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.
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

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>End User</td>
<td>36%</td>
</tr>
<tr>
<td>Systems Integrator</td>
<td>19%</td>
</tr>
<tr>
<td>Other</td>
<td>11%</td>
</tr>
<tr>
<td>Manufacturer’s Rep</td>
<td>5%</td>
</tr>
<tr>
<td>Dealer</td>
<td>3%</td>
</tr>
<tr>
<td>Service Provider</td>
<td>17%</td>
</tr>
<tr>
<td>Supplier</td>
<td>6%</td>
</tr>
<tr>
<td>Distributor</td>
<td>4%</td>
</tr>
</tbody>
</table>

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.

Data taken from 2019 GSX registration forms.
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.

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

Data taken from 2019 GSX registration forms.

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

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
  - Two (2) complimentary tickets for exhibitors occupying booths 100 to 300 feet.
  - Four (4) complimentary tickets for exhibitors occupying booths 400 to 600 square feet.
  - 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.
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.

"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.