



# MULTIPLY YOUR BRAND EXPOSURE AT GSX+

At this new virtual experience backed by security leader, ASIS International, multiple high traffic sponsorship placement opportunities exist to give your brand the exposure and recognition you need. Whether it is selected as an add on to drive traffic to your marketplace listing or standalone to showcase your leadership in the security space, every sponsorship opportunity at GSX+ is designed to increase visibility. Plus, receive data that shows the value of your investment such as the number of clicks your placement received.

**GSX+**

GLOBAL SECURITY EXCHANGE PLUS

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

# Sponsorship Menu: Thought Leadership

SPONSORSHIP ITEM	PRICE	WHAT IS INCLUDED
Keynotes/ General Session	\$30,000	<ul style="list-style-type: none"> <li>• Up to 5 minutes of speaking time (subject to approval)</li> <li>• Hero image on sessions page (hyperlinked to Marketplace listing)</li> <li>• Homepage tower ad (hyperlinked to Marketplace listing, on 15-second rotation)</li> <li>• Sponsoring organization to host one (1) roundtable session recapping topics and take-aways from the morning keynote session</li> <li>• Attendee list from keynote session</li> </ul>
Game Changer Session	\$15,000	<ul style="list-style-type: none"> <li>• Up to 5 minutes of speaking time (subject to approval)</li> <li>• Session tower ad (hyperlinked to Marketplace listing)</li> <li>• Sponsoring organization to host one (1) roundtable session recapping topics and take-aways from the Game Changer session</li> <li>• Attendee list from Game Changer session</li> </ul>
Education Session	\$5,000	<ul style="list-style-type: none"> <li>• Up to 2 minutes of speaking time (subject to approval)</li> <li>• Session tower ad (hyperlinked to Marketplace listing)</li> <li>• White paper or equivalent content on session page (subject to approval)</li> <li>• Attendee list from education session</li> </ul>
X Learning	\$5,000	<ul style="list-style-type: none"> <li>• Up to 2 minutes of speaking time (subject to approval)</li> <li>• Session tower ad (hyperlinked to Marketplace listing)</li> <li>• White paper or equivalent content on session page (subject to approval)</li> <li>• Attendee list from X Learning session</li> </ul>
Product Demo/Sponsored Content – Live	\$2,500 for the first 10 minutes and then \$1,000 each additional 5 minutes	<ul style="list-style-type: none"> <li>• Simulive (pre-recorded) product demo</li> <li>• Live chat with company representative (subject to approval)</li> <li>• Attendee list from demo</li> </ul>
D3 Demo – Live	\$2,500 for the first 10 minutes and then \$1,000 each additional 5 minutes	<ul style="list-style-type: none"> <li>• Simulive (pre-recorded) product demo</li> <li>• Live chat with company representative (subject to approval)</li> <li>• Attendee list from demo</li> </ul>
Thought Leader Interview	See Account Manager for Details	<ul style="list-style-type: none"> <li>• Custom package</li> </ul>
Additional On-Demand Video	\$1,000	<ul style="list-style-type: none"> <li>• 20-minute on-demand presentation listed on platform</li> </ul>

# Sponsorship Menu: Networking

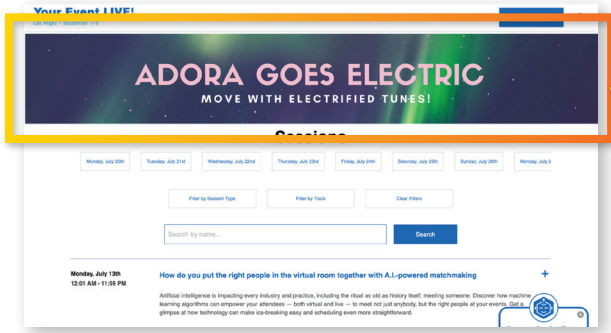
SPONSORSHIP ITEM	PRICE	WHAT IS INCLUDED
<a href="#">Welcome Reception</a>	See Account Manager for Details	Custom package
<a href="#">President's Reception</a>	See Account Manager for Details	Custom package

# Sponsorship Menu: CSO Center

SPONSORSHIP ITEM	PRICE	WHAT IS INCLUDED
<a href="#">CSO Experience</a>	See Account Manager for Details	Custom package

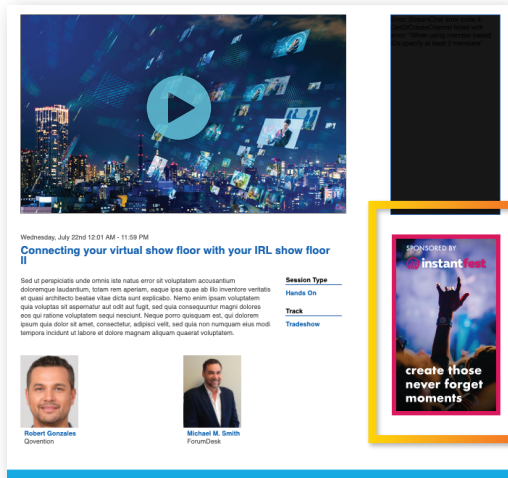
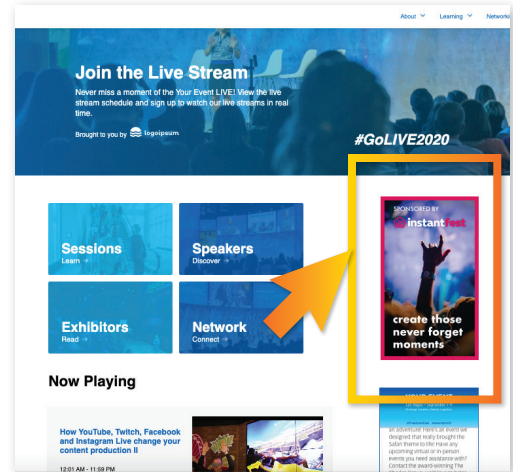
# Sponsorship Menu: Platform Branding

SPONSORSHIP ITEM	PRICE	WHAT IS INCLUDED
<a href="#">Hero Image – Sessions</a>	\$7,500	<ul style="list-style-type: none"><li>• Largest banner ad on the session's homepage (hyperlinked to Marketplace listing)</li></ul>
<a href="#">Hero Image – Marketplace</a>	\$7,500	<ul style="list-style-type: none"><li>• Largest banner ad on the Marketplace homepage (hyperlinked to Marketplace listing)</li></ul>
<a href="#">Hero Image – Chat</a>	\$7,500	<ul style="list-style-type: none"><li>• Largest banner ad on the chat homepage (hyperlinked to Marketplace listing)</li></ul>
<a href="#">Hero Image – Matchmaking</a>	\$7,500	<ul style="list-style-type: none"><li>• Largest banner ad on the Matchmaking Homepage (hyperlinked to Marketplace listing)</li></ul>
<a href="#">Tower Ad – Homepage</a>	\$5,000	<ul style="list-style-type: none"><li>• Ad on event homepage (hyperlinked to Marketplace listing, on 15-second rotation)</li></ul>
<a href="#">Banner Ad – Homepage</a>	\$5,000	<ul style="list-style-type: none"><li>• Banner ad featured on event homepage (hyperlinked to Marketplace listing, on 15-second rotation)</li></ul>



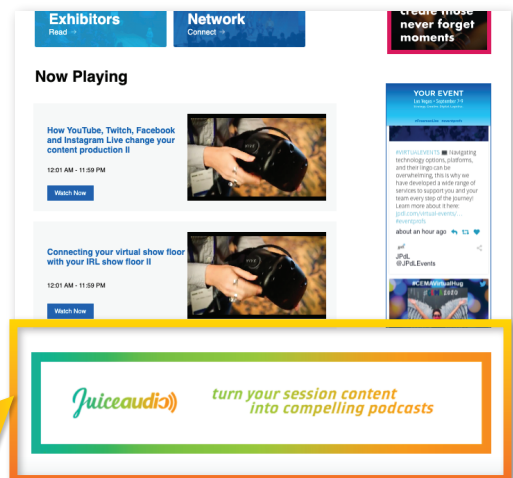
Hero Image Ad Example

Homepage Tower Ad Example



Session Tower Ad Example

Homepage Banner Ad Example



# Sponsorship Menu: Marketing & Branding

SPONSORSHIP ITEM	PRICE	WHAT IS INCLUDED
<b>Know Before You Go Email</b>	\$3,500	<ul style="list-style-type: none"><li>• Hyperlinked banner ad in email to all registered attendees</li></ul>
<b>Registration Confirmation Email</b>	\$3,500	<ul style="list-style-type: none"><li>• Hyperlinked ad in attendee confirmation email</li></ul>
<b>Pre GSX+ Interview, Podcast, etc.</b>	See Account Manager for Details	<ul style="list-style-type: none"><li>• Custom package</li></ul>
<b>SWAG</b>	See Account Manager for Details	<ul style="list-style-type: none"><li>• Sponsored giveaways for attendees</li></ul>
<b>Re-targeted Marketing</b>	\$3,000	<ul style="list-style-type: none"><li>• Three hyperlinked banner ads retargeting website visitors of asisonline.org and gsx.org (30-day campaign, guaranteed 100,000 impressions)</li></ul>
<b>Sponsored Email</b>	\$7,000	<ul style="list-style-type: none"><li>• Sponsored email sent to GSX+ list (64,000+ universe, email stats shared after send)</li></ul>

