



ASIS 15TH EUROPEAN SECURITY CONFERENCE & EXHIBITION

LONDON, UK | 6-8 APRIL 2016

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SPONSORSHIP & EXHIBIT PACKAGE



ASIS
EUROPE

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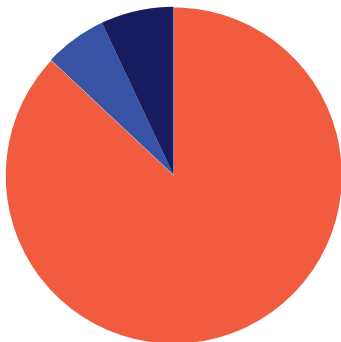
Key reasons to participate

- 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, etc.)
- 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 Business Design Centre

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

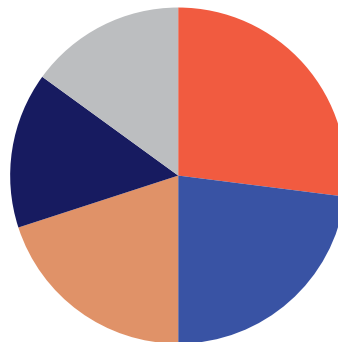
2015 information not available at time of printing

Geographical Spread of Attendance



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

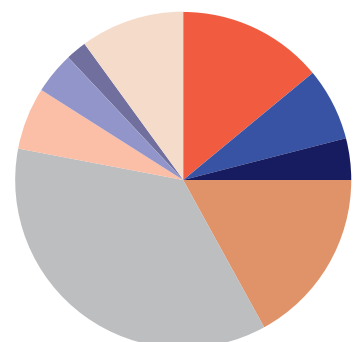
Attendance Impact on Purchase



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 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>Exclusive Sponsor of President's Reception <i>7 April 2016</i></p>	15,000 EUR	<ul style="list-style-type: none"> ▪ Welcome address to participants ▪ Company logo in registration brochure, on-site programme, event mobile app and on event website with link ▪ 4 pop-up banners in reception area (provided by sponsor) ▪ Company logo on sponsors banner in registration area ▪ Company logo on napkins (provided by sponsor) ▪ Company logo on tent cards during reception ▪ 1 promotional item (subject to agreement) to be included in delegate event bags ▪ 1 full-page colour ad in on-site programme ▪ 10 reception tickets for your key clients ▪ 3 complimentary full event registrations
<p>Exclusive Sponsor of the CSO Roundtable Sessions <i>Senior security executives from the world's largest organisations meet at exclusive CSO Roundtable</i></p>	12,000 EUR	<ul style="list-style-type: none"> ▪ Verbal acknowledgement during opening remarks of the CSO Roundtable as well as during opening and closing ceremony of the main event ▪ Company logo in registration brochure, on-site programme, event mobile app and on event website with link (and CSO Roundtable session website page) ▪ Company logo on printed on-site programme for CSO Roundtable sessions ▪ Company logo on screen during opening remarks of CSO Roundtable ▪ 1 pop-up banner outside the CSO Roundtable sessions room (provided by sponsor) ▪ Company logo on sponsors banner in registration area ▪ 1 complimentary 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) ▪ 1 full-page colour ad in on-site programme
<p>Exclusive Lanyard Sponsor</p>	10,000 EUR	<ul style="list-style-type: none"> ▪ Company logo on lanyards (provided by sponsor) ▪ Lanyards provided for all attendee badges ▪ Company logo in registration brochure, on-site programme, event mobile app and on event website with link ▪ Company logo on the banners in exhibition and registration areas ▪ 1 half-page colour ad in on-site programme ▪ 1 complimentary full event registration
<p>Exclusive Provider of On-site Manned Security <i>Demonstrate your company's excellence in the field of manned security with your on-site security guards</i></p>	Provision of on-site guarding services (details TBD)	<ul style="list-style-type: none"> ▪ Company logo in registration brochure, on-site programme, event mobile app and on event website with link ▪ Company logo on the banner at the entrance ▪ Company logo on sponsors banner in registration area ▪ 1 complimentary full event registration ▪ 1 half-page colour ad in on-site programme
<p>Exclusive Sponsor of Smartphone Application <i>Event app available on iOS, Android and other platforms available to all conference attendees</i></p>	8,000 EUR	<ul style="list-style-type: none"> ▪ Banner on 1/3 of opening screen of the app ▪ Bottom screen banner on every page of the app ▪ 1 push notification ▪ Company logo on the banners in networking, exhibition and registration areas ▪ 1 half-page colour ad in on-site programme ▪ 1 complimentary full event registration
<p>Event Bag Sponsor <i>(maximum 4 sponsor logos)</i></p>	6,000 EUR	<ul style="list-style-type: none"> ▪ Company logo in colour on event delegate bag ▪ Company logo in registration brochure, on-site programme, event mobile app and on event website with link ▪ Company logo on the banner in registration area ▪ 1 half-page colour ad in on-site programme ▪ 1 complimentary full event registration



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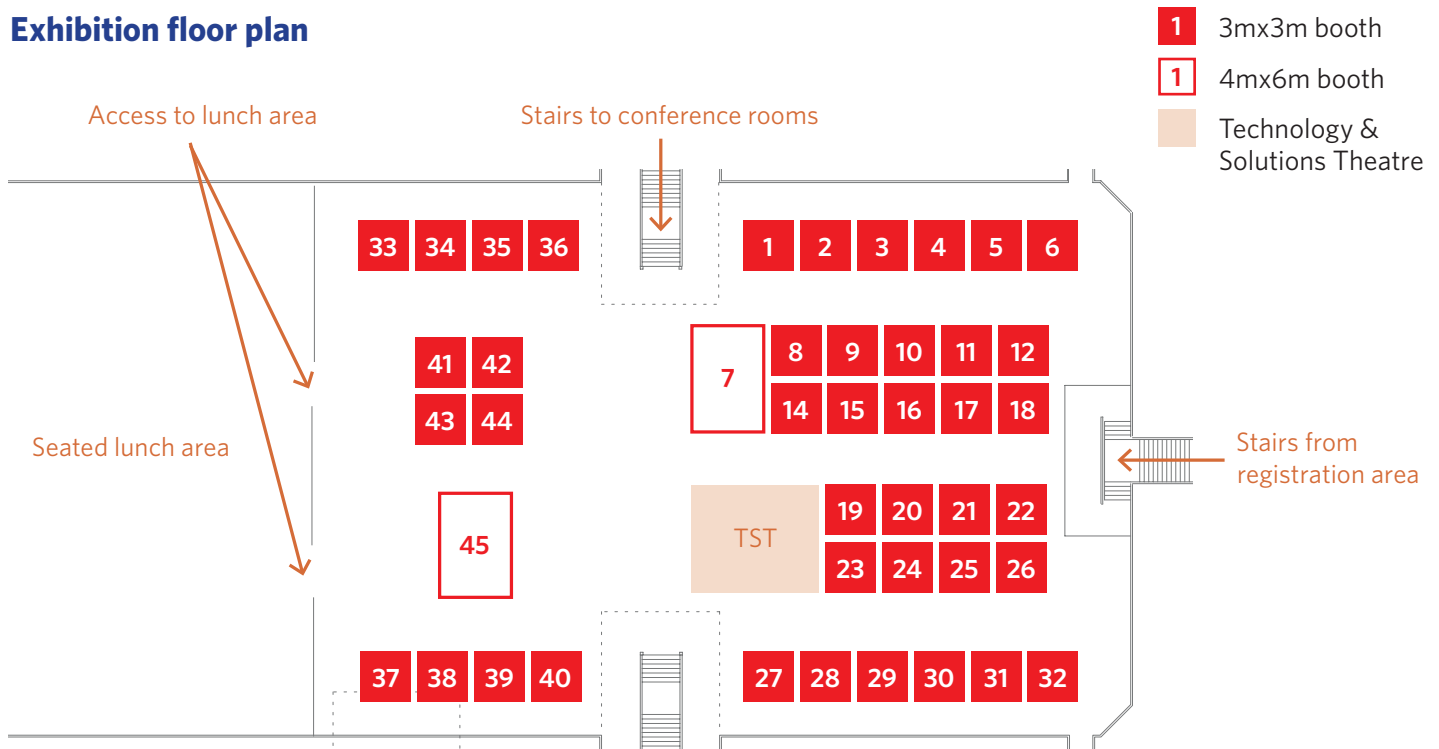
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<p>Exclusive Sponsor of a Plenary Session <i>(3 plenary sessions available)</i></p>	<p>6,000 EUR</p>	<ul style="list-style-type: none"> ■ Company brochure (1 piece/max A4 size) on chairs (to be distributed by sponsor staff) ■ Company logo on screen during walk-in ■ 1 pop-up banner next to plenary room door with sponsor logo (provided by sponsor) ■ Company logo in registration brochure, on-site programme, event mobile app and on event website with link ■ 1 half-page colour ad in on-site programme ■ 1 complimentary full event registration
<p>Exclusive Sponsor of Message Boards</p>	<p>5,000 EUR</p>	<ul style="list-style-type: none"> ■ 2 flat screens displaying the sponsor's logo strategically positioned in prominent locations ■ Company logo in registration brochure, on-site programme, on-site banner, event mobile app and on event website with link ■ 1 complimentary full event registration
<p>Exclusive Sponsor of Business Lunch <i>7 April 2016</i></p>	<p>5,000 EUR</p>	<ul style="list-style-type: none"> ■ Company brochures on lunch tables (provided by sponsor) ■ Company logo tent cards on tables during lunch ■ Company logo on napkins (provided by sponsor) ■ 2 pop-up banners in lunch area (to be provided by sponsor, subject to approval)
<p>Exclusive Sponsor of Business Lunch <i>8 April 2016</i></p>	<p>5,000 EUR</p>	<ul style="list-style-type: none"> ■ Company logo on the sponsor banner in coffee break and registration areas ■ Company logo in registration brochure, on-site programme, event mobile app and on event website with link ■ 1 complimentary full event registration
<p>Exclusive 'Exhibition and Networking Break' Sponsor <i>(2 breaks per day) 7 April 2016</i></p>	<p>4,000 EUR</p>	<ul style="list-style-type: none"> ■ Company logo on tent cards and napkins on tables for day of sponsorship (napkins to be provided by sponsor) ■ 2 pop-up banners next to catering station for the duration of one full day (provided by sponsor) ■ Company logo on the banner in 'exhibition and networking break' area and in registration area
<p>Exclusive 'Exhibition and Networking Break' Sponsor <i>(2 breaks per day) 8 April 2016</i></p>	<p>4,000 EUR</p>	<ul style="list-style-type: none"> ■ Company brochures on exhibition seating area tables (provided by sponsor) ■ Company logo in registration brochure, on-site programme, event mobile app and on event website with link ■ 1 complimentary full event registration

Exhibition opportunities

Exhibit Space <i>Exhibit days: 7 and 8 April 2016</i>	By 31 December	After 31 December	<ul style="list-style-type: none"> Exhibition located in networking area outside conference rooms Company description with logo in event mobile app Company listing on event website with link Company listing with description in printed on-site programme 4 exhibit staff registrations (includes access to main conference sessions and exhibition area. Business Lunch and President's Reception tickets to be booked separately) Discounted exhibitor rates on full event tickets (includes access to all educational sessions, receptions and lunches. CSO Roundtable not included) 1 table and 2 chairs Basic electricity usage 20 minute speaking slot in 'Technology & Solutions Theatre' (TST) in exhibition area (capacity: +/- 20 seats). Limited availability, so sign up early!
	<10m ² 450 EUR per m ²	<10m ² 525 EUR per m ²	
≥10m ² 400 EUR per m ²	≥10m ² 475 EUR per m ²		

Exhibition floor plan



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Additional options *(only available as upgrades)*

E-mailing to Delegates	1,000 EUR	<ul style="list-style-type: none"> E-mailing to delegates done on behalf of the sponsor Mailing piece is required for approval Before or after the event
Exclusive Provider of Pens	1,000 EUR	<ul style="list-style-type: none"> Company logo on pens or writing pads to be inserted in delegate bags Pens and/or writing pads to be provided by sponsor
Exclusive Provider of Writing Pads	1,000 EUR	
Pop-up Banner in Exhibition Area	750 EUR	<ul style="list-style-type: none"> Pop-up banner (max size 100 x 220cm) To be provided by sponsor
Colour Ad in On-site Programme	Half-page 1,000 EUR	<ul style="list-style-type: none"> On-site programme is distributed to all attendees Half-page size 150x105mm, full-page size 150x210mm
	Full-page 1,500 EUR	
Event Bag Insert <i>(maximum 6 inserts)</i>	1,000 EUR	<ul style="list-style-type: none"> 1 bag insert (to be provided by sponsor, subject to approval) Excludes event materials and inserts from supporting organisations and media partners
Give-Away Distribution	1,000 EUR	<ul style="list-style-type: none"> 1 company give-away (subject to approval) Distributed by 1 hostess at event area entrance (1day/1hour)

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

Representatives of the following organisations were among those who participated in ASIS Europe 2015 in Frankfurt:

Abu Dhabi Investment Authority	DNB Bank ASA	Laurea University of Applied Sciences	Siemens Ltd.
Adidas	DP World Antwerp Holding Nv	Levi Strauss&Co.	Square Incorporated
Air Force Communications and Information Support Centre	Electrabel	Liberty Global	Starwood Services Poland Sp. z o.o.
Allianz SE	Embassy of Romania	Media-Saturn Holding GmbH	State Street
Amazon Eu Sarl	Ericsson	Merck	STATKRAFT ENERGY AS
American Express	Ernst & Young	Messe Duesseldorf GmbH	Statoil
Andritz Hydro GmbH	ESA	Miny of Interior (Egypt)	Swedish Social Insurance Agency
Anthos	Eurojust	Ministry of Interior (Netherlands)	Swedish Tax Agency
AUDI	European External Action Service	Ministry of Interior (Saudi Arabia)	Swiss Reinsurance Ltd.
Axel Springer SE	European Union	Montblanc Simplo GmbH	Switch
BASF	Europol	Mylan	Syngenta
Bell Canada	Fidelity Bank Plc	Natixis	TenneT TSO
Biogen-Idec	First Data Deutschland	Nestle	Thales
BlackBerry	FM LOGISTIC	Northern Trust	The American School of Warsaw
Boehringer Ingelheim	Foot Locker Europe BV	Novartis Group	The Carlson Rezidor Hotelgroup
Bosch	Fujitsu	Office for Harmonization in the Internal Market	Time Warner Cable
Brookfield Renewable Energy	Gasunie	OHB System AG	TNO
Caterpillar	Grosvenor Estate	OPCW	TomTom International BV
Chevron	Hella KGaA Hueck & Co.	Proseco B.V. / HEINEKEN	TÜV Netherlands
City of Helsinki	Henkel	Richemont International SA	U.S. Consulate General in Krakow
Credit Suisse	Honeywell	Royal Canadian Mounted Police	U.S. European Command
Croatian Telecom	Hospira	RWE AG	VR Group
Daimler AG	Hyatt Hotels Corporation	SANOFI	Wärtsilä Finland Oy
Danske Bank	IBM	Sanofi Aventis	Western Union
DASSAULT SYSTEMES	Imperial Tobacco	Santander UK	Westpac Banking Corporation
De Nederlandsche Bank	ING Bank	SAP AG	WORLDWIDE GROUP USA
DekaBank	Internal Security Force (Qatar)	SC Johnson & Son Inc.	Yle, the Finnish Broadcasting Company
Deloitte & Touche	Interxion	Schibsted Media Group	
Deutsche Boerse	Japan Tobacco International	Siemens	
Deutsche Post DHL	KPMG		
Deutsche Telekom	KPN		
DHL	Landstuhl Regional Medical Center		