

# ASIS DIAMOND CLUB SECURITY BUYERS FORUM

The ASIS Diamond Club Security Buyers Forum is designed to provide intimate, face-to-face buying experiences between Security Professionals who influence the buying process with easy access to Solution Providers matching their needs.

**July 16-18, 2014 | Hyatt Coconut Point | Bonita Springs, FL**

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## **Two Days of Private, Guaranteed Sales Meetings with Executive Decision Makers Involved in Their Organization's Security Purchases**

The ASIS Diamond Club Security Buyers Forum is an invitation-only, "hosted" forum designed for top-level security executives associated with buying all product categories such as Access Control, IP/Video Surveillance, Biometric Technology, Computer Security, Detection Equipment, Perimeter Protection, SAAS, System Integration, Mass Notification, Guard Services, and many more.

This proven, "hosted" format provides Solution Providers with the ultimate opportunity to speak directly to pre-qualified decision makers who can grow their bottom line. Travel, hotel, and group meal expenses for qualified security executives are fully provided. In return, attending buyers agree to attend all pre-arranged appointments.

### **The Smart, Effective Way to Meet and Build Relationships with Actual Buyers - WE ONLY ACCEPT QUALIFIED BUYERS**

Each guest is hand-selected based on the following strict criteria:

- Annual security budget of at least \$1 million or a Fortune 500 company
- Purchasing plans scheduled within the next 12-18 months
- Currently searching for supplier solutions
- Final decision maker or key member of buying team

*"A very positive event. We have attended several buyers' summits this year alone and this one had the best mix of vertical markets and the highest level decision makers of any we've attended. We anticipate several outstanding results from this summit."*

Scott Welborn, Tech Systems, Inc.

*"A great opportunity for security buyers and security providers to discuss needs and solutions. It was well worth the time out of my busy schedule. Productive!"*

Rodney Taylor, Tyco Integrated Security

*"It was an outstanding event with quality one-on-one time with potential buyers. Great job to all on the ASIS team for executing this and putting it together. Look forward to the next one!"*

Bryan Jordan, Axis Communications

## Event activities include:

- **Executive Boardroom Presentations:** Pre-selected for you based on a combination of your interests and that of the buyers. Each boardroom presentation is 20 minutes in length and will give your company an opportunity to provide an overview and case study of the product/service that your company has to offer.
- **One-on-One Appointments:** Pre-scheduled, private meetings with the attending security executives of your choice. Buyers also have the opportunity to schedule private meetings with solution providers and allow them to dive more deeply into the products and services they learned about during the boardroom presentations.
- **Peer-to-Peer Exchange:** Peer sessions facilitating ideas and experiences among the security professionals. Meaningful peer interaction and the opportunity to establish and build relationships with other buyers is a key element of the ASIS Diamond Club Security Buyers Forum experience.
- **Networking:** Continue to build relationships in an exclusive and casual environment. Networking events include the opening night welcome reception and dinner, daily breakfasts, lunches, and dinner. A variety of events are built into the agenda to help optimize social interaction.

## A Whole New Way to Meet Buyers

***No booths, no hassles, no extra expenses and...no wondering if buyers will show up***

The ASIS Diamond Club Security Buyers Forum features two days of pre-scheduled, private, guaranteed sales appointments with top-level security buyers. Develop new alliances through exclusive access to an audience of influential, active decision makers responsible for evaluating and purchasing for their organization.

Engage in direct, serious discussions with key decision makers you may never have the chance to meet in their offices – position yourself as a trusted advisor while consolidating months of business travel and calls into a two-day event.

**Sign-up as an exhibitor today!**

**Contact your sales representative for full details:**

+1.800.687.7469 or [asissales@ntpsnow.com](mailto:asissales@ntpsnow.com)

*“The Diamond Club Security Buyers Forum was an incredible venue to discuss my organization’s needs one-on-one. Plus the information I learned in the board sessions brought me up-to-speed with the latest technology in security.”*

Charles Andrews, CPP, First Data Corp. - TeleCheck

*“One of the best peer to peer educational events I have attended over the past several years. A highly rewarding professional growth experience.”*

O. Keith Wanke, Dunham’s Sports

*“It far exceeded my expectations—from the high-caliber attendees, to the informative vendor presentations.”*

Rick de Treville, CNL Commercial Real Estate

*“Provided the best networking and vendor interface of any show yet.”*

Bruce Kennedy, James Mintz Group

## How is the ASIS Diamond Club Security Buyers Forum different from other industry events?

- We host buyers from across all industry sectors
- You tell us who you'd like to meet. You provide us with rankings of all the attending qualified buyers
- Give us input as to what titles from which companies you'd like to invite
- Guaranteed, personal access to buyers through one-on-one meetings
- Your customer is focused on you
- Thought leadership opportunities via case-study presentations on your products and solutions
- Shortened sales cycle through communicating face-to-face with senior decision makers
- Grow your pipeline and increase sales halfway through 2014

## HOW IT WORKS...

### 48 hours of up-close selling time with your best buyers

#### Wednesday, July 16, 2014

10:00 am - 5:30 pm	Attendee Transportation Arrivals from Airport
1:00 pm - 6:00 pm	Registration & Information Desk Open
4:15 pm - 5:15 pm	Security Executive Peer-to-Peer Roundtable Discussions
5:15 pm - 5:30 pm	All Participants Welcome and Orientation
5:30 pm - 6:30 pm	Opening General Session
6:30 pm - 8:30 pm	Opening Night Welcome Reception & Dinner
8:30 pm - 9:30 pm	Coffee, Cordials, and Dessert Bar



#### Thursday, July 17, 2014

7:00 am - 5:30 pm	Registration & Information Desk Open
7:00 am - 8:00 am	Networking Breakfast
7:30 am - 8:15 am	General Session in Breakfast Room
8:20 am - 8:30 am	Room Monitor Orientation for Delegates in Assigned Boardrooms
8:30 am - 11:20 am	Solution Provider Boardroom Capability Presentations
11:20 am - 11:30 am	Mid-Morning Break
11:30 am - 12:30 pm	Security Executive Peer-to-Peer Roundtable Discussions
12:30 pm - 1:30 pm	Lunch
1:40 pm - 3:40 pm	Solution Provider Boardroom Capability Presentations
3:40 pm - 3:55 pm	Break
3:55 pm - 5:30 pm	Solution Provider Boardroom Capability Presentations
5:30 pm - 7:15 pm	OPEN TIME
7:15 pm - 7:30 pm	Meet in Lobby for Special Evening Event Departure
7:30 pm - 9:30 pm	Special Evening Event (Reception & Dinner)



#### Friday, July 18, 2014

7:00 am - 2:30 pm	Registration & Information Desk Open
7:00 am - 8:00 am	Guest Room Check Out & Luggage Drop
7:30 am - 8:00 am	Networking Breakfast
8:00 am - 9:00 am	Group Panel Discussion in Breakfast Room
9:15 am - 12:30 pm	One-On-One Security Executive/Solution Provider Meetings
12:30 pm - 1:30 pm	Lunch
12:30 pm - 2:30 pm	Security Executive Airfare/Travel Reimbursements at Registration
1:00 pm - 5:30 pm	Transportation Departures for the Airport



**Sign-up as an exhibitor today! Contact your sales representative for full details.**

*"The security buyers forum was designed to get business done. ASIS staff did a great job of matching me with the people I wanted to see. This kind of speed dating works."*

Dennis Blass, Children's of Alabama

*"Great event! It was a unique opportunity allowing us to bypass the typical over-the-internet sales process and jump right to the needs assessment and, in turn, the software demo stage. "*

Alex MacLachlan, D3 Security Management Systems, Inc.



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## **Standard Diamond Club Security Buyers Forum Exhibitor Package**

- Two (2) 20-minute boardroom presentations in front of a select number of security executives
- Ten (10) 15-minute pre-scheduled, one-on-one appointments with security executives
- Two guest rooms for two nights for two company/sponsor representatives
- Participation for two staff in all networking activities, meals, events
- Standard audio visual for boardroom presentations (screen, LCD projector, laptop)
- Ground transportation to and from the airport and hotel
- The opportunity to invite two (2) 'qualified' clients or prospective clients as delegates
- One (1) insert in the Security Buyers Forum Bag (based on sponsor)
- Post-event – complete attendee list for your use after the event

**PACKAGE PRICE:** \$15,000.00

## **Exclusive Add-On Sponsorship Options**

**1. Welcome Reception (\$7,500):** Host the party that kicks off this great event. Your company can be the first to welcome visitors to the event and it is a great way to network in an intimate environment. You are welcome to give a "gift" to all visitors. A sign acknowledging your sponsorship as well as your company name and logo promoted in all marketing materials and the on-site agenda as the exclusive sponsor of this great event bringing industry experts together in an intimate and meaningful setting.

**2. Forum Snack Bag (\$6,000):** All security executives in attendance will receive the Forum snack bag when they are picked up at the airport along with your company welcome insert (sponsor provides insert). Your literature will also be distributed at Registration.

**3. Forum Lanyard (\$5,000):** Your company logo will be front and center during the event on the official badge worn by each and every security executive. In addition, your logo will be included on all marketing materials and the website. Sponsor provides lanyards.

**4. Thursday Group Breakfast or Lunch; Friday Breakfast (\$3,500):** You have the opportunity to seat drop your company collateral. Your logo will be displayed on the audio visual screen.

**5. Arrival Registration Refreshment Break (\$2,500):** Your logo sign will be positioned at the serving tables.

**6. Luggage Tag Sponsor (\$2,500):** As attendee's luggage is brought down to prepare for check out, why not attach a personalized luggage tag to the bags that includes your company logo? It is a great way to leave a lasting impression with the attendees and give them an item that will continue to stay with them during their travels. In addition, your logo will be included on all marketing materials and the website.

**7. Forum Program Guide Advertising (\$1,750):** The Forum Program Guide is distributed to all attendees; this guide is used as a year-round reference source. Highlight your company's presence at the Forum with your four-color full-page advertisement in the Forum Program Guide. You will be one (1) of four (4) advertisers in the Forum Program Guide.

**Please Note:** Add-on sponsorships are only sold in conjunction with a Standard Exhibitor Package. The ASIS Diamond Club Security Buyers Forum will not offer or sell additional Solution Provider staff badges outside the two (2) provided in your Standard Exhibitor Package and/or as identified in Add-On Sponsorship Packages.