



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

Thank you for your interest in holding a meeting or event in conjunction with GSX 2024! ASIS International welcomes affiliated organizations, ASIS Communities and Chapters, exhibitors, advertisers, and/or sponsors to meet and host functions during ASIS-approved dates and times in conjunction with GSX 2024.

ASIS requires all organizations that wish to hold functions of 50 attendees or greater in any location within the same metropolitan area as GSX to submit an official registration and receive ASIS approval prior to promotion and implementation of the function. We strongly recommend that organizations do not contract meeting space directly with venues until they have received approval from ASIS to hold an event during GSX.

The ICW Registration Form is available online at <https://www.gsx.org/icw-guidelines/>.

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 meeting location. ICWs include, but are not limited to:

- ASIS Chapter gatherings;
- ASIS Community gatherings;
- ASIS Working Group meetings;
- ASIS Region gatherings;
- Affiliated association events (breakfasts, receptions, etc.);
- Exhibitor or sponsor pre-conference and post-conference meetings – a gathering of industry employees to discuss details for their meetings, held before and/or after GSX (including staff meetings);
- Social events – a networking event that is non-educational in nature; and
- All meetings offered during the inclusive dates of GSX held in the same metropolitan area as GSX.

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.

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

No ICWs may be held at any portion of Universal Studios Florida.

Register Your ICW Event

The ICW Registration Form is available online at <https://www.gsx.org/icw-guidelines/>.

Once an ICW registration is submitted, you will receive a confirmation email stating that ASIS has received your form. It will take ASIS up to 5 business days to review your submission. If your event is approved, you will receive an additional confirmation email from ASIS stating your approval along with venue location and contact information. After you receive this approval, you may work directly with the venue on the details of your meeting. You may not alter or change your event or location after approval from ASIS. If you do wish to alter or change your event or your event location, you must submit a new ICW Registration Form. If your event is not approved, you will receive an email from ASIS stating that the application has been denied. Your event may be approved or denied in ASIS' sole discretion.

The ICW organization is responsible for all costs associated with the approved ICW event (e.g., food and beverage, audiovisual, room rental, set up fees, signage, etc.).

No company or individual is permitted to reserve event or meeting space directly without ASIS' written approval.

Logistics and Promotion for Approved ICWs

- 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, provided the following criteria are met:
 - The ICW event host has its own registration process, which abides by applicable data protection regulations (including GDPR) and includes clear opt-out directions/language;
 - The ICW event host provides a contact person and information (website, email, phone number) – ASIS will not respond to inquiries about ICW details; and
 - If the ICW is not open to all registered GSX attendees, ICW event host may identify criteria for invitations/attendance and provide a mechanism to apply for admission.
- All costs associated with the ICW event (e.g., food and beverage, audiovisual equipment and labor, meeting room rental) are the responsibility of the participating organization or individual.
- Promotional materials (e.g., announcements, invitations, publicity, on-site materials, signage) must not imply that the event is part of official GSX activities produced or provided by ASIS, nor imply that the event is endorsed by ASIS.

- ICW event contacts may be required to submit a copy of the brochure, invitation, agenda, or other material for approval, and a member of the ASIS staff may attend your ICW at any time during the meeting.
- Use of the ASIS name and logo is prohibited on any ICW promotional materials. You may not use ASIS' trademarks, logos, tradenames, or other intellectual property without ASIS prior written consent.

Rules & Regulations

1. Code of Conduct: ICW event organizers, sponsors, attendees, and content must adhere to the [ASIS Code of Conduct](#).
2. Sponsorship, Partners, and Branding: ICW events may not display or promote any sponsors, partners, co-hosts, or brands that directly compete with ASIS or GSX.
3. Venue/Location: Event venues must be within the specified GSX event boundaries and approved by GSX organizers.
4. Marketing and Promotion: All promotional materials and marketing campaigns related to your ICW event must receive prior approval from GSX organizers to avoid misrepresentation or conflicts with the GSX brand. Unauthorized use of GSX and/or ASIS branding or logos is prohibited.
5. Security and Safety: You are solely responsible for ensuring the safety and security of event attendees. Compliance with local laws, regulations, and safety standards is mandatory.
6. Insurance and Liability: Event hosts must carry appropriate insurance coverage for their events and assume all liability for any incidents or accidents that occur during the event. Proof of insurance must be provided upon request by ASIS.
7. Compliance with GSX Schedule: ICW events must adhere to the specified date and time slots allotted by ASIS. Event hosts may not schedule their events in direct competition with GSX programming, sessions, exhibit hall, or events.
8. Financial Obligations: Event hosts are responsible for all event costs, including venue rental, equipment, staffing, and marketing. They should not expect financial support or resources from ASIS.
9. Feedback and Evaluation: GSX may request feedback from your event attendees to assess the quality and relevance of in conjunction events. Cooperation with such requests is expected.
10. Compliance Review: GSX organizers reserve the right to review and evaluate ICW events to ensure they adhere to these rules and regulations.

Non-Compliance

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. ASIS will not be responsible for expenses or losses resulting from the cancellation or termination of said event(s).

Failure to comply with the Rules and Regulations may result in the cancellation of your ICW event and could affect your participation in current and future ASIS and GSX events.

Please review this document carefully and contact GSX event organizers for any clarifications or to register specific activities. It is essential to maintain the integrity and reputation of GSX while delivering an engaging and valuable experience to attendees.

Contact

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