



# GSX

GLOBAL SECURITY EXCHANGE

FORMERLY ASIS ANNUAL SEMINAR & EXHIBITS

**21–23 SEPTEMBER 2020**

**GEORGIA WORLD CONGRESS CENTER  
ATLANTA, GA**

[GSX.ORG](http://GSX.ORG) | [#GSX20](https://twitter.com/GSX20)

POWERED BY

**ASIS**  
INTERNATIONAL

## **GLOBAL SECURITY EXCHANGE (GSX) 2020 SPONSORSHIP PROSPECTUS**

Being a GSX sponsor is your opportunity to build brand presence and loyalty to thousands of the biggest buyers in the security industry.

Don't wait, visit [GSX.org](http://GSX.org) for more information.



## NEW FOR 2020

### GRAFFITI WALL CALL FOR DETAILS

Give attendees something to talk about by engaging them in a new way as they start their GSX experience. Provide ASIS with custom artwork for attendees to color near GSX Registration. ASIS International will share this activation on Social Media and will tag your company on Facebook and LinkedIn.

### OWN THE THRONE CALL FOR DETAILS

It's no secret that GSX attendees will be visiting the restrooms during their time at the convention center. ASIS will help you identify the highest-trafficked restrooms so that your company can "own the throne" and provide branding on mirrors and stall doors that attendees are sure to see.

### FEED THE MEDIA CALL FOR DETAILS

Make sure the Media in attendance at GSX are aware of your brand by providing them with something to nosh on in their private Press Room. Your company will receive brand recognition on all marketing collateral as it applies and on signage. Call your Account Manager today to discuss the details.

### BACKPACK COFFEE SERVICE \$25,000

A caffeinated GSX attendee is a happy attendee! Create a buzz by serving GSX attendees coffee from backpacks on their way to the opening General Session. This sponsorship is guaranteed to make an impression on attendees. Servers will wear your company's branding (shirt or backpack), your branding will be on signage at coffee cup stations, and your logo will be on cups being filled for attendees.

### PRODUCT DISPLAY \$25,000

Place your product in a high-traffic area of the Georgia World Congress Center. Engage attendees with your product outside of the exhibit hall and receive additional exposure outside of the traditional hall hours. ASIS International to provide location and branded signage. Additional costs apply depending on the product being displayed. Call your Account Manager for more details.

### SMART BADGES FOR CSOs \$15,000

Make a high-tech, high-touch impression on the CSOs attending GSX. All current CSO members and prospects will be provided with a branded digital badge to further their networking. Your company's logo will be printed on the badges and you will receive full ROI reports. *Call your Account Manager for more details on this one-of-kind opportunity with technology new to the events industry.*



#### POST-SHOW OPPORTUNITY

### PRE- OR POST-SHOW ATTENDEE LIST RENTAL

Send GSX attendees a direct mail piece of your choosing pre- or post-GSX. \$5,000 secures the cost of the list rental that ASIS will provide to the printer or mail house of your choosing. *All production (printing, fulfillment, shipping, etc.) and postage costs are the responsibility of the sponsor. 6 opportunities available.*

**WI-FI** \$15,000

20,000 attendees will attend GSX 2020—make sure they see your brand! On average, a GSX attendee connects two devices to convention center Wi-Fi. When attendees “Accept the Terms of Service” make sure that it’s your company’s Call to Action and hyperlink that they see. Attendees will need to reconnect their device to Wi-Fi after 30 minutes of INACTIVITY. *Exclusive opportunity for one sponsor.*

**LARGE FORMAT EXHIBIT HALL FLOOR MAP STICKER** \$14,000

Make sure your booth and brand is called out on a floor map sticker that covers a large 15’ x 15’ area on the main aisle, the most trafficked area. Attendees will be stopping to look down to see where they are—and how to find your booth!

**SNEAK PREVIEW & CONTINENTAL BREAKFAST** \$7,500

Invite your customers to visit your booth for an exclusive hour prior to the exhibit hall opening and provide them with a continental breakfast they cannot pass up. You invite your guests and ASIS takes care of the catering and the VIP access to your booth. *Catering estimate is based on 100 guests in attendance. One opportunity available per day.*

**LEADERSHIP HOTEL FRONT DESK & RESTAURANT BRANDING** \$7,500

The Leadership Hotel is a destination for VIPs and a large percentage of GSX attendees, whether it’s for their after-show meetups or their GSX home away from home. Hotel front desk staff will wear attire with your brand and the hotel restaurant will use cocktail napkins showcasing your company’s brand. Your company will provide the shirts and the cocktail napkins.

**EXHIBITOR AFTER-HOURS PARTY (TUESDAY ONLY)** \$7,500

Invite targeted guests for some exclusive relationship building through one of GSX’s Exhibitor After-Hours Parties. Sponsorship includes use of space for reception and promotional support from ASIS International. Your party will be featured in the mobile app and in GSX electronic and printed materials. Sponsor is responsible for all catering, audio visual, and/or entertainment needs.

**DAILY HANDOUT** \$5,000

In the upper or lower lobby of the convention center, up to three of your company representatives can hand out literature or promotional material to attendees as they enter GSX! This is a guaranteed way to get your branding in front of attendees right when they arrive and before they even step into the exhibit hall.

**LEADERSHIP HOTEL WELCOME GIFT (MONDAY)** \$5,000

Welcome VIP attendees to GSX 2020 with a gift delivered to their hotel rooms for their first day on Monday. *ASIS International must approve the gift your company selects. Additional fees from the hotel may apply.*





# THOUGHT LEADERSHIP

## STATE OF THE INDUSTRY ADDRESS & GENERAL SESSION \$40,000

Address the GSX audience with a state of the industry address presented in conjunction with the morning General Session. Your company will be provided with 15 minutes of stage time and the GSX Learning Team will help tailor your session to GSX formatting. The session must be educational in nature and cannot be used for a sales pitch.

In addition, as the sponsor of a high-profile General Session, your company will have prominent exposure (signage, logo projected on screen, and verbal acknowledgement) to a large audience at the beginning of the General Session. Enjoy reserved, front row seating for 10, as well as a meet and greet with the speaker (if possible). At your request, ASIS will distribute your product literature at the door or you may place one on each seat. *Three (3) opportunities available.*

## EXHIBITOR HOSTED EDUCATION \$5,000 *Requires a total investment of \$25,000 in sponsorship commitment*

Be guaranteed a session at GSX 2020 and one of 300 education sessions being presented in Atlanta. Your session must be focused on education and may not be used for sales. Your session will be 30 minutes in the exhibit hall and will be featured on the GSX website, Show Guide, mobile app, and conference brochure. *Deadlines apply. Five opportunities available.*

## 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. *GSX 2020 Learning Tracks tentatively released in May 2020.*





# NETWORKING **EVENTS**

## **WOMEN IN SECURITY & YOUNG PROFESSIONALS HAPPY HOUR** \$5,000

Sponsor this happy hour and receive special recognition onsite and in marketing materials for the event. This is a great way to support the industry!

## **KAREN MARQUEZ HONORS AWARD** \$15,000

Your company will receive brand recognition on all marketing collateral for the award, as well as onsite signage and the opportunity for two (2) staff to attend the event.



## **OPENING NIGHT CELEBRATION**

**Monday, 21 September**  
**GSX 2020 Exhibit Hall**

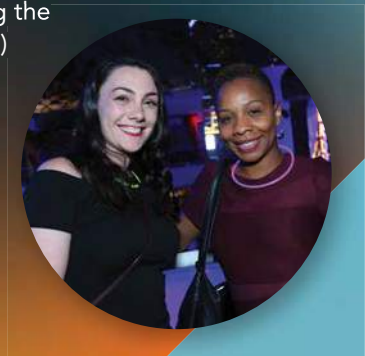
Be the company that welcomes attendees to GSX 2020 by being the only sponsor of the Opening Night Celebration. New this year, the Opening Night Celebration will be hosted in the Exhibit Hall on Monday afternoon, following the official opening of the show floor. GSX will provide attendees with a networking night they will remember with activations, food and drink, and entertainment. This sponsorship is fully customizable, so call your Account Manager today to let us know how you would like to engage attendees at the Opening Night Celebration!

## **PRESIDENT'S RECEPTION** \$150,000 EXCLUSIVE

**Wednesday, 23 September 7:00 – 10:00 pm**

As the exclusive sponsor, your company will be the sole focus of the President's Reception. 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 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 to be applied toward costs for the VIP experience
- 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 General Sessions to remind attendees and acknowledge your company's sponsorship



# BRAND RECOGNITION



## AISLE SIGNS \$50,000

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



## 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.



## 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.*



## 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 event to display the required credentials.

## X LEARNING HEADPHONES \$20,000

\$20,000

The X Learning Stages 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 distributed at each stage.



## EXHIBIT HALL ENTRANCE UNITS \$30,000

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

Sponsored by



## SHUTTLE BUS

CALL FOR DETAILS

Shuttle buses are the preferred method of transportation for attendees to get to and from the Georgia World Congress Center each day of the show. Imagine the impact of your full-color message printed on a banner 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. *Call your Account Manager for details.*



## LIGHTED METERBOARD DISPLAY \$3,500/ METERBOARD

See your name in lights...literally by lighting up your brand with these colorful bright displays located in high-traffic areas. Sponsor provides the graphics, ASIS provides the meterboards.



Sample display sizes are noted below, but you can customize the exposure that you want attendees to see!

- **9' Display** \$10,500
- **15' Display** \$17,500
- **30' Display** \$35,000

## 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 – Wednesday.

## 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.



## ASIS HAPPY HOUR \$5,000 OR \$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 on signage and cocktail napkins.

## COFFEE BREAKS \$4,000 OR \$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 and napkins at six (6) stations throughout the exhibit hall. Provide branded cups or sleeves to maximize your impact.



## HYDRATION STATIONS \$15,000

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

## CHARGING STATIONS \$7,500

Always crowded and constantly used by attendees, these charging stations provide maximum visibility throughout the Georgia World Congress Center.





### **EXHIBIT HALL TOURS** \$5,000

ASIS International will be hosting a tour on Monday and Tuesday for attendees. This 30-minute tour will feature your company as the featured tour stop. Receive a floor sticker in front of your booth and be included on all marketing collateral for the tours.

### **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 (Monday, Tuesday, or Wednesday). *Sponsor is responsible for any additional hotel fees that may apply.*

### **GSX ATTENDEE ORIENTATION** \$2,500

Attending GSX can be overwhelming, which is why we invite attendees 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.

### **EXHIBITOR 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.*

### **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 Monday, Tuesday, or Wednesday 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 International must approve all booth drops.





# SIGN SPONSORSHIPS

GSX 2020 has unlimited signage potential. If you don't see what you are looking for, call your Account Manager to customize your message to GSX attendees. The opportunities are limitless on how you can display your message. **All sponsorship costs include production and labor. You provide the graphics, ASIS International takes care of the rest.**

## EXCLUSIVE SIGNAGE SPONSOR \$125,000

Place your company's logo on all GSX 2020 signage. This includes directional, informational, and promotional signs. Your brand will be featured on approximately 200 Show Management signs throughout the Georgia World Congress Center.

## EXTERIOR BANNERS \$5,500/BANNER OR \$50,000 EXCLUSIVE

These banner locations are the first attendees will see when they arrive at the Georgia World Congress Center. Each banner is approximately 89" w x 89" h. 10 locations available.



## HIGH-TRAFFIC INTERIOR BANNERS

A variety of hanging banners are available for purchase. A few locations are below. Call your Account Manager to customize your exposure.

- **B18 (double-sided)** \$16,500
- **B4 -1** \$12,000
- **B20** \$8,500
- **B21** \$8,500
- **B24 (single-sided)** \$8,500
- **B23 (single-sided)** \$8,500
- **B22 (single-sided)** \$8,500
- **B17** \$8,500
- **B19** \$8,500



## COLUMN FLAG BANNERS \$25,000

15 banners provided with your company's custom graphics.



## STAIRS & PLANTER DECALS \$27,500



## ESCALATOR FACING BANNERS \$60,000

Place your custom graphics on five large hanging banners attendees will see each time they take the escalators to attend sessions or visit the exhibit hall.



## COLUMN WRAPS \$7,500/COLUMN WRAP

Place your company's custom graphics on column wraps throughout the Georgia World Congress Center. *Multiple locations are available.*



## GLASS DECALS \$7,500

Surround the escalators on three sides with your custom graphics. Eight (8) locations provided.



## ESCALATOR GRAPHICS \$75,000

Place your company's custom graphics on all escalators in Hall B of the Georgia World Congress Center where GSX 2020 will be taking place. No matter where attendees go, whether it's to the exhibit hall or a session room, they are sure to see your brand.





# DIGITAL OPPORTUNITIES

## **ASIS TV** \$35,000

ASIS TV provides daily broadcasts of the latest happenings at GSX 2020, which are aired onsite throughout the Georgia World Congress Center 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)
- Promotion on all marketing collateral for ASIS TV, including the GSX website, printed pieces, Show Guide, and social media

## **GLOBAL ACCESS LIVE!** \$10,000

Global Access LIVE! provides live streaming of select education sessions and keynotes from GSX 2020. Provide a 20-minute prerecorded 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.



## **HOUSING & REGISTRATION CONFIRMATION EMAILS** \$5,000/BANNER OR \$25,000 EXCLUSIVE

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

## **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 your Account Manager for more details.

## **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 **MOBILE APP**

## **MOBILE APP SPLASH PAGE & TITLE SPONSOR** \$25,000

Don't miss the opportunity to feature your company on the official Global Security Exchange mobile app. Put your brand in the hands of attendees as they navigate the show floor onsite with the official mobile app.

- Exclusive artwork for secondary splash screen
- One rotating banner placed at the bottom of the various main content pages
- One app alert during the show

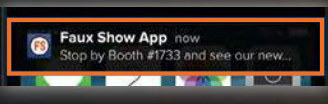
## **MOBILE APP INTEGRATION** \$25,000

Are you a software company with a safety technology relevant to events? Integrate with the GSX 2020 mobile app and have attendees see and experience your product first-hand.

**Mobile App Banner**  
\$4,000



**Mobile App Alert** \$2,000



**EXCLUSIVE Floor Plan Banner** \$3,500  
Sponsored by **ASSA ABLOY**  
Opening Solutions



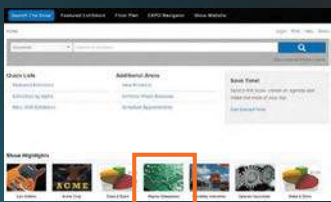
**EXCLUSIVE Online Directory** \$2,500



**Product Category** \$500  
(requires gold enhanced listing)



**Show Highlight** \$1,500  
(requires gold enhanced listing)



Call your Account Manager to customize a sponsorship package that's right for your company.

[GSX.ORG/SPONSORSHIPS](http://GSX.ORG/SPONSORSHIPS)



**14,000 LEADS**

**244,000 VISITS**

**143,000 SHOWROOM VISITS**

## **MORE IMPRESSIONS**

Upgrade your listings today and get more traffic on the online directory and floor plan

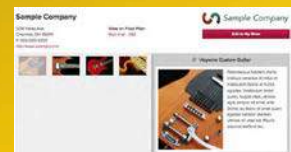
**BASIC**

**ENHANCED 5X**

**EXCLUSIVE 10X**

## **UPGRADE FOR MORE LEADS**

**Silver**  
\$495 with booth purchase, or \$995



**Gold**  
\$995 with booth purchase, or \$1,500



Over 100 exhibitors are collecting leads from profile views. Why aren't you?



## CHIEF SECURITY OFFICER & **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. Participants enjoy private conference rooms, a lounge to relax and connect, refreshments, and charging areas. Don't miss the opportunity to have your brand seen by these powerful decision-makers.**

### **DIAMOND CLUB MEETING ROOM** \$25,000

Reserve a meeting room in the exhibit hall for your company's use. Your company will have access Monday–Wednesday 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 seat approximately 8 people. *Two (2) opportunities available.*



### **VIP CHARGING LOCKERS** \$10,000

Provide GSX VIPs with a safe place to store and charge their phones, laptops, and tablets with a branded charging station that will keep their valuables safe. *Two opportunities available—one in each lounge.*

### **DIAMOND CLUB POP-UP MEETING ROOM** \$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 2020. 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 8 people. *Three (3) opportunities available.*





## CAREER HQ

Always a popular destination, Career HQ offers free resume reviews, career coaching, career development sessions, and free professional headshots.

### PROFESSIONAL DEVELOPMENT PROGRAM \$25,000

As the Professional Development sponsor, your company will receive maximum recognition in the Career HQ. 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.



## THE OUTSTANDING SECURITY PERFORMANCE AWARDS

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.

### TITLE SPONSOR \$25,000

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

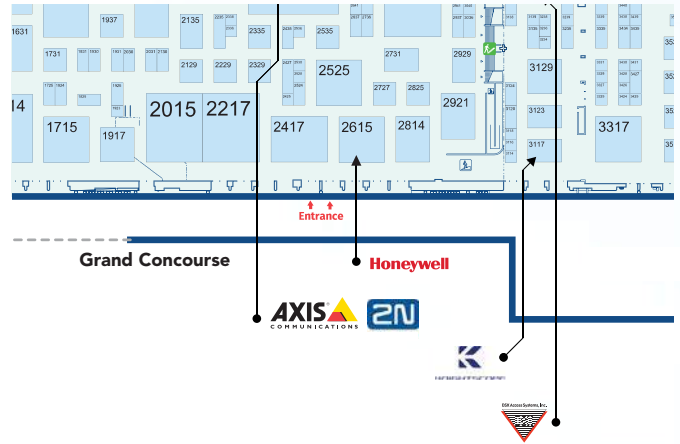
Present the award winner from one category of your choosing. Sponsor receives two (2) tickets to the luncheon, and logo recognition on the stage screen. You may not sponsor a category for which you are winning.

# SHOW GUIDE **ADVERTISING**

## PRINTED FLOOR PLAN MAP/LOCATORS

\$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 through the Georgia World Congress Center.



## EXHIBIT DIRECTORY FOOTER \$2,500

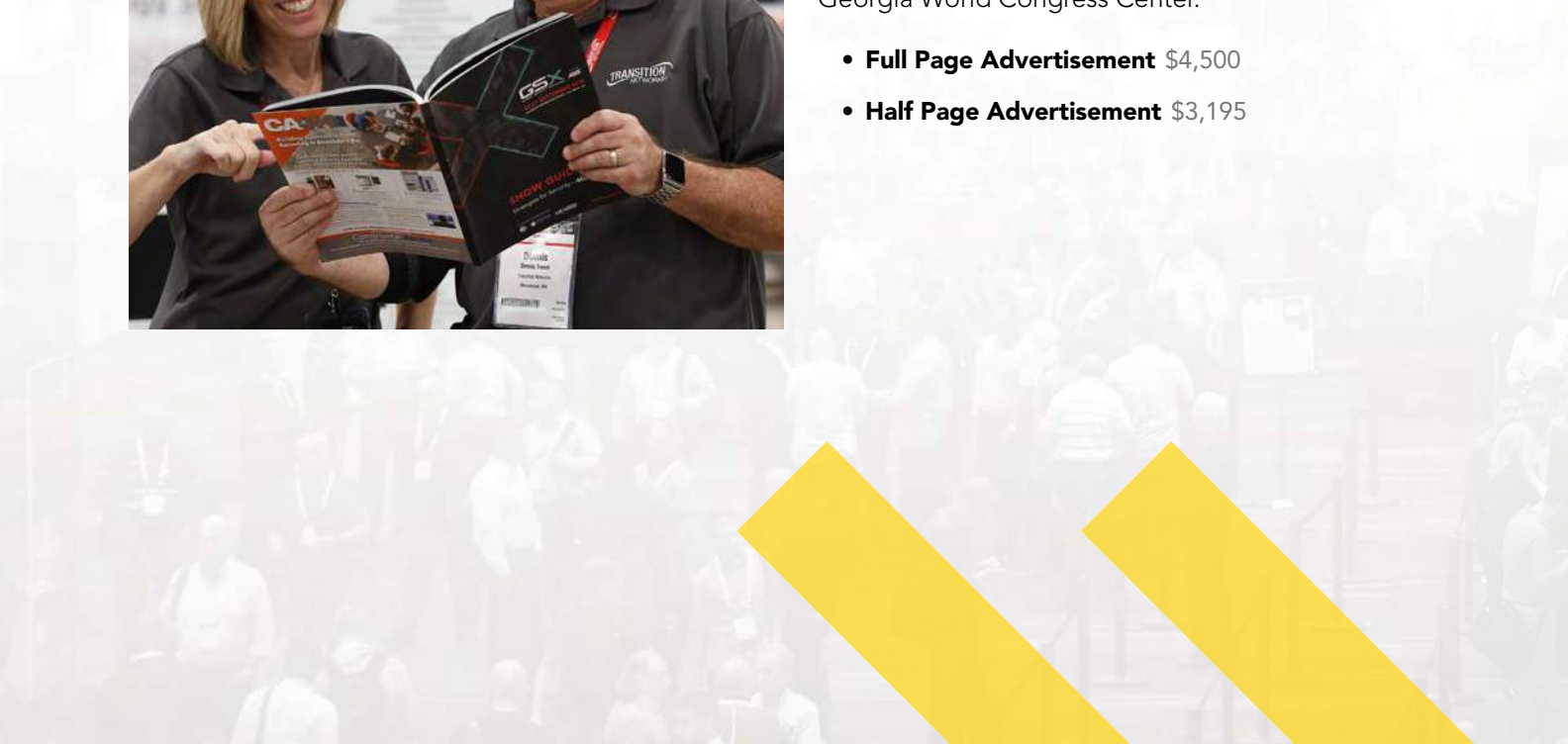
Sponsorship includes your company logo and booth number on the bottom right page of the exhibitor profile section in the printed Show Guide.



## PRINT ADVERTISING

Place your print advertisement in the GSX 2020 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 placed in publication bins throughout the Georgia World Congress Center.

- **Full Page Advertisement** \$4,500
- **Half Page Advertisement** \$3,195



# SPONSORSHIP LEVELS

Customize your exposure with the individual sponsorships listed in the Sponsorship Prospectus and earn even more benefits at one of our recognized Sponsorship Levels.

	<b>Titanium</b> \$100,000+	<b>Platinum</b> \$75,000+	<b>Gold</b> \$50,000	<b>Silver</b> \$25,000	<b>Bronze</b> \$10,000
Permanent priority points	10	8	6	4	2
President's Reception tickets	6	5	3	2	1
Opening Night Celebration tickets	8	6	5	3	2
All-Access passes	3	3	2	1	1
Entry into Diamond Club and access passes	35 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	<b>Titanium level</b>	<b>Platinum level</b>	<b>Gold level</b>		
Highlighted level sponsor on mobile app	•	•	•	•	•
Sponsor logo for use on promotional materials and emails	<b>Titanium level</b>	<b>Platinum level</b>	<b>Gold level</b>	<b>Silver level</b>	<b>Bronze level</b>

\*\*Booth space is not included as part of your overall spend in sponsorship dollars.

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.

# GSX

GLOBAL SECURITY EXCHANGE

FORMERLY ASIS ANNUAL SEMINAR & EXHIBITS

**21–23 SEPTEMBER 2020**  
**GEORGIA WORLD CONGRESS CENTER**  
**ATLANTA, GA**  
**GSX.ORG | #GSX20**

## THE ULTIMATE GOAL IS TO INCREASE TRAFFIC, GET LEADS, AND BUILD A LOYAL CUSTOMER BASE!

There's no better way to do that than enhancing the attendee experience with your brand attached to that. Make your mark in Atlanta and be a leader in the security industry.

## START TODAY >> **GSX.ORG**

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



**Julie Sullivan**  
Account Manager  
+1.703.518.1475  
Julie.Sullivan@asisonline.org