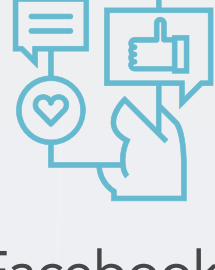




## MARKETING INITIATIVES

ASIS International has invested heavily in driving traffic to the GSX+ platform. Here are just some of the ways in which this new experience is being promoted.

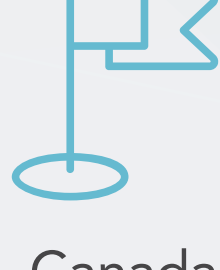
### PAID DIGITAL



Facebook, LinkedIn, Feathr, and Google Ads



Audience size: **3,298,563+**



US, Canada, Mexico, Brazil, and UK



Warm & Cold Audience Targeting

### SMART EMAIL CAMPAIGN



**19**  
Dedicated emails

**64,240+**  
Audience size

### PARTNERS IN PROMOTION

#### SPEAKER AND AFFILIATE TOOLKITS

##### Tools within the toolkit

- Sample Facebook, LinkedIn, and Twitter posts
- Social media graphics
- Email signature graphic
- Speaker badge
- Customizable email invitation
- Zoom backgrounds

##### Promotions for the toolkit

- 2 Dedicated emails per audience
- Telemarketing



**VIP Guest Invites Program for Exhibitors**

### TRADE AND PARTNER ADVERTISING

**27+**

Agreements

Advertising across:  
**print, web, and email**



### HOUSE PUBLICATION ADVERTISING



**34,000+**

SM Magazine circulation

**279,000+**

SM Daily delivered weekly

### ORGANIC SOCIAL



**86,650+**  
followers



**23,000+**  
followers



**18,000+**  
followers



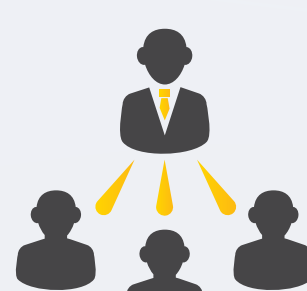
**2,050+**  
followers

**33**  
Countries represented



**54%**  
of attendees are certified

**79%**  
of attendees are manager-level or higher



**76%**  
of attendees are ASIS Members

### TITLES INCLUDE



- CEO
- CSO
- Consultant
- Corporate Security Manager
- Director of Security
- President
- Owner
- Security Manager
- Vice President

\*Based on current registration data