



29 SEPTEMBER – 1 OCTOBER, 2025
NEW ORLEANS, LOUISIANA, USA

GSX 2025 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 2025 by an organization other than ASIS International HQ. All events must receive approval from ASIS, regardless of event location.

Why does ASIS International have an ICW Policy?

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 companies, groups, organizations, and individuals that wish to meet and host functions during ASIS-approved dates and times in conjunction with GSX 2025.

What are the available dates and times to hold events?

ICWs may be held during these dates/times:

- Saturday, 27 September: all day
- Sunday, 28 September: after 6:30 pm
- Monday, 29 September: before 8:30 am, after 4:30 pm
- Tuesday, 30 September: before 8:30 am, between 4:30 pm – 6:00 pm, after 8:00 pm
- Wednesday, 1 October: before 8:00 am, after 3:00 pm

Are any locations off-limits?

No ICWs may be held at any portion of the National World War II Museum, at any time.

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 2025 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 2025, 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 Patti Steele, Vice President, Events, ASIS International at patti.steele@asisonline.org.