



# 1<sup>ST</sup> MIDDLE EAST SECURITY CONFERENCE

DUBAI, UNITED ARAB EMIRATES  
06>08 December 2009

## EXCLUSIVE SPONSORSHIP & EXHIBIT OPPORTUNITIES

### PLATINUM SPONSORSHIP

<p><b>Sponsor of President's Reception</b> limited to two sponsors</p>	<p><b>19,000 USD</b></p>	<ul style="list-style-type: none"> <li>Welcome address to participants at function</li> <li>3 complimentary conference registrations</li> <li>1 table-top exhibit in premium location (including 2 booth staff)</li> <li>Logo in registration brochure, CD Rom &amp; ASIS International website with link</li> <li>1 full page colour ad in on-site programme</li> <li>Verbal acknowledgement during opening and closing ceremony</li> <li>One promotional item (subject to agreement) to be included in delegate conference bags</li> <li>Sponsor logo at function and in registration area</li> </ul>
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### GOLD SPONSORSHIP

<p><b>Conference Bag Sponsor</b> limited to three sponsors</p>	<p><b>6,500 USD</b></p>	<ul style="list-style-type: none"> <li>2 complimentary conference registrations</li> <li>1 table-top exhibit</li> <li>Logo in registration brochure, CD Rom &amp; ASIS International website with link</li> <li>1 half page colour ad in on-site programme</li> <li>Verbal acknowledgement during closing ceremony</li> <li>Sponsor logo on conference bag and in registration area</li> </ul>
<p><b>Exclusive Sponsor of Message Boards</b></p>	<p><b>6,500 USD</b></p>	<ul style="list-style-type: none"> <li>Screens acknowledging the sponsors name and logo strategically positioned in 2 prominent locations</li> <li>Logo in registration brochure, CD Rom &amp; ASIS International website with link</li> <li>Verbal acknowledgement during closing ceremony</li> <li>Sponsor logo in registration area</li> </ul>
<p><b>Sponsor of Business Lunch</b> Monday 7 Dec limited to two sponsors</p>	<p><b>6,500 USD</b></p>	<ul style="list-style-type: none"> <li>2 complimentary conference registrations</li> <li>1 table-top exhibit</li> <li>Logo in registration brochure, CD Rom &amp; ASIS International website with link</li> <li>1 half page colour ad in on-site programme</li> <li>Verbal acknowledgement during closing ceremony</li> </ul>
<p><b>Sponsor of Business Lunch</b> Tuesday 8 Dec limited to two sponsors</p>	<p><b>6,500 USD</b></p>	<ul style="list-style-type: none"> <li>Sponsor logo at business lunch tables (sponsor to provide and subject to approval)</li> <li>Sponsor Material on tables at lunch (sponsor to provide and subject to approval)</li> <li>1 Sponsor Banner in lunch area (sponsor to provide and subject to approval)</li> </ul>
<p><b>Exclusive Lanyard Sponsor</b></p>	<p><b>6,500 USD</b></p>	<ul style="list-style-type: none"> <li>Sponsor logo on lanyards for all attendees badges (Lanyards to be provided by sponsor)</li> <li>2 complimentary conference registrations</li> <li>1 half page colour ad in on-site programme</li> <li>Logo in registration brochure, CD Rom &amp; ASIS International website with link</li> <li>Verbal acknowledgement during opening and closing ceremony</li> <li>Sponsor logo in registration area</li> </ul>
<p><b>Exclusive Provider of Onsite Security</b></p>	<p><b>Provision of onsite security (details TBD)</b></p>	<ul style="list-style-type: none"> <li>Demonstrate your company's excellence in the field of manned security as the exclusive provider of onsite security guards</li> <li>1 complimentary conference registration</li> <li>1 table-top exhibit in location of choice, including 2 booth staff (see next page for details)</li> <li>Banner with company logo at entrance</li> <li>1 half page colour ad in on-site programme</li> <li>Logo in registration brochure, CD Rom &amp; ASIS International website with link</li> <li>Verbal acknowledgement during opening and closing ceremony</li> <li>Sponsor logo in coffee break area and in registration area</li> </ul>



SILVER SPONSORSHIP		
<b>Coffee Break Sponsor</b> Monday 7 Dec	<b>4,000 USD</b>	<ul style="list-style-type: none"> <li>• Logo in registration brochure, CD Rom &amp; ASIS International website with link</li> <li>• Verbal acknowledgement during opening and closing ceremony</li> <li>• Sponsor logo at coffee break tables in exhibition area (signs on table and napkins - sponsor to provide napkins and subject to approval)</li> </ul>
<b>Coffee Break Sponsor</b> Tuesday 8 Dec	<b>4,000 USD</b>	
<b>Promotion of Private Reception</b>	<b>4,000 USD</b>	<ul style="list-style-type: none"> <li>• E-mail to delegates prior the event to announce the function (sent out by the ASIS team)</li> <li>• Function listed in on-site programme</li> <li>• 1 half page colour ad in on-site programme</li> <li>• Logo in registration brochure, CD Rom &amp; ASIS International website with link</li> <li>• Announcement of the private function in the Plenary (+ sponsor logo projection)</li> <li>• Verbal acknowledgement during opening and closing ceremony</li> </ul> <p>( All rental and F&amp;B costs related to this Private Reception are to be covered by the sponsor)</p>

## TABLE-TOP EXHIBIT & UPGRADE OPTIONS

TABLE-TOP EXHIBIT		
<b>Table-Top Exhibit in Coffee Break Area</b> 6-8 Dec 09	By 1 Oct 09 <b>2,500 USD</b>  After 1 Oct 09 <b>3,000 USD</b>	<ul style="list-style-type: none"> <li>• 2 x 3 m space with table for displays</li> <li>• 2 booth registrations, including educational sessions, coffee breaks, and President's Reception</li> <li>• Basic electricity usage</li> <li>• Acknowledgement in programme</li> <li>• Company description and logo on CD-Rom</li> </ul>

UPGRADE OPTIONS		
<b>1 Exclusive Pens &amp; Writing Pads Provider*</b>	<b>1,500 USD</b>	<ul style="list-style-type: none"> <li>• Pens &amp; writing pads provided to all attendees (in conference bag)</li> <li>• Company logo on pens &amp; writing pads</li> </ul>
<b>2 Colour Ad in Onsite Programme*</b>	Half Page <b>950 USD</b>  Full Page <b>1,500 USD</b>	<ul style="list-style-type: none"> <li>• Company half / full page colour ad in onsite programme</li> </ul>
<b>3 Mailing to Delegates prior to Conference</b>	E-mailing <b>900 USD</b>  Postal Mailing <b>1,400 USD</b>	<ul style="list-style-type: none"> <li>• Mailing to delegates done on behalf of the sponsor (excl mailing and handling costs for postal mailing). Prior approval of mailing piece required.</li> <li>• Postal mailing done by neutral meeting house</li> </ul>
<b>4 Conference Bag Insert</b> 1 piece printed material*	<b>850 USD</b>	<ul style="list-style-type: none"> <li>• Company information inserted in conference bags (subject to approval, maximum 8 pages)</li> </ul>
<b>5 Give-Away Distribution</b> 1 piece printed material*	<b>850 USD</b>	<ul style="list-style-type: none"> <li>• Company give-away (1 piece provided, subject to approval) distributed by 1 hostess at conference area entrance (1 day/1 hour)</li> </ul>
<b>6 Exclusive Speaker Gift Provider*</b>		<ul style="list-style-type: none"> <li>• Company provides speaker gift subject to approval</li> </ul>

\*Materials provided by sponsor

