



# 13<sup>TH</sup> EUROPEAN SECURITY CONFERENCE & EXHIBITION

THE HAGUE, NETHERLANDS | 1 - 3 APRIL 2014



**ASIS**  
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Sponsorship Status (Diamond, Platinum, Gold, and Silver) is determined according to the total sum invested.

<b>DIAMOND</b>	OVER EUR 30,000 - VERBAL MENTION IN PLENARY SESSION
<b>PLATINUM</b>	EUR 15,000 - EUR 29,999 - VERBAL MENTION IN PLENARY SESSION
<b>GOLD</b>	EUR 7,500 - EUR 14,499
<b>SILVER</b>	EUR 4,500 - EUR 7,499

## KEY REASONS TO PARTICIPATE

- High quality event that draws a high quality attendance
- Regional and global attendance
- Event is compact enough to easily find people you want to meet and to speak with just about everyone
- Extremely targeted audience of 500 - 600 end users
- Many delegates work for large multinational organisations
- Seniority of delegates (CSOs, Security Directors, Security Managers...)
- Access to participants of the co-located CSO Roundtable sessions. We expect about 50 CSOs and deputy CSOs to participate
- Most delegates are decision makers on purchases of services and equipment or at least have the position to influence these decisions
- Opportunity to demonstrate expertise to decision makers by participating in sessions and discussions
- Extensive networking opportunities during lunches, coffee breaks and receptions.

<b>Exhibit Space (minimum size: 2x3m)</b>  <i>Exhibit days: 2 and 3 April 2014</i>	<b>By 31 December</b>	<b>After 31 December</b>	<ul style="list-style-type: none"> <li>• Includes basic furniture (1 table and 2 chairs) and electricity usage</li> <li>• 4 exhibit staff registrations (includes access to sessions and Exhibition area. Lunch and President's Reception tickets to be booked separately)</li> <li>• 10 Exhibit only tickets day passes for your key clients</li> <li>• Discounted exhibitor rates on full event tickets (includes access to all educational sessions, receptions and lunches. CSO Roundtable not included)</li> <li>• Company description with logo in USB distributed to delegates</li> <li>• Company listing on event website with link</li> <li>• Company listing with description in printed on-site programme</li> <li>• Announcement of your product demonstrations in the exhibition event schedule on the message boards</li> <li>• <b>20 minutes speaking slot in 'TST - Technology &amp; Solutions Theatre' in exhibition area (capacity to be confirmed). Limited availability, so sign up early!</b></li> </ul>
	<b>&lt;10m<sup>2</sup> 450 EUR per m<sup>2</sup></b>	<b>&lt;10m<sup>2</sup> 525 EUR per m<sup>2</sup></b>	
	<b>≥10m<sup>2</sup> 400 EUR per m<sup>2</sup></b>	<b>≥10m<sup>2</sup> 475 EUR per m<sup>2</sup></b>	
<b>Exclusive Sponsor of President's Reception</b>  <i>2 April 2014</i>	<b>15,000 EUR</b>		<ul style="list-style-type: none"> <li>• Personal Welcome Address to participants at President's Reception</li> <li>• Company logo in registration brochure, in on-site programme, in USB and on event website with link</li> <li>• 4 pop-up banners in reception area (provided by sponsor)</li> <li>• Company logo on sponsors banner in registration area</li> <li>• Company logo on napkins (provided by sponsor)</li> <li>• Company logo on tents cards during reception</li> <li>• 1 promotional item (subject to agreement) to be included in delegate event bags</li> <li>• 1 full page colour ad in on-site programme</li> <li>• 10 tickets to the President's Reception</li> <li>• 3 complimentary full event registrations</li> </ul>
<b>Exclusive Sponsor of the CSO Roundtable Sessions</b>  <i>Senior security executives from the world's largest organizations meet at exclusive CSO - Roundtable</i>	<b>12,000 EUR</b>		<ul style="list-style-type: none"> <li>• Verbal acknowledgement during opening remarks of the CSO Roundtable as well as during opening and closing ceremony of the main event</li> <li>• Company logo in registration brochure, in on-site programme, in USB and on event website with link (and CSO Roundtable session website page)</li> <li>• Company logo on printed on-site programme for CSO Roundtable sessions</li> <li>• Company logo on screen during opening remarks of CSO Roundtable</li> <li>• 1 pop-up banner outside the CSO Roundtable sessions room (provided by sponsor)</li> <li>• Company logo on sponsors banner in registration area</li> <li>• 1 full event registration with access to CSO Roundtable sessions for 1 company representative (person needs to be either in a security function in the company or a senior executive, not a sales/marketing representative)</li> <li>• 1 full page colour ad in on-site programme</li> </ul>
<b>Exclusive Lanyard Sponsor</b>	<b>8,000 EUR</b>		<ul style="list-style-type: none"> <li>• Company logo on lanyards (provided by sponsor), lanyards provided for all attendee badges</li> <li>• Company logo in registration brochure, in on-site programme, in USB and on event website with link</li> <li>• Company logo on the banner in coffee break and in registration area</li> <li>• 1 half page colour ad in on-site programme</li> <li>• 1 complimentary full event registration</li> </ul>



<p><b>Exclusive Sponsor of the Welcome Reception</b></p> <p><i>Takes place in the exhibition area on</i></p> <p><i>1 April 2014</i></p>	<p><b>8,000 EUR</b></p>	<ul style="list-style-type: none"> <li>• Personal Welcome Address to participants at Welcome Reception held in the exhibition area</li> <li>• Company logo in registration brochure, in on-site programme, in USB and on event website with link</li> <li>• Company logo on tents card during Welcome Reception</li> <li>• Company logo on napkins (provided by sponsor)</li> <li>• Company brochures on cocktail tables (provided by sponsor)</li> <li>• 3 pop-up banners in Exhibition area during Welcome Reception (provided by sponsor)</li> <li>• 1 full page colour ad in on-site programme</li> <li>• 1 complimentary full event registration</li> <li>• 10 tickets to the Welcome Reception for your key clients</li> </ul>
<p><b>Exclusive Provider of On-site Manned Security</b></p> <p><i>Demonstrate your company's excellence in the field of manned security as the exclusive provider of on-site security guards</i></p>	<p><b>Provision of on-site guarding services (details TBD)</b></p>	<ul style="list-style-type: none"> <li>• Company logo in registration brochure, in on-site programme, in USB and on event website with link</li> <li>• Company logo on the banner at the entrance</li> <li>• Company logo on sponsors banner in registration area</li> <li>• 1 full event registration</li> <li>• 1 half page colour ad in on-site programme</li> </ul>
<p><b>Conference Bag Sponsor</b></p> <p><i>(maximum 4 sponsor logos)</i></p>	<p><b>6,000 EUR</b></p>	<ul style="list-style-type: none"> <li>• Company logo in colour on event delegate bag</li> <li>• Company logo in registration brochure, in on-site programme, in USB and on event website with link</li> <li>• Company logo on the banner in coffee break area and in registration area</li> <li>• 1 half page colour ad in on-site programme</li> <li>• 1 complimentary full event registration</li> </ul>
<p><b>Exclusive Sponsor of a Plenary Session</b></p> <p><i>(3 plenary sessions available)</i></p>	<p><b>6,000 EUR</b></p>	<ul style="list-style-type: none"> <li>• Company Brochure (1 piece/ max A4 size) on chairs (to be distributed by sponsor staff)</li> <li>• Company logo on screen during walk-in</li> <li>• 1 pop-up banner next to plenary room door with sponsor logo (provided by sponsor)</li> <li>• Company logo in registration brochure, in on-site programme, in USB and on event website with link</li> <li>• 1 half page colour ad in on-site programme</li> <li>• 1 complimentary full event registration</li> </ul>
<p><b>Exclusive Sponsor of Message Boards</b></p>	<p><b>5,000 EUR</b></p>	<ul style="list-style-type: none"> <li>• 2 flat screens displaying the sponsor's logo strategically positioned in prominent locations</li> <li>• Rotating presentation on screen displaying the sponsor's logo</li> <li>• Company logo in registration brochure, on-site programme, on-site banner, in USB and on event website with link</li> <li>• 1 half page colour ad in on-site programme</li> <li>• 1 complimentary full event registration</li> </ul>
<p><b>Exclusive Sponsor of Business Lunch</b></p> <p><i>2 April 2014</i></p>	<p><b>5,000 EUR</b></p>	<ul style="list-style-type: none"> <li>• Company brochures on lunch tables (provided by sponsor)</li> <li>• Company logo tent cards on tables during lunch</li> <li>• Company logo on napkins (provided by sponsor)</li> <li>• 2 pop-up banners in lunch area ( to be provided by sponsor)</li> </ul>
<p><b>Exclusive Sponsor of Business Lunch</b></p> <p><i>3 April 2014</i></p>	<p><b>5,000 EUR</b></p>	<ul style="list-style-type: none"> <li>• Company logo on the sponsor banner in coffee break and in registration area</li> <li>• Company logo in registration brochure, in on-site programme, in USB and on event website with link</li> <li>• 1 half page colour ad in on-site programme</li> <li>• 1 complimentary full event registration</li> </ul>
<p><b>Exclusive USB Drive Sponsor</b></p> <p><i>USB provided to all conference attendees, containing all event mate</i></p>	<p><b>6,000 EUR</b></p>	<ul style="list-style-type: none"> <li>• Company logo on USB (to be provided by sponsor - 512 MB minimum)</li> <li>• Company logo in registration brochure, in on-site programme, in USB and on event website with link</li> <li>• Company profile in USB</li> <li>• Company logo on the banner in coffee break and in registration area</li> <li>• 1 half page colour ad in on-site programme</li> <li>• 1 complimentary full event registration</li> </ul>
<p><b>Exclusive Coffee Break Sponsor</b></p> <p><i>(3 coffee breaks per day)</i> <i>2 April 2014</i></p>	<p><b>4,000 EUR</b></p>	<ul style="list-style-type: none"> <li>• Company logo on tent cards and napkins at coffee break tables for day of sponsorship (napkins to be provided by sponsor)</li> <li>• 2 pop-up banners next to coffee station for the duration of one full day (provided by sponsor)</li> <li>• Company logo on the banner in coffee break and in registration area</li> </ul>
<p><b>Exclusive Coffee Break Sponsor</b></p> <p><i>(3 coffee breaks per day)</i> <i>3 April 2014</i></p>	<p><b>4,000 EUR</b></p>	<ul style="list-style-type: none"> <li>• Company brochures on coffee break tables</li> <li>• Company logo in registration brochure, in on-site programme, in USB and on event website with link</li> <li>• 1 complimentary full event registration</li> <li>• 1 half page colour ad in on-site programme</li> </ul>



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### OTHER OPTIONS (AVAILABLE AS UPGRADES ONLY)

<p><b>Poster Session in Exhibition Area</b></p> <p><i>(Available as a low-cost stand-alone option only to start-ups and small companies in the local market)</i></p>	<p><b>2,000 EUR</b></p>	<ul style="list-style-type: none"> <li>• A2 Poster presenting company, solution or service in exhibition area</li> <li>• Possibility to schedule talk in front of poster during the morning and afternoon networking breaks (4 breaks in total)</li> <li>• Poster session listed in onsite pocket agenda</li> <li>• Poster will remain visible during entire exhibition</li> <li>• 1 staff registration (includes access to sessions and Exhibition area. Lunch and President's Reception tickets to be booked separately)</li> </ul>
<p><b>Postal Mailing to Delegates</b></p>	<p><b>1,500 EUR</b></p>	<ul style="list-style-type: none"> <li>• Mailing to delegates done on behalf of the sponsor (excl shipping and handling costs for postal mailing)</li> <li>• Mailing piece is required for approval</li> <li>• Postal mailing done by neutral mailing house</li> <li>• Before or after the event</li> </ul>
<p><b>e-Mailing to Delegates</b></p>	<p><b>1,000 EUR</b></p>	<ul style="list-style-type: none"> <li>• e-Mailing to delegates done on behalf of the sponsor</li> <li>• Mailing piece is required for approval</li> <li>• Before or after the event</li> </ul>
<p><b>Exclusive Provider of Pens</b></p>	<p><b>750 EUR</b></p>	<ul style="list-style-type: none"> <li>• Company logo on pens or writing pads to be inserted in delegate bags</li> <li>• Pens and/or writing pads to be provided by sponsor</li> </ul>
<p><b>Exclusive Provider of Writing Pads</b></p>		
<p><b>Pop-Up Banner in Exhibition Area</b></p>	<p><b>750 EUR</b></p>	<ul style="list-style-type: none"> <li>• Pop-up banner (max size 100 x 220cm)</li> <li>• To be provided by sponsor</li> </ul>
<p><b>Colour Ad in On-site Programme</b></p>	<p>Half Page <b>750 EUR</b></p> <p>Full Page <b>1,000 EUR</b></p>	<ul style="list-style-type: none"> <li>• On-site programme is distributed to all attendees</li> <li>• Half page size 150x105mm, full page size 150x210mm</li> </ul>
<p><b>Event Bag Insert</b> <i>(maximum 6 inserts)</i></p>	<p><b>750 EUR</b></p>	<ul style="list-style-type: none"> <li>• 1 bag insert (to be provided by sponsor, subject to approval)</li> <li>• Excludes event materials and inserts from supporting organisations and media partners</li> </ul>
<p><b>Give-Away Distribution</b></p>	<p><b>750 EUR</b></p>	<ul style="list-style-type: none"> <li>• 1 company give-away ( subject to approval)</li> <li>• Distributed by 1 hostess at event area entrance (1day/1hour)</li> </ul>

Should this sponsorship pack not cover your company's needs, please contact us to discuss possibilities of tailoring a package.

**ASIS INTERNATIONAL EMEA BUREAU**

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