



# YOUR STRATEGIC MARKETING ALLIANCE

When you invest in GSX, you join security's winning team. Backed by the industry's leading advocate, ASIS International draws attendees to GSX through comprehensive marketing strategies that maximize your sales dollars, expand your brand footprint, and deliver a personal connection with your target audience.

## Partners in Promotion

### Customized Attendee, Speaker, and Exhibitor Promotion



#### Attendee & Speaker Promotion

- Partnership with Gleanin.
- Attendees are encouraged to share on social channels upon registration.
- Speakers can share custom graphics with their networks.



#### Exhibitor Promotion

- Partnership with VIP Guest Invites.
- Exhibitors are encouraged to promote their presence at GSX with custom graphics and email.



#### Smart Email Campaign

**27+** Targeted Emails  
Abandoned-Cart Messaging  
**68,000+** Recipients



#### Paid Digital Advertising

Facebook, LinkedIn, Feathr, and Google Ads following a structured narrative  
Projected Impressions: **3,893,217**  
U.S., Canada, Latin America, Nigeria & UK Warm and Cold Audience Targeting



#### Industry Advertising

**30+** Well-known Industry Partners  
Print and Digital Advertising



#### Direct Mail

**2** Dedicated Direct Mail Pieces



#### Security Management Magazine

Owned and Distributed by ASIS International  
**34,000+** Readers

## Organic Social



Facebook  
**19,650+** followers



LinkedIn  
**109,190+** followers



Instagram  
**2,580+** followers



Twitter:  
**23,400+** followers