



## GSX 2024 IN CONJUNCTION WITH (ICW) FREQUENTLY ASKED QUESTIONS

### **What is an In Conjunction With (ICW) event?**

An In Conjunction With (ICW) event is any meeting or event held adjacent to GSX 2024 by an organization other than ASIS International HQ. All events must receive approval from ASIS, regardless of event location.

### **Why is ASIS International enacting an ICW Policy now?**

It is a common practice for nonprofit organizations to have a policy in place to manage other companies and organizations that wish to hold events in and around the annual conference. This decision is designed to safeguard the brand integrity of ASIS and GSX, and the brand equity and substantial investments of our key stakeholders.

### **Who does the ICW Policy apply to?**

All affiliated organizations, ASIS Communities and Chapters, exhibitors, advertisers, and/or sponsors that wish to meet and host functions during ASIS-approved dates and times in conjunction with GSX 2024.

### **What are the available dates and times to hold events?**

ICWs may be held during these dates/times:

- Sunday 22 September: after 6:30 pm
- Monday 23 September: before 8:30 am, after 4:30 pm
- Tuesday 24 September: before 8:30 am, between 4:30 pm – 7:00 pm, after 9:00 pm
- Wednesday 25 September: before 8:30 am, after 3:00 pm

### **Are any locations off-limits?**

No ICWs may be held at any portion of Universal Studios Florida (other Universal venues, e.g., City Walk and Islands of Adventure, are available).

### **What are the benefits of hosting an official ICW Event at GSX?**

- Companies and groups hosting approved ICWs will be provided with an official GSX 2024 ICW logo to use on all marketing and promotional materials.
- If requested by the organizers on the ICW Registration Form, ASIS will list ICW events on the GSX website as part of the overall GSX Schedule of Events, and in the online/mobile app My Show Planner

### **What sort of an event would be declined?**

In general, the following activities are not permitted:

- Events hosted by companies or individuals who do not support GSX by either exhibiting, sponsoring, or advertising, or whom are not directly affiliated with ASIS, such as Chapters, etc.;
- External education programs without prior approval;

- Content resembling existing ASIS or GSX programs or purporting to be supported by ASIS without ASIS written approval; and
- CPE programs.

**What happens if an unapproved group hosts an event?**

Entities that hold events that are not approved may have their events shut down, lose priority points that would have been earned for participation at GSX 2024, and/or may not be permitted to hold events at future GSX events.

**How will the ICW Policy be enforced?**

ASIS is relying on our partner individuals, companies, and organizations to self-identify their participation with the ICW Policy. We are also relying on those same people to notify ASIS if they hear of or encounter an unapproved event.

**Who should I contact with questions regarding the ICW Policy?**

Please contact Amy Peters, Vice President, Events, ASIS International at [amy.peters@asisonline.org](mailto:amy.peters@asisonline.org).