



**GSX 2024  
IN CONJUNCTION WITH (ICW)  
OVERVIEW**

Dear ASIS International and GSX Community,

In our ongoing commitment to fostering a secure and reputable environment for all our stakeholders, ASIS International is implementing an official policy and application process for all events associated with or deemed "in conjunction with" Global Security Exchange (GSX). This decision is motivated by the imperative to safeguard the brand integrity of ASIS and GSX, and the brand equity and substantial investments of our key stakeholders.

The purpose of this policy is twofold. First, it aims to fortify the brand identity of ASIS and GSX ensuring that events held in conjunction with GSX adhere to our standards of excellence and professionalism. By formalizing our association with affiliated events, we seek to maintain the high caliber and integrity that ASIS and GSX represent in the global security landscape.

Second, the policy is designed to protect the considerable investments made by our supporters, exhibitors, and sponsors. GSX is a pivotal moment for our community, offering a unique platform for networking, collaboration, and business development. It is essential that we shield our stakeholders from any undue exploitation by groups or entities attempting to leverage the GSX audience, brand, and business opportunities outside of approved channels.

ASIS International will not condone any activities that compromise the intent and vision of GSX or detract from the positive experiences of our attendees. Violators of this policy may face consequences, as we are committed to upholding the integrity of our events and protecting the investments of those who contribute to their success.

This policy and application process underscore our dedication to creating a secure and reputable environment for all participants involved in GSX. We appreciate the ongoing support of our community and look forward to continued collaboration in advancing security worldwide.