean
Blue Cross/Blue Shield	Dow Jones	LDS Church
Boar's Head Brand	Dunkin Brands	LEGOLAND California Resort
Boeing	E*TRADE Financial	Liberty Mutual Insurance
Booking.com	Equifax	Lockheed Martin
Booz Allen Hamilton	Expedia	Louis Vuitton Americas
Bureau of Alcohol, Tobacco, Firearms and Explosives	Express Scripts	Lululemon Athletica
Canon USA	Extended Stay America Hotels	M&T Bank
Capital One	ExxonMobil	Marriott International
Centers for Disease Control	Facebook	McDonald's
Chevron	Farmers Insurance Group	MGM Grand Hotel & Casino
		Microsoft







"ASIS International really took this year's show up a notch — the quality of the networking alone that happened the very first night of GSX set the stage for some solid leads that brought great follow-up and product demonstration on the show floor. We've met end user after end user at this show and have been doing nothing but following up with all of the leads we've brought in. Our team will be extremely busy working to secure business for months to come."

*Janet Fenner | Chief Marketing Officer,  
Intelligent Security Systems.*

Morgan Stanley  
Motorola Solutions  
NASA  
National Football League  
National WWII Museum  
NBC Universal  
Nestle  
Netflix  
New York Public Library  
Nike Inc.  
Nintendo of America  
Northrop Grumman  
Norwegian Cruise Line  
Office Depot  
Oregon State Lottery  
Panasonic  
PayPal  
Pepsi Co  
PetSmart  
Pfizer  
Pier 1 Imports  
PNC Bank  
Port Authority of NY & NJ  
Procter & Gamble  
Progressive Insurance  
Quicken Loans Arena

Ralph Lauren Corporation  
Rent-A-Center  
Royal Canadian Mounted Police  
Samsung Electronics America  
SeaWorld Parks & Entertainment  
Shell Oil  
Southern Wine and Spirits  
Space Needle, LLC  
SpaceX  
Square Inc  
STAPLES Center  
Starbucks Coffee Company  
Sunrise Medical Center  
Target  
TD Ameritrade  
The Metropolitan Museum of Art  
Twitter Inc.  
Uber  
United Airlines  
Universal Orlando Resort  
University College London  
University of California, Berkeley  
University of Denver  
University of Michigan  
University of Pittsburgh

Vancouver International Airport  
Verizon Communications  
Viacom  
Walt Disney Company  
Williams-Sonoma  
World Bank  
Wynn Las Vegas  
Xerox Corporation  
Yale University  
Yelp  
Zappos  
ZillowGroup

**... just to name a few.**



# BONUS!

ADDITIONAL OPPORTUNITIES  
FOR BRAND PROMOTION AND  
ELEVATION



## **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 pages—**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 No. 1 on their list and have your video displayed onsite in Chicago; all videos will be posted on the GSX website and promoted for voting



**KEEP PACE WITH THIS  
EXCITING INDUSTRY  
AND REAP THE BENEFITS  
OF ITS CONTINUED  
GROWTH AT GSX 2019 BY  
RESERVING YOUR EXHIBIT  
SPACE TODAY!**

# 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 2019.**

## BOOTH PACKAGE:

**\$52** per square foot

**\$375** per corner

*Minimum of 100 square feet*

## EACH BOOTH INCLUDES:

- 6 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 16 July 2019)
- Complimentary marketing toolkit
- Pre-show list of registered media outlets

*Please note: Carpeting is required and is not included.*

## 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.*

# Multiply Your Sales in 2019

There's simply no better investment to boost your sales and marketing strategies than GSX 2019. Let's discuss how we can support your business development goals.

» **SECURE YOUR SPACE TODAY**

**exhibits@asisonline.org**  
**+1.703.518.1422**



**GSX**  
GLOBAL SECURITY EXCHANGE

FORMERLY ASIS ANNUAL SEMINAR & EXHIBITS

**8-12 SEPTEMBER 2019**  
**MCCORMICK PLACE | CHICAGO, IL**  
**GSX.ORG | #GSX19**