



14-16 SEPTEMBER 2026
ATLANTA, GEORGIA, USA

Justify Your GSX 2026 Attendance

Not sure how to ask for approval? We've created a simple template you can use to demonstrate the professional and organizational ROI of attending.

Subject: Request to Attend GSX 2026 — Atlanta, September 14–16

Hi [\[Manager's Name\]](#),

I'd like to make the case for attending Global Security Exchange (GSX), hosted by ASIS International, September 14–16 in Atlanta, Georgia.

For our business, GSX isn't just a conference, it's one of the best opportunities of the year to invest in relationships, knowledge, and competitive positioning. Here's why:

- **Client & Prospect Access:** GSX brings together 14,000+ security professionals — the exact decision-makers and end-users we work with every day. There's no more efficient place to strengthen existing relationships and build new ones.
- **Technology & Innovation:** The exhibit hall features 500+ solution providers showcasing the latest products, platforms, and integrated systems. Staying current on what's available helps us make better recommendations and deliver better outcomes for our clients.
- **Education & Standards:** Sessions covering AI-enabled tools, cybersecurity convergence, and ESRM best practices help us understand where the industry is headed and get ahead of it before our clients are asking the questions.
- **Industry Positioning:** Being present at GSX keeps us visible and credible within the broader security community; the community our clients trust and turn to.

I'm confident this investment will pay off in stronger client relationships, sharper technical knowledge, and new business opportunities. Happy to put together a cost summary if helpful.

[\[Your Name\]](#)

Subject: GSX 2026 — Attendance Request

Hi [Manager's Name],

I'd like to attend GSX 2026 in Atlanta (September 14–16), ASIS International's flagship security conference.

For integrators, the ROI is straightforward: our clients are there, the latest technology is on the floor, and the education sessions keep us ahead of the standards and trends shaping what we install and support. It's one of the best investments we can make in our technical credibility and client relationships.

Happy to share a cost breakdown if useful.

[Your Name]