



**12-14 SEPTEMBER 2022**  
**ATLANTA, GA, USA | ONLINE**

# **SECURE A WORLD OF OPPORTUNITY**

## **2022 EXHIBITOR PROSPECTUS**

Gain unparalleled access to the global security community  
at the industry's largest and most trusted marketplace.

VISIT [GSX.ORG/EXHIBIT](https://gsx.org/exhibit) FOR MORE DETAILS.

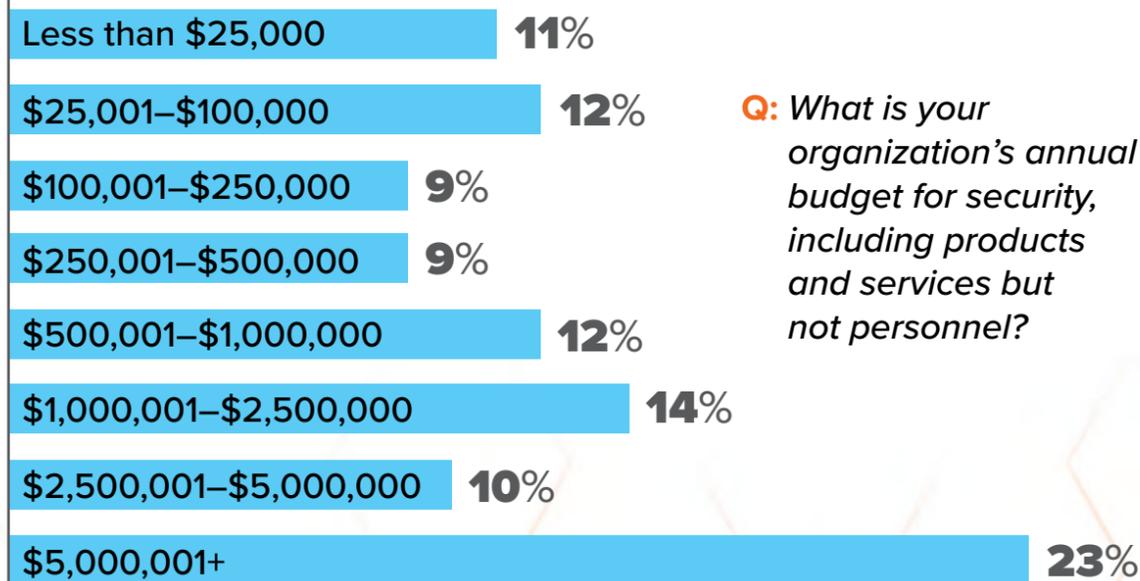


# WHERE SECURITY'S TOP BUYERS FIND YOU

GSX attracts the most qualified and engaged audience in the industry.

## Tap Into Massive Buying Power

With most attendees averaging an annual budget over **\$1,000,000**, GSX delivers more purchasing authority than any other security management event.



**Q:** What is your organization's annual budget for security, including products and services but not personnel?

## Engage Security's Full Ecosystem

GSX is security's most universally attended event, unlocking access to all vertical markets.

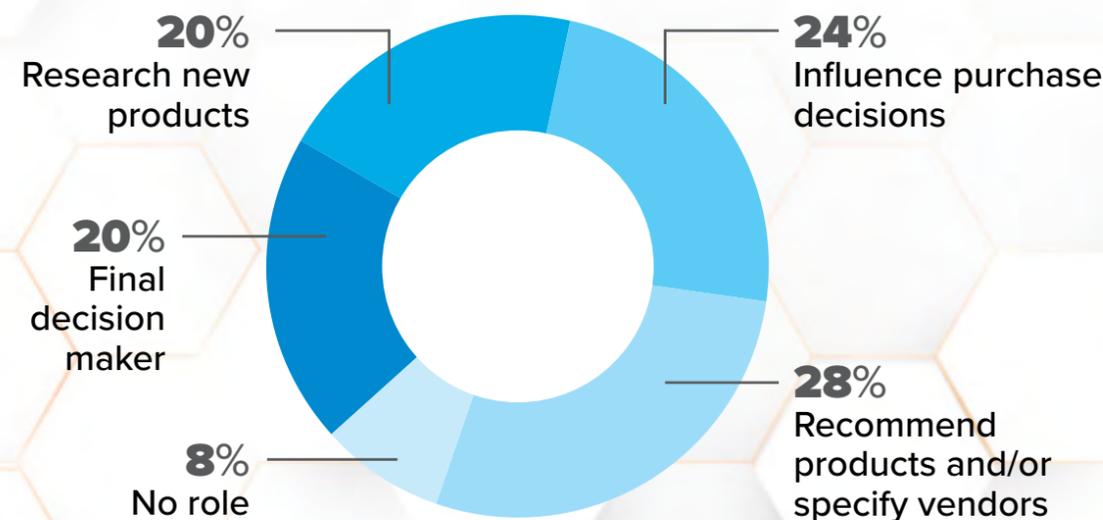
**Q:** What is your organization's primary industry?

- Accommodation & food services
- Amusement, gambling & recreation
- Banking, finance & insurance
- Consulting & professional services
- Defense & intelligence
- Education
- Food & agriculture
- Health care
- Information technology & telecommunications
- Law enforcement
- Manufacturing
- Media & entertainment
- Oil, gas & chemical
- Pharmaceutical
- Public administration (government, non-defense)
- Real estate & construction
- Retail
- Security services
- Transportation & supply chain
- Utilities

## Reach More Decision-Makers in Your Demo

GSX brings you face to face with the industry's senior leaders—**92%** of attendees make or influence security purchasing decisions for their organizations.

**Q:** What is your role relative to the purchase of security technology products, and/or services?

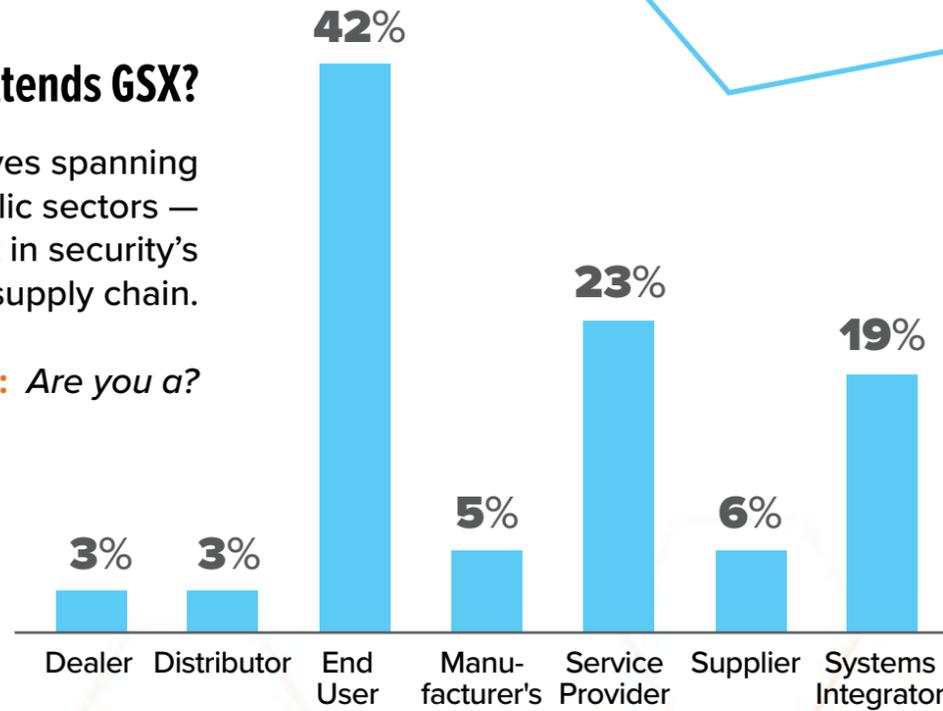


# TOP BUYERS

## Who Attends GSX?

Top-tier executives spanning the private and public sectors — hitting every link in security's global supply chain.

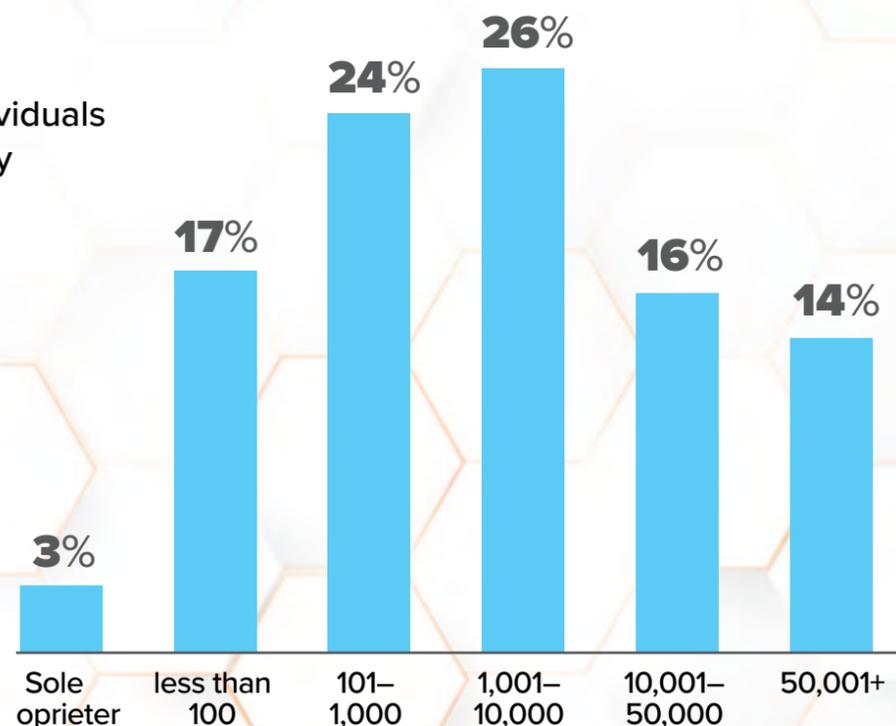
Q: Are you a?



## Reach Large Companies

GSX connects you with individuals who represent large security enterprise.

Q: How many employees are currently employed by your company?



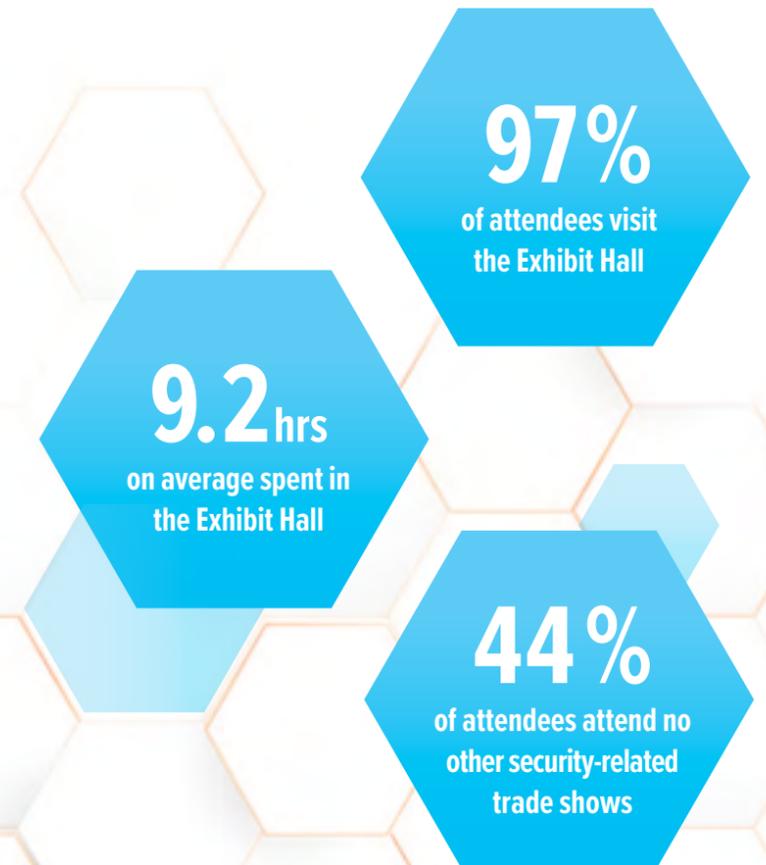
Q: Which of the following best describes your job function/title?

- Analyst/Researcher
- Architect
- Attorney
- CEO/President/Head/Executive Director/Vice President
- CISO
- Consultant/Advisor
- CSO/Deputy CSO
- Dealer
- Director
- Distributor/Supplier
- Editor/Publisher/Reporter
- Educator (Dean, Professor, Asst. Professor)
- Engineer
- Facility/Building Operations Manager
- Fraud Examiner/Auditor/Accountant
- Installer/Technician
- Integrator
- Investigator
- Law Enforcement
- Manager/Supervisor
- Manufacturer's Representative
- Military
- Purchasing Agent
- Sales/Marketing/PR/Communications
- Security Officer/Guard
- Specialist/Coordinator
- Student

## Top Reasons Security Professionals Choose GSX

1 Networking & Education Topics

2 Exhibit Hall



# EXPAND YOUR GLOBAL FOOTPRINT

Even amid the pandemic, GSX consistently draws qualified buyers from around the world.



**80+**  
countries  
represented



# MARKETING SUPPORT EVERY STEP OF THE WAY

When you invest in GSX, the full power of ASIS International—the industry’s leading advocate—invests in you, with comprehensive marketing strategies and services that help you engage your target buyers and maximize your sales budget.

## Integrated Marketing Campaign

From paid digital media (Facebook, LinkedIn, Google Ads) to smart email campaigns, the marketing team at ASIS International works with industry leaders to employ the latest tactics and effectively reach prospects throughout the security ecosystem.



### SMART EMAIL CAMPAIGN

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

### 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

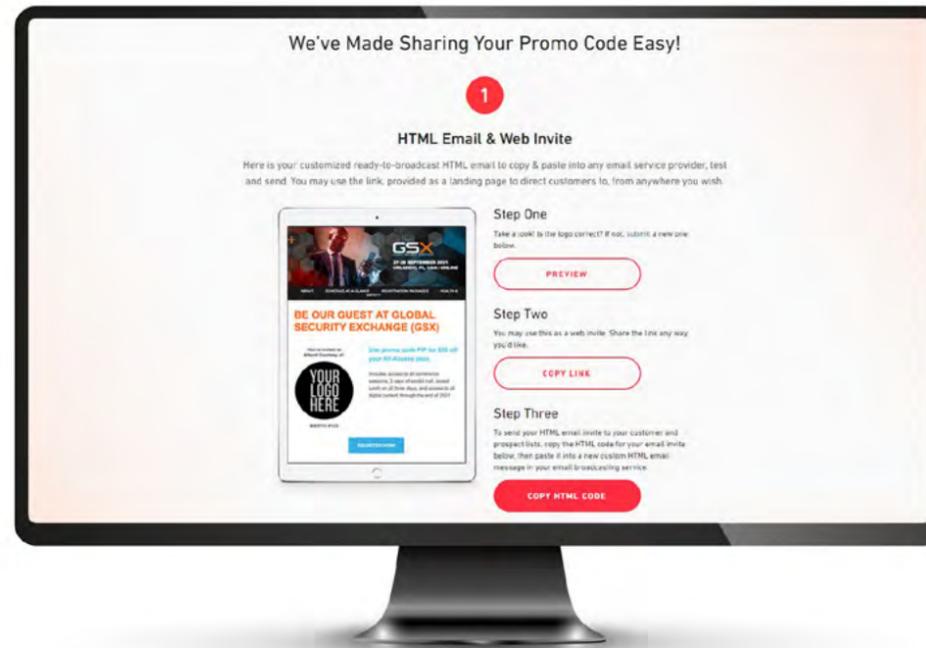
### DIRECT MAIL

**2** Dedicated Direct Mail Pieces



### SECURITY MANAGEMENT MAGAZINE

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



## VIP Guest Invites

Confirmed exhibitors have access to a complementary package of ready-made communications to personally invite your network and track response with unique promo codes. Includes an email invite, social media images, sample social media posts, custom graphics featuring your logo and booth number, and more!

## Organic Social Media

As the world’s largest membership organization for security professionals, ASIS International has a vast, engaged following eager to stay up to date on GSX. Share and engage with posts before, during, and after the event to connect with our community and highlight show-related messaging for your own network.



### FACEBOOK

14,000+ followers



### TWITTER

23,000+ followers

### LINKEDIN

123,000+ followers



### INSTAGRAM

2,900+ followers



# AMPLIFY YOUR ENGAGEMENT AND DRIVE SALES WITH THESE **ADDITIONAL PROMOTIONAL OPPORTUNITIES**

Raise your profile with more targeted buyers by tapping into GSX's unmatched opportunities for brand activation. From sponsorships that accelerate awareness to content-based participation that positions you as a thought leader, the right mix of engagements ensures your message resonates.



## Do More Business in the Diamond Club

Privately connect with elite buyers possessing over \$1,000,000 in purchasing authority in this invite-only meeting space offering complementary beverages and snacks.

*Available to exhibitors with 8,000 square feet or more and sponsors investing a minimum of \$10,000.*



## Strengthen Your Presence with the Power of Sponsorship

Enhance your activation with prominent placement across the show's high-visibility areas and promotional collateral, from convention center and general session signage to lanyards, badges, bottled water and more.



## Showcase Your Brand on the X Stage

Bring your products and perspective to this well-attended platform, where attendees seek the latest innovations and engage in Q&A with exhibitors. Don't miss this opportunity to establish your voice in the industry and generate greater awareness and demand.

# ADDITIONAL OPPORTUNITIES



## Stand out at the First Time Exhibitors Pavilion

Never exhibited at GSX before? This is the opportunity for you. All new exhibitors are highlighted in a designated area on the show floor with additional pre-event spotlight opportunities on new event features.

*First Time Exhibitor Booths are \$5,500 per 100 sq ft and include: 6 exhibitor badges per 100 sq ft, 8' backwall drape, 3' side drape, carpet, (2) chairs, (1) 6' skirted table, 5amp electrical, 1 booth ID sign, listing on floorplan.*



## Strike Deals off the Exhibit Floor in Private Meeting Rooms

Meet with current and prospective buyers in a distraction-free setting — and have a dedicated space for your company to regroup — by purchasing your own meeting room at the Georgia World Congress Center.

*Exhibitor Meeting Rooms are \$15,000 for the week (Sunday – Wednesday) or \$5,000 per day. Room includes one seating setup. Audio visual, food and beverages, and custom signs may be ordered for an additional fee.*

*Expo Suites are \$6,500 per 100 sq ft and include: 6 exhibitor badges per 100 sq ft, enclosed room, locking door, carpet, 5amp electrical, 1 conference table, 4 chairs, listing on digital floorplan. Audio visual and custom graphic panels may be ordered for an additional fee.*



## Make Your Company Integral to Discovery

Select GSX features are built right into the Exhibit Hall experience to keep traffic flowing to the floor — and straight into your booth.

# BOOTH PRICING

\$52 per square foot & \$375 per corner

## Your GSX booth includes:



ID sign



Company logo, description, street address, website, and product categories included on the online floor plan and in the mobile app (upgraded listings available for purchase)



6 exhibitor badges per 100 sq ft



Complimentary marketing toolkit



Advance login to your Exhibitor Dashboard where you can prepare for success pre-event

## Gain Entrée Into Leading Corporations

GSX attracts members of the world's largest corporations including:

- Accenture
- Ace Hardware
- Adobe Systems
- ADT
- Allied Universal
- Ally Financial
- Amazon
- Amazon Web Services
- American Modern Insurance
- Ameristar Perimeter Security
- Anthem, Inc.
- Apple, Inc.
- AT&T
- Avigilon, a Motorola Solutions Company
- Axis Communications
- BAE Systems
- Banco de Mexico
- Bank of America
- Bank of Canada
- Bath and Body Works
- Bayer Corporation
- Bechtel
- Bell
- Bloomberg, LLP.
- Blue Cross Blue Shield
- Bosch Security
- Boston Properties
- Brink's
- British American Tobacco
- Brookfield Properties
- Cadillac
- Capital One
- Chase
- Chevron
- Cisco
- CitiBank
- Coca-Cola
- Costco Wholesale
- Cox Enterprises, Inc.
- Credit Karma, Inc.
- Dell Technologies
- Deloitte
- Deutsche Bank
- eBay
- Equifax
- Erie Insurance, Inc.
- ExxonMobil
- Facebook, Inc.
- Farmers Insurance
- Federal Bureau of Investigation
- FedEx
- Ford Motor Company
- G4s
- Gartner
- GEICO
- General Electric
- General Motors
- Goodyear Tire & Rubber Company
- Google
- Grubhub
- Guardian Life Insurance Company
- Gucci
- Hallmark
- Heineken
- Hewlett-Packard Enterprise
- Hilton Hotels
- Honda
- Honeywell
- HP Inc.
- Hyatt Hotels and Resorts
- IBM
- IDIS Global
- Indeed
- InfraGard
- JC Penny
- John Deere
- Johnson & Johnson
- Johnson Controls Inc.
- Kohler
- KPMG, LLP.
- L Brands
- Lincoln Financial Group
- Lockheed Martin
- Lowe's
- Marriott International
- Mars, Inc.
- Mastercard
- McCormick
- McDonald's Corporation
- NBC Universal
- Netflix
- Netgear
- Nike, Inc.
- Northrop Grumman
- NuStar
- NYPD
- PayPal
- PepsiCo
- Pfizer, Inc.
- Procter and Gamble
- PwC
- Raytheon
- S&P Global, Inc.
- Salesforce
- Sallie Mae
- Shell
- Shopify
- Snap Inc.
- Sony Pictures Entertainment
- Southwest Airlines
- Stripe Inc.
- T-Mobile
- Target
- Tesla
- TikTok
- TJX
- Twitter
- Uber
- United Nations
- Universal Studios
- Verisign
- Verizon
- Volkswagen
- Walmart Inc.
- Walt Disney World
- Wells Fargo Bank
- Yelp, Inc.
- Yum! Brands

[View Exhibitor Floorplan](#)



# SECURE YOUR PARTNERSHIP FOR GSX 2022

Your buyers are back—and they'll be looking for you on-site!  
Contact the Exhibit Team to build a custom package that fits your budget and goals.



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## Health and Safety at GSX

ASIS International, in partnership with the Georgia World Congress Convention Center, is committed to creating a safe and compelling guest experience at GSX 2022. As we plan to gather in person, the health and safety of attendees and team members is our highest priority, and we will continue to monitor COVID-19 conditions as the event approaches. Watch for updates as necessary via email and on the ASIS and GSX websites.

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