



GSX

GLOBAL SECURITY EXCHANGE

FORMERLY ASIS ANNUAL SEMINAR & EXHIBITS

21–23 SEPTEMBER 2020

GEORGIA WORLD CONGRESS CENTER
ATLANTA, GA

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

POWERED BY



GLOBAL SECURITY EXCHANGE (GSX) 2020 EXHIBITOR PROSPECTUS

At GSX 2020, thousands of executives and decision makers will be actively assessing the latest security technologies and solutions—and **more than 40% of them don't attend other events.***

**Data taken from 2019 GSX registration forms.*

Produced in Partnership with

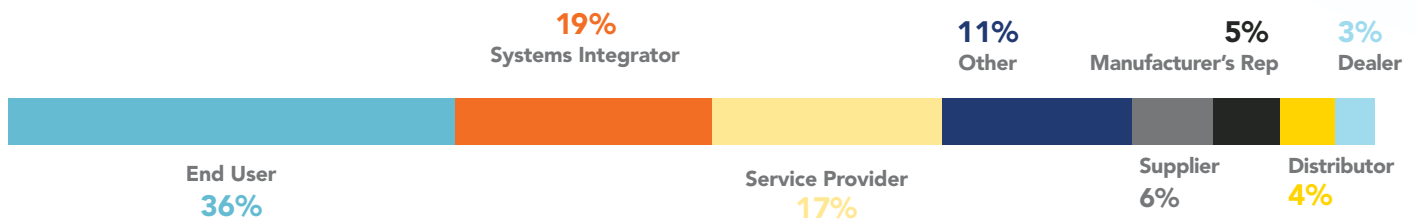


CONNECTING WITH THE **RIGHT BUYERS**

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 ASIS Annual Seminar and Exhibits, this is the most respected and anticipated event each year that unites the entire spectrum of security. The combination of experiential education and marketplace innovations in the exhibit hall, including a popular and exciting Pitch Competition, creates a learning lab environment—bridging discussions between security professionals and their vendor partners about how ground-breaking solutions can solve today's problems and shape tomorrow's organizational security strategies.

Attracting Security Leaders from Across the Distribution Channel



Data taken from 2019 GSX registration forms.

Make plans now to exhibit with us in Atlanta, GA for GSX 2020, where you'll find thousands of **highly-qualified** security professionals from every channel and end user vertical market looking to buy your products and services.



LOCAL AND GLOBAL **ACCESS**

As an exhibitor at GSX, you'll strengthen your market position by placing your brand in front of decision makers with large budgets—generating business opportunities and partnerships that will continue to pay off long after the show is over. **Attendees report that their number one reason for attending GSX is to meet with suppliers face-to-face.**

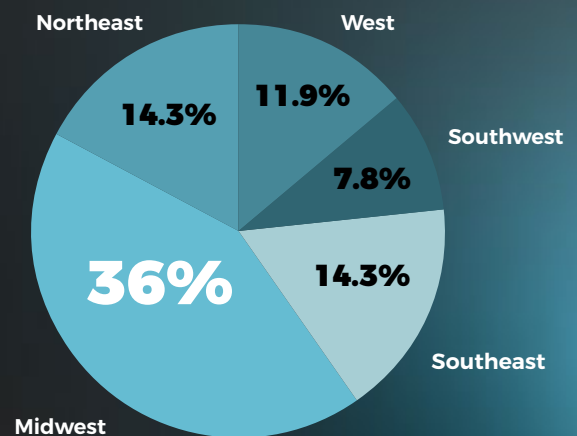
EXPAND YOUR **INTERNATIONAL BASE**

GSX partners with the Commerce Department to help our U.S. exporters connect onsite with pre-qualified buyers from around the globe.

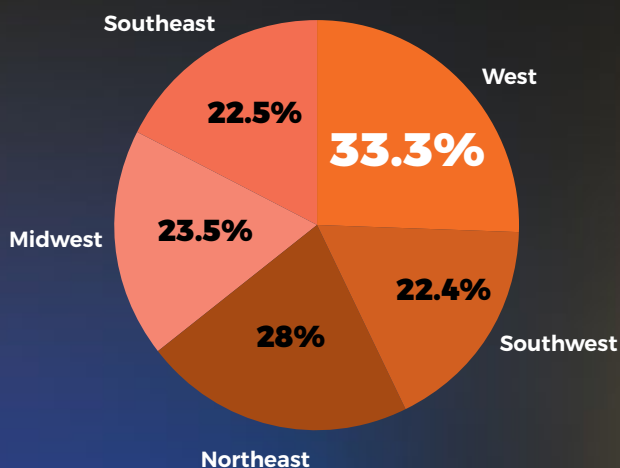
GSX ATTRACTS FRESH LEADS ACROSS **REGIONS EACH YEAR**

An advantage you'll get from exhibiting at GSX is meeting fresh contacts from around the U.S., as the show moves to different locations to better serve the industry. In addition to the global reach you'll get through our extensive international audience, you'll also get fresh leads in 2020 as the show moves to the Southeast.

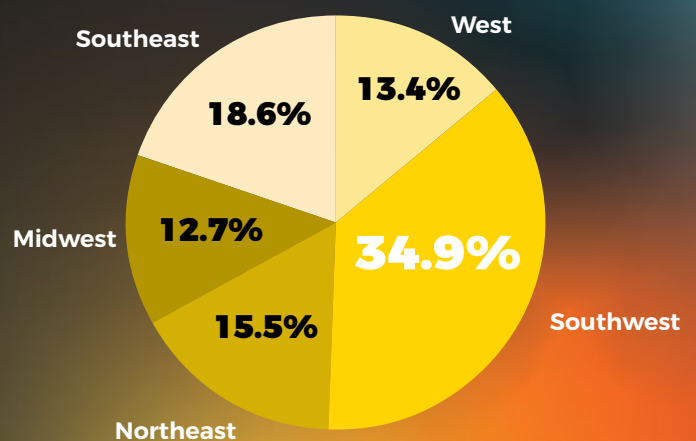
CHICAGO: 2019



LAS VEGAS: 2018

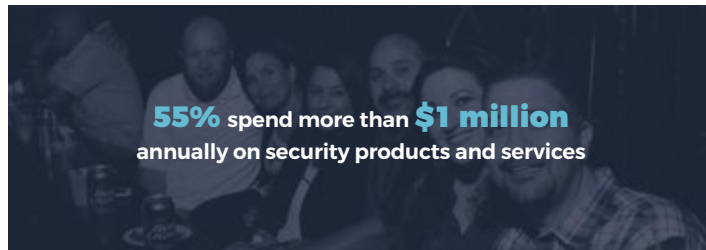


DALLAS: 2017



YOUR TARGET AUDIENCE ATTENDS GSX. MAKE SURE THEY ENGAGE WITH YOUR BRAND.

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



Data taken from 2019 GSX registration forms.

GSX ATTENDEES REPRESENT A WIDE VARIETY OF VERTICAL MARKETS

- Accommodation & food services
- Amusement, gambling & recreation
- Banking, finance & insurance
- Consulting & professional services
- Defense & intelligence
- Education
- Emergency services
- Food & agriculture
- Health care
- Information technology & telecommunications
- Law enforcement
- Manufacturing
- Media & entertainment
- Museums & cultural properties
- Oil, gas & chemical
- Pharmaceutical
- Public administration (Government, non-defense)
- Real estate & construction
- Retail
- Security services
- Transportation & supply chain
- Utilities

This was an incredibly valuable show for our team. Quality of contacts was excellent, and we're looking forward to great success, driven from our efforts and connections at GSX.

Melissa Cooper, LifeRaft



LEADS **MULTIPLIED**

Exhibiting at GSX 2020 provides an unparalleled opportunity to connect on a personal level with high-profile security buyers and decision makers who are researching and making purchasing decisions for their companies and their clients.

WHETHER YOUR TARGET CUSTOMERS ARE INTEGRATORS OR END USERS, GSX HAS THEM ALL.

BUYERS FROM THE FOLLOWING COMPANIES ATTENDED GSX 2019

Accenture	Garmin International	Pentagon Force Protection Agency
Ace Hardware	GEICO	Pfizer
ACT, Inc.	Genius Fund	Princeton University
ADT Commercial	Google	Ralph Lauren Corporation
Advanced Security Consulting	Greater Toronto Airports Authority	Red Hawk Fire & Security
AECOM	Guardian Life Insurance Company	Roku
Alexion Pharmaceutical	Hitachi	Seattle Children's Hospital
Amazon	Hollister	Securitas Electronic Security
American Express	IBM	Sony Electronics
Anixter	Idaho Transportation Department	Southwest Baptist University
AT&T Corporation	Illinois State Police	Sprint
Baltimore County Police	Integrated Security & Solutions	Stryker
Cisco	Integrated Security Design	SunTrust
Citigroup	Integrated Security Group	Tech Systems Inc.
ConAgra Foods	LinkedIn	TECO Energy
Convergint Technologies	JPMorgan Chase Bank	The Lovett School
Costco WholeSale	Minuteman Security	The Protection Bureau
D/A Central	Motorola Solutions	Uber
Delta Airlines	National Football League	United Airlines
Distribution Centers, TJX-HomeGoods	National Oilwell Varco	University of Florida
ExxonMobile	NFL Players Association	Unlimited Technology
Facebook	Northrop Grumman	US Nuclear Regulatory Commission
FBI Headquarters	Northwestern University Police Department	Volkswagen de Mexico
FedEx Express	Occidental Petroleum Corporation	Walgreens Corporate
G4S	Papa John's International	Will Electronics
		Xerox

Plus many more...

OPPORTUNITIES TO ELEVATE YOUR BRAND AT GSX



SPONSORSHIPS Exhibiting is the best way to have face-to-face interactions with the buyers you want to meet, and sponsorships compliment your booth presence and marketing efforts. Customize your exposure with print or digital offerings that increase brand recognition and that attendees will see before arriving in Atlanta and onsite. Visit GSX.org/sponsorships for details.

CALL FOR PRESENTATIONS If you have a fresh, engaging perspective on a security issue or challenge, consider submitting an educational presentation. A variety of learning formats, session timeframes, and topic areas are needed to create a diverse educational lineup. Entries can be submitted starting 9 December 2019.

GSX: Innovative Product Awards

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.

HERE'S HOW WE'LL HELP YOU MAKE YOUR SHOW A HUGE SUCCESS.

COMPLIMENTARY MARKETING RESOURCES—including branded invites to your customers.

VIDEO CONTEST—we'll display your video and promote the winner.

PR SUPPORT—we'll share news about your product launches and more.

DIAMOND CLUB ACCESS—for qualified exhibitors and attendees so they can meet to conduct business in a quiet setting.

ENHANCED DIRECTORY LISTINGS—get seen by thousands in searches via the App.

CUSTOM LANDING PAGES—to boost your brand awareness.

COMPLIMENTARY WEBINARS—get tips on boosting your ROI.



BOOTH PRICING

- \$52 per square foot
- \$375 per corner

Minimum of 100 square feet

BOOTH PACKAGE

Each booth includes:

- 6 exhibitor badges per 100 square feet of exhibit space allowing access to the floor for setup, dismantle, and show hours.
- 8' backwall drape, 3' side-rail drape, and 1 booth ID sign.
- Company logo, description, street address, website, 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 1 July 2020).
- Complimentary marketing toolkit, including Customer Invite Program and Exhibitor Video Contest.
- Tickets to the President's Reception
 - o Two (2) complimentary tickets for exhibitors occupying booths 100 to 300 feet.
 - o Four (4) complimentary tickets for exhibitors occupying booths 400 to 600 square feet.
 - o Eight (8) complimentary tickets for exhibitors occupying booths 800 square feet and larger.



EXCITING ENHANCEMENTS TO THE GSX 2020 SCHEDULE

The 2020 GSX schedule was fine-tuned to make attending and exhibiting at the event more efficient and productive for everyone. In brief, the show floor is opening earlier—on Monday, kicking off the exposition on day one. In addition, the Opening Reception is now in the exhibit hall allowing for meaningful networking to start right at the beginning of the event. View details at GSX.org/2020Schedule.

EXHIBIT HALL HOURS*

Monday, 21 September | 3:30 – 6:30 pm

Exclusive Hours | 3:30 – 4:30 pm

Tuesday, 22 September | 9:30 am – 4:30 pm

Exclusive Hours | 9:30 – 10:30 am, 11:45 am – 2:00 pm, and 4:15 – 5:30 pm

Wednesday, 23 September | 9:30 am – 3:30 pm

Exclusive Hours | 9:30 – 10:30 am and 11:45 am – 2:00 pm

**All hours are subject to change.*



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GLOBAL SECURITY EXCHANGE (GSX) IS THE SECURITY SHOW THAT DELIVERS HIGH-QUALITY LEADS.

There's simply no better investment to boost your sales and marketing strategies than GSX 2020. Let's discuss how we can support your business development goals.

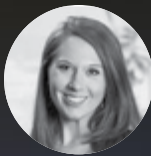
SECURE YOUR BOOTH SPACE TODAY.



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SALES DEVELOPMENT REPRESENTATIVE

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

Michael Mikaelian, Safety Technology International Inc.



A GREAT CITY TO CONDUCT BUSINESS

Atlanta provides an excellent venue to conduct business. Your exhibiting costs (labor for starters), will be much lower, which means you'll see an even higher ROI! Details about the schedule updates can be found on GSX.org.