



# MULTIPLE YOUR ROI AT GSX+

GSX+ is a new virtual event experience designed to give security professionals cutting-edge education and a place to engage and connect with each other and companies like yours. Now more than ever, it is important to find ways to expand your reach and generate new leads, and GSX+ gives you the opportunity to do just that from the safety of your home or office. Backed by ASIS International, the leading association for security professionals, GSX+ gives you the platform to demonstrate your latest products, introduce new offers, and connect with decision makers across security.

**GSX+**

GLOBAL SECURITY EXCHANGE PLUS

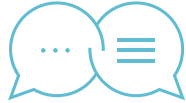
**21-25 SEPTEMBER 2020**  
**#GSXPLUS**

# YOUR INVESTMENT INCLUDES THESE GREAT FEATURES



## AI Driven Matchmaking

Get matched with attendees based on their interests or browse through a listing of event attendees and invite them to connect.



## One-on-One Meetings

Chat directly with qualified leads via instant messenger or invite them to a private online meeting room within the platform.



## Exhibitor Marketplace

Build a profile that succinctly tells your company story: Include images, product videos, social links, collateral and more. Throughout GSX+, attendees will be directed to the marketplace to discover companies like yours and from there, they can request a meeting with any of your booth personnel.



## Attendee Data

Receive data that shows the value of your investment such as the number of visitors you have to your Marketplace listing or the number of clicks your sponsorship banner received.

## GSX+ MARKETPLACE LISTING EXAMPLE

The screenshot displays a marketplace listing for 'Anyfest'. The layout includes a header banner with a company logo, a main content area with a description and social links, and a sidebar with product categories. Annotations point to various elements:

- Showcase Header Banner Ad; Company Logo:** Points to the top banner image and the 'anyfest' logo.
- Collateral Items:** Points to the 'PRODUCT CATEGORIES' section in the sidebar.
- Product Categories:** Points to the 'PRODUCT CATEGORIES' section in the sidebar.
- Product Images Product Videos:** Points to the 'Inspire Your Event Strategy with the Freeman Tree Lab' video player.
- Company Name, 2,000-character company description, contact info, website, social media links:** Points to the 'Anyfest' header, description, and social media links.
- Attendee Meeting Requests:** Points to the 'Schedule a Meeting' button.



# GSX+ EXHIBITOR MARKETPLACE PACKAGES

	<b>TIER 1</b>	<b>TIER 2</b>	<b>TIER 3</b>
<b>Investment</b>	\$10,000	\$7,500	\$5,200
<b>Company Description</b>	Company Logo, Company Name, 2,000-character company description, contact info, website, social media links	Company Logo, Company Name, 2,000-character company description, contact info, website, social media links	Company Logo, Company Name, 2,000-character company description, contact info, website, social media links
<b>Showcase Header Banner Ad</b>	Yes	Yes	No
<b>Product Categories</b>	15	10	5
<b>Product Images</b>	5	3	1
<b>Collateral Items</b>	5	3	2
<b>Product Video(s)</b>	3	1	0
<b>Logo on Exhibitor Marketplace</b>	Top logo placement on exhibitor showcase page	Prominent logo placement on exhibitor showcase page	Logo placement on exhibitor showcase page
<b>Attendee Meeting Requests</b>	Included Unlimited	Included Unlimited	Included Unlimited
<b>Booth Staff</b>	15	10	5
<b>Matchmaking (Grip Invites)</b>	30 per 15 booth staff (450 total)	30 per 10 booth staff (300 total)	30 per 5 booth staff (150 total)
<b>Access to leads list/Engagement Analytics</b>	Included/Prioritized	Included	Included
<b>On-demand Presentation Listed on Platform</b>	20-minute On-demand Presentation listed on platform (2)	20-minute On-demand Presentation listed on platform (1)	Optional a-la-carte (\$1,000)
<b>IPAs</b>	Coming soon!	Coming soon!	Coming soon!
<b>Priority Bonus Points Towards GSX21</b>	6	4	2
<b>Marketplace visits report</b>	Daily report of attendee visitors	Post-event report of attendee visitors	Post-event report of attendee visitors