

2008 Event Details

Exhibit Guide

ASIS Show Newspaper

Polybag Inserts

Sponsorships



Generate Excitement at the Industry's Flagship Show.

The ASIS International Seminar and Exhibits has been an annual event for more than fifty years with a reputation for attracting security professionals with buying power. In 2007, the show was recognized by *Exhibitor Magazine* as one of the top trade shows of the year in terms of Net Buying Influence. More than 22,000 security professionals from all over the U.S. and the world attended the ASIS show and 94% had the power to recommend or make final purchasing decisions.* A combination of an exciting venue and relevant, authoritative speakers and seminars results in an atmosphere of high-level networking and lead-generation.

**Exhibitor Magazine*. April 2007

Solid Reasons to Advertise in Three Time-Tested Media.

Advertising in the media available at the show influences your target in two important ways. It highlights your presence at the show, drawing traffic to your booth where the sales conversation begins. It also reminds these potential customers of your interaction as they return to their offices and share the publications with colleagues. The annual show fosters and cements professional contacts—and the show media provide a unique way to reach these movers and shakers.

- **The Official Exhibit Guide:** Lists all exhibitors and their locations in the hall. Must advertise in the September issue of *Security Management* to buy space in the Exhibit Guide.
- **The Show Newspaper:** Published on-site all three days of the show and distributed free throughout the convention center. Open only to exhibitors.
- **Polybag Distribution:** Your unique marketing piece—whether a poster, ad reprint, or DVD, is wrapped with a complimentary issue of *Security Management* and given to every preregistered show attendee. Also available to every walk-in at the *Security Management* booth all four days of the show.

Special Sponsorship Opportunities on back cover.

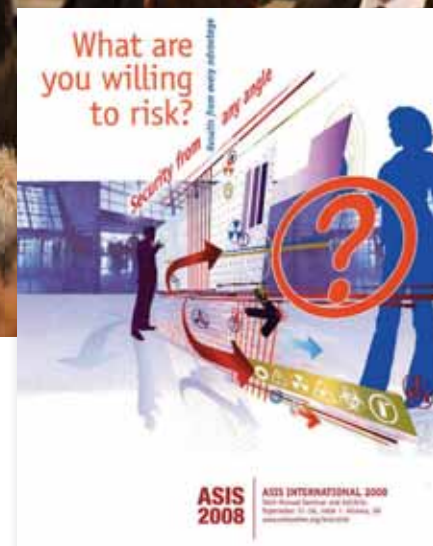


Exhibit Guide Rates

Open only to Show Newspaper advertisers. No charge for 4C or 2C.

1X

Full Page	3720
1/2 Island/Horizontal	2650
Cover 2 or 3	5300
Cover 4	5850

Polybag Distribution

Rate	\$4050 per insert
Quantity	8,500

Show Newspaper Rates

No charge for 4C or 2C

	1X	2X	3X
Tabloid Page*	3450	3150	2780
Junior Page	2680	2395	2120
1/3	2110	1905	1690
1/4	1750	1570	1395
1/6	1390	1245	1110
1/8	1005	900	825
1/12	660	590	495
Cover 2 or 3	(3X only)	—	4155
Cover 4	(3X only)	—	4470

Tab page size is 11" x 14.25" Specs for full page bleed ad are 11.25" x 14.50."

Size Your Ads Easily

Exhibit Guide ad sizes are identical to those in *Security Management*. For the Show Newspaper, use the conversion chart below.

Show Newspaper Equivalent	Security Management Standard
Tabloid Page	N/A
Junior Page V	Full Page
Junior Page H	N/A
1/3 V	2/3 V
1/4 V/H	1/2 V/H
1/4 Island	1/2 Island
1/6 V/Sq	1/3 V/Sq
1/8 V/H	1/4 V/H
1/12 V/H	1/6 V/H

ASIS International Show Media Deadlines

Issue/Event Date:	Reservations:	Materials:	Ship to:	Requirements:
ASIS Exhibit Guide*	7/15/08	7/21/08	Keith Schilling, <i>Security Management</i> , 1625 Prince Street Alexandria, VA 22314	Must advertise in at least one issue of the Show Newspaper. Only full page, 1/2 island, and 1/2 horizontal ads accepted.
2008 Atlanta Show Newspaper Monday-Wednesday	7/15/08	7/21/08	Keith Schilling, address above	Must be an exhibitor.
ASIS Product Showcase Monday-Wednesday Plus December issue of <i>Security Management</i>	7/15/07	7/15/07	Nello Caramat, <i>Security Management</i> , address above, or email to ncaramat@asisonline.org	FREE to advertisers in both <i>Security Management</i> and the Show Newspaper. Label material "ASIS Product Showcase" & submit product release of 100 - 200 words & photo to ncaramat@asisonline.org. Digital photos preferred @ 300 dpi saved as .tiff or .jpeg (maximum quality, minimum compression). Text can be mailed w/photo on CD-ROM.
Polybag Inserts	7/15/08	7/21/08	Send 5 samples to: Nello Caramat, <i>Security Management</i> , address above. Preprinted inserts only to: Todd Crew, Cadmus, 2901 Byrdhill Rd. Richmond, VA 23228. Label box: <i>Security Management</i> , September Polybag Issue, Quantity:(# of pieces per box)	Limited to ASIS exhibitors. Dimensions of preprinted insert cannot exceed 8¼" X 10⅞." Total quantity for distribution: 8,500.
Security Management Magazine September 2008	7/15/08	7/21/08	Keith Schilling, address above	N/A

*To reserve booth space in Atlanta, contact Shannon Burch (703) 518-1424 or sburch@asisonline.org.

• Special Sponsorship

Opportunities: There are a number of ways your organization can sponsor events or provide promotional materials at the Annual ASIS International Seminar & Exhibits—the security industry’s premier trade show. Putting your name in front of the more than 22,000 attendees in a tangible way builds your image and increases awareness long after the show.

You can also sponsor ASIS Foundation programs, which reflect its charitable nature by supporting the security industry through research, training and scholarships. ASIS Foundation sponsorships are tax-deductible to the extent allowed by law and demonstrate your commitment to the development of the security industry.

Contact your salesperson for a complete catalog of sponsorship opportunities.



Sales Office Listing:

Northeast

Charlotte Lane
The Longshore Group
1774 Taliaferro Trail
Montgomery, AL 36117
(334) 239-2218
FAX: (334) 460-1918
clane@longshoremedia.com

South/MidAtlantic

Shawn Register
Register Sales and Marketing
7166 Wyngrove Drive
Montgomery AL 36117
(334) 270-4060
FAX: (334) 277-1550
shawnregister@bellsouth.net

Midwest

Jeff Dembski, Steve Loerch
Didier & Broderick, Inc.
95 Revere Drive, Suite H
Northbrook, IL 60062
Jeff: (847) 498-4520 ext. 3005
Steve: (847) 498-4520 ext. 3006
FAX: (847) 498-5911
jeff@didierandbroderick.com
steve@didierandbroderick.com

Europe

Irene Greve
Richard Rozelaar
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Alain Charles House
27 Wilfred Street
London UK SW1E 6PR
(44) 20 7834 7676
FAX: (44) 20 7973 0076
media@alaincharles.com

Sales Headquarters

Sandy Wade
Publisher
1625 Prince Street
Alexandria, VA 22314
(800) 368-5685
FAX: (703) 518-1518
swade@asisonline.org

ASIS International Seminar & Exhibits

Total audited attendance	22,230
Total Area of Exhibit Hall	263,600 square feet

Source: BPA, 2006 San Diego

ASIS International Seminar & Exhibits Attendees by Title/Function

Active Military/Government Personnel	3.8
Architect/Engineer	5.8
Executive/Financial Management	22.1
Consultant	11.0
Law Enforcement	2.3
Other Management	17.5
Security/Loss Prevention Management	21.3
Other	16.4

Source: BPA, 2006 San Diego



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