



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

**FRANKFURT, GERMANY | 29-31 MARCH 2015**

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**SPONSORSHIP &  
EXHIBIT PACKAGE**

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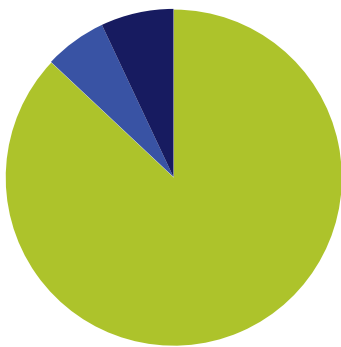


## Key reasons to participate

- 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
- Modern and ideally laid out event facilities at the Messe Frankfurt

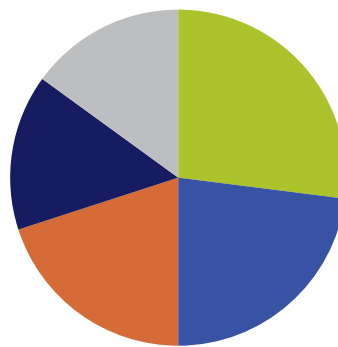
## Statistical information from the previous event (1-3 April 2014 - The Hague, Netherlands)

### Geographical Spread of Attendance



|                 |     |
|-----------------|-----|
| ■ Europe        | 87% |
| ■ US & Canada   | 6%  |
| ■ Rest of world | 7%  |

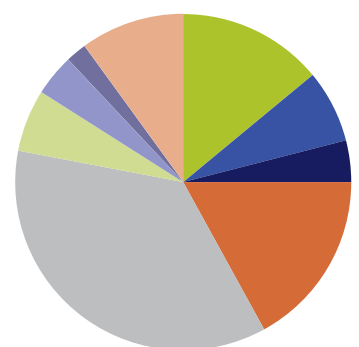
### Attendance Impact on Purchase



**What is your role relative to the purchase of security technology, products and/or services?**

|   |     |
|---|-----|
| ■ Recommend products and/or specify vendors | 27% |
| ■ Influence purchase decisions              | 23% |
| ■ Final decision maker                      | 20% |
| ■ No role                                   | 15% |
| ■ Research new products                     | 15% |

### Attendees Level of Seniority



|                          |     |
|--------------------------|-----|
| ■ CEO/President/GM/Owner | 14% |
| ■ CISO/CSO               | 7%  |
| ■ Vice President         | 4%  |
| ■ Director               | 17% |
| ■ Manager                | 36% |
| ■ Analyst                | 6%  |
| ■ Architect/Engineer     | 4%  |
| ■ Supervisor             | 2%  |
| ■ Staff                  | 10% |

# Exclusive sponsorship and exhibit opportunities

Sponsorship Status is determined according to the total sum invested.

- Diamond:** Over 30,000 EUR – Verbal mention in Plenary Session  
**Platinum:** 15,000 EUR–29,999 EUR – Verbal mention in Plenary Session  
**Gold:** 8,000 EUR–14,999 EUR  
**Silver:** 5,000 EUR–7,999 EUR

|   |   |  |
|---|---|--|
| <p><b>Exclusive Sponsor of President's Reception</b><br/> <i>30 March 2015</i></p>  | <p>15,000 EUR</p>   | <ul style="list-style-type: none"> <li>■ Welcome address to participants at President's Reception</li> <li>■ Company logo in registration brochure, in on-site programme, in event mobile app and on event website with link</li> <li>■ 4 pop-up banners in President's Reception area (provided by sponsor)</li> <li>■ Company logo on sponsors banner in networking and exhibition – and in registration area</li> <li>■ Company logo on napkins (provided by sponsor)</li> <li>■ Company logo on tents cards during President's Reception</li> <li>■ 1 promotional item (subject to approval) to be included in delegate event bags</li> <li>■ 1 full page colour ad in on-site programme</li> <li>■ 10 President's Reception tickets for your key clients</li> <li>■ 3 complimentary full event registrations</li> </ul>   |
| <p><b>Exclusive Sponsor of the CSO Roundtable Sessions</b><br/> <i>Senior security executives from the world's largest organisations meet at exclusive CSO - Roundtable</i></p> | <p>12,000 EUR</p>   | <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 event mobile app 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 the banner in networking and exhibition – and 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> |
| <p><b>Exclusive Lanyard Sponsor</b></p>   | <p>10,000 EUR</p>   | <ul style="list-style-type: none"> <li>■ Company logo on lanyards (provided by sponsor)</li> <li>■ Lanyards provided for all attendee badges</li> <li>■ Company logo in registration brochure, in on-site programme, in event mobile app and on event website with link</li> <li>■ Company logo on the banner in networking and exhibition – 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 Provider of On-site Manned Security</b><br/> <i>Demonstrate your company's excellence in the field of manned security with your on-site security guards</i></p> | <p>Provision of on-site guarding services (details TBD)</p> | <ul style="list-style-type: none"> <li>■ Company logo in registration brochure, in on-site programme, in event mobile app and on event website with link</li> <li>■ Company logo on dedicated banner at the entrance</li> <li>■ Company logo on the banner in networking and exhibition – and in registration area</li> <li>■ 1 complimentary full event registration</li> <li>■ 1 half page colour ad in on-site programme</li> </ul>   |
| <p><b>Exclusive Sponsor of Smartphone Application</b><br/> <i>Event app available on iOS, Android and other platforms available to all conference attendees</i></p>             | <p>8,000 EUR</p>  | <ul style="list-style-type: none"> <li>■ Banner on 1/3 of opening screen of the app</li> <li>■ Bottom screen banner on every page of the app</li> <li>■ 1 push notification</li> <li>■ Company logo on the banner in networking and exhibition – 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>Event Bag Sponsor</b><br/> <i>(maximum 4 sponsor logos)</i></p>   | <p>6,000 EUR</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 event mobile app and on event website with link</li> <li>■ Company logo on the banner in networking and exhibition – and in registration area</li> <li>■ 1 half page colour ad in on-site programme</li> <li>■ 1 complimentary full event registration</li> </ul>   |



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|   |                  |   |
|---|------------------|---|
| <p><b>Exclusive Sponsor of a Plenary Session</b><br/><i>(3 plenary sessions available)</i></p>                      | <p>6,000 EUR</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 event mobile app and on event website with link</li> <li>■ Company logo on the banner in networking and exhibition – 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 Message Boards</b></p>   | <p>5,000 EUR</p> | <ul style="list-style-type: none"> <li>■ 2 flat screens displaying the sponsor's logo strategically positioned in prominent locations</li> <li>■ Company logo in registration brochure, on-site programme, on-site banner, in event mobile app and on event website with link</li> <li>■ Company logo on the banner in networking and exhibition – and in registration area</li> <li>■ 1 complimentary full event registration</li> </ul>   |
| <p><b>Exclusive Sponsor of Business Lunch</b><br/><i>30 March 2015</i></p>  | <p>5,000 EUR</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, subject to approval)</li> </ul>   |
| <p><b>Exclusive Sponsor of Business Lunch</b><br/><i>31 March 2015</i></p>  | <p>5,000 EUR</p> | <ul style="list-style-type: none"> <li>■ Company logo on the banner in networking and exhibition – and in registration area</li> <li>■ Company logo in registration brochure, in on-site programme, in event mobile app and on event website with link</li> <li>■ 1 complimentary full event registration</li> </ul>  |
| <p><b>Exclusive 'Exhibition and Networking Break' – Sponsor</b><br/><i>(2 breaks per day)<br/>30 March 2015</i></p> | <p>4,000 EUR</p> | <ul style="list-style-type: none"> <li>■ Company logo on tent cards and napkins on tables for day of sponsorship (napkins to be provided by sponsor)</li> <li>■ 2 pop-up banners next to catering station for the duration of one full day (provided by sponsor)</li> </ul>   |
| <p><b>Exclusive 'Exhibition and Networking Break' – Sponsor</b><br/><i>(2 breaks per day)<br/>31 March 2015</i></p> | <p>4,000 EUR</p> | <ul style="list-style-type: none"> <li>■ Company logo on the banner in networking and exhibition – and in registration area</li> <li>■ Company brochures on tables</li> <li>■ Company logo in registration brochure, in on-site programme, in event mobile app and on event website with link</li> <li>■ 1 complimentary full event registration</li> </ul>   |

# Exhibition opportunities

| Exhibit Space<br><i>Exhibit days:<br/>30 and 31 March 2015</i> | By 31 December                                  | After 31 December                               | <ul style="list-style-type: none"> <li>Exhibition located in networking area outside conference rooms</li> <li>Company description with logo in event mobile app</li> <li>Company listing on event website with link</li> <li>Company listing with description in printed on-site programme</li> <li>4 exhibit staff registrations (includes access to main conference sessions and exhibition area. Business Lunch and President's Reception tickets to be booked separately)</li> <li>Discounted exhibitor rates on full event tickets (includes access to all educational sessions, receptions and lunches. CSO Roundtable not included)</li> <li>Table and 2 chairs</li> <li>Basic electricity usage</li> <li>20 minutes speaking slot in 'TST - Technology &amp; Solutions Theatre' in networking and exhibition area (capacity: +/- 20 seats). Limited availability, so sign up early!</li> </ul> |
|--|---|---|---|
|  | <10m <sup>2</sup><br>450 EUR per m <sup>2</sup> | <10m <sup>2</sup><br>525 EUR per m <sup>2</sup> |   |
| ≥10m <sup>2</sup><br>400 EUR per m <sup>2</sup>                | ≥10m <sup>2</sup><br>475 EUR per m <sup>2</sup> |   |   |

## Conference and Exhibition floor plan





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## Additional options *(only available as upgrades)*

|   |  |   |
|---|--|---|
| <b>Pillar Wrap</b>                                    | 3,000 EUR  | <ul style="list-style-type: none"> <li>1 (out of 7) pillar in the exhibition area, displaying the sponsor advertising</li> <li>Design and production at sponsor's expenses</li> </ul>   |
| <b>Postal Mailing to Delegates</b>                    | 1,500 EUR  | <ul style="list-style-type: none"> <li>Mailing to delegates done on behalf of the sponsor (excl. postal and handling costs)</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> |
| <b>e-Mailing to Delegates</b>                         | 1,000 EUR  | <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>   |
| <b>Exclusive Provider of Pens</b>                     | 1,000 EUR  | <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>  |
| <b>Exclusive Provider of Writing Pads</b>             | 1,000 EUR  |   |
| <b>Pop-Up Banner in Exhibition Area</b>               | 750 EUR  | <ul style="list-style-type: none"> <li>Pop-up banner (max size 100 x 220cm)</li> <li>To be provided by sponsor</li> </ul>   |
| <b>Colour Ad in On-site Programme</b>                 | Half Page<br>1,000 EUR<br>Full Page<br>1,500 EUR | <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>   |
| <b>Event Bag Insert</b><br><i>(maximum 6 inserts)</i> | 1,000 EUR  | <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>  |
| <b>Give-Away Distribution</b>                         | 1,000 EUR  | <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 package not cover your company's needs, please contact us to discuss possibilities of tailoring a package.

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