



# ASIS 7<sup>TH</sup> MIDDLE EAST SECURITY CONFERENCE & EXHIBITION

**DUBAI, UAE | 21-23 FEBRUARY 2016**

EXCLUSIVE SPONSORSHIP AND  
EXHIBIT OPPORTUNITIES



# 7<sup>TH</sup> MIDDLE EAST SECURITY CONFERENCE & EXHIBITION

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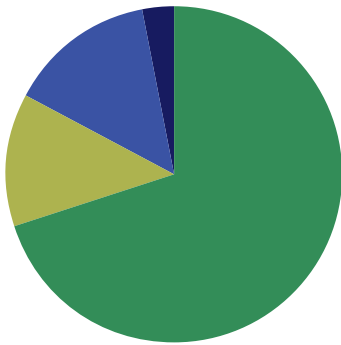
## Key reasons to participate

- High quality event that draws regional and global attendance
- Event is compact enough to easily find people you want to meet
- Many delegates are representatives of large multinational and governmental organizations
- High seniority of delegates (CSOs, Security Directors, Security Managers)
- Co-located CSO Roundtable sessions brings about 40 CSOs and deputy CSOs to participate
- Most delegates have influence on the decision to purchase services and equipment
- Opportunity to demonstrate expertise to decision makers by participating in sessions and discussions
- Opportunity to present a case study in the Technology and Solutions Theatre
- Extensive networking opportunities during lunches, coffee breaks and receptions

## Statistical information from 2015 event

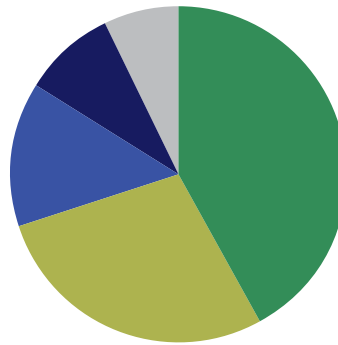
(15-17 February 2015 - InterContinental Festival City, Dubai, UAE)

Geographical Spread of Attendance



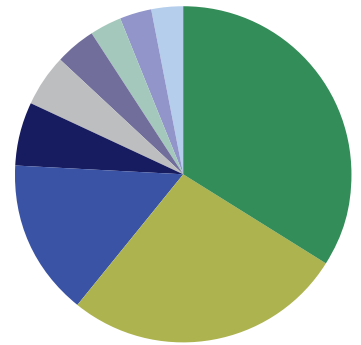
■ Middle East & Asia	70%
■ Europe	13%
■ US & Canada	14%
■ Rest of world	3%

Attendance Impact on Purchase



■ Recommend products and/or specify vendors	42%
■ Final decision maker	28%
■ Influence purchase decisions	14%
■ No role	9%
■ Research new products	7%

Attendees Level of Seniority



■ Manager	34%
■ Director	27%
■ CEO/President/GM/Owner/Partner/Principal	15%
■ Supervisor	6%
■ Staff	5%
■ CISO/CSO	4%
■ Vice President	3%
■ Analyst	3%
■ Architect/Engineer	3%

# Exclusive sponsorship and exhibit opportunities

Sponsorship Status is determined according to the total sum invested.


**Diamond:** Over USD 40,001 – Verbal mention in plenary session

**Platinum:** USD 25,001-USD 40,000 – Verbal mention in plenary session

**Gold:** USD 10,001-USD 25,000

**Silver:** USD 6,500-USD 10,000

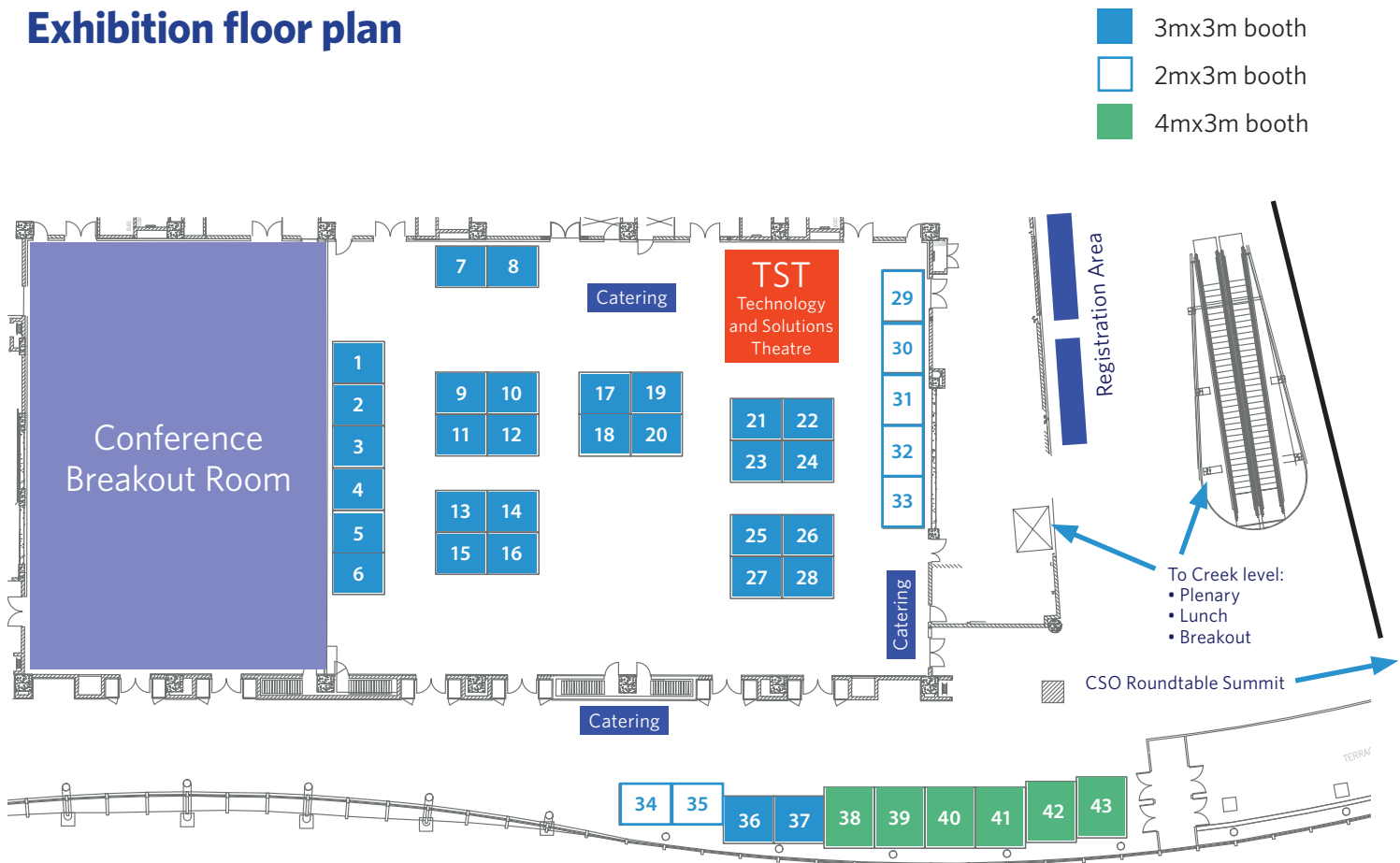


<b>Exhibit Space</b> <i>Exhibit days: 22 and 23 February 2016</i>	<b>By 1 November</b>  <12m <sup>2</sup> 550 USD per m <sup>2</sup>	<b>After 1 November</b>  <12m <sup>2</sup> 650 USD per m <sup>2</sup>	<ul style="list-style-type: none"> <li>■ Exhibition located in networking area outside conference rooms</li> <li>■ Company description with logo in event mobile app distributed to delegates</li> <li>■ Company listing on event website with link</li> <li>■ Company listing with description in printed on-site program</li> <li>■ 4 exhibit staff registrations (includes access to main conference sessions, exhibition area and business lunch. Welcome cocktail 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>■ Shell scheme with a table and 2 chairs</li> <li>■ Basic electricity usage</li> <li>■ 20 minutes speaking slot in 'TST – Technology &amp; Solutions Theatre' in Exhibition area (capacity: +/- 20 seats). Limited availability, so sign up early!</li> </ul>
	≥12m <sup>2</sup> 500 USD per m <sup>2</sup>	≥12m <sup>2</sup> 600 USD per m <sup>2</sup>	
<b>Exclusive Sponsor of President's Reception</b> <i>22 February 2016</i>	22,000 USD		<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 program, in event mobile app 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 bags</li> <li>■ 1 full page color ad in on-site program</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 Summit Sessions</b>	12,000 USD		<ul style="list-style-type: none"> <li>■ Verbal acknowledgment 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 program, in event mobile app and on event website with link (and CSO Roundtable session website page)</li> <li>■ Company logo on printed on-site program 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 color ad in on-site program</li> </ul>

<p><b>Exclusive Sponsor of the Welcome Reception</b> <i>21 February 2016</i></p>	<p>12,000 USD</p>	<ul style="list-style-type: none"> <li>■ Welcome address to participants at Welcome Reception held in the exhibition area</li> <li>■ Company logo in registration brochure, in on-site program, in event mobile app 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 color ad in on-site program</li> <li>■ 1 complimentary full event registration</li> <li>■ 10 tickets to the Welcome Reception for your key clients</li> </ul>
<p><b>Exclusive Lanyard Sponsor</b> <b>SOLD</b></p>	<p>9,000 USD</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 program, in event mobile app and on event website with link</li> <li>■ Company logo on the banner in exhibition and in registration area</li> <li>■ 1 half page color ad in on-site program</li> <li>■ 1 complimentary full event registration</li> </ul>
<p><b>Exclusive Provider of On-Site Manned Security</b> <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 program, in event mobile app 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 color ad in on-site program</li> </ul>
<p><b>Conference Bag Sponsor</b> <i>(Maximum 4 sponsor logos)</i></p>	<p>6,500 USD</p>	<ul style="list-style-type: none"> <li>■ Company logo in color on event delegate bag</li> <li>■ Company logo in registration brochure, in on-site program, in event mobile app and on event website with link</li> <li>■ Company logo on the banner in networking and in registration area</li> <li>■ 1 half page color ad in on-site program</li> <li>■ 1 complimentary full event registration</li> </ul>
<p><b>Exclusive Sponsor of a Plenary Session</b> <i>(3 plenary sessions available)</i></p>	<p>6,000 USD</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 program, in event mobile app and on event website with link</li> <li>■ 1 half page color ad in on-site program</li> <li>■ 1 complimentary full event registration</li> </ul>
<p><b>Exclusive Sponsor of Message Boards</b></p>	<p>6,000 USD</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 program, on-site banner, in event mobile app and on event website with link</li> <li>■ 1 half page color ad in on-site program</li> <li>■ 1 complimentary full event registration</li> </ul>
<p><b>Exclusive Sponsor of Pillar Wrap</b></p>	<p>6,000 USD</p>	<ul style="list-style-type: none"> <li>■ 1 main pillar, strategically positioned in the entrance area, displaying the sponsor's logo</li> <li>■ Company logo in registration brochure, on-site program, on-site banner, in event mobile app and on event website with link</li> <li>■ 1 half page color ad in on-site program</li> <li>■ 1 complimentary full event registration</li> </ul>

<b>Exclusive Sponsor of Business Lunch</b> <i>22 February 2016</i>	5,000 USD	<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> <li>Company logo on the sponsor banner in coffee break and in registration area</li> <li>Company logo in registration brochure, in on-site program, in event mobile app and on event website with link</li> <li>1 half page color ad in on-site program</li> <li>1 complimentary full event registration</li> </ul>
<b>Exclusive Sponsor of Business Lunch</b> <i>23 February 2016</i>	5,000 USD	<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 banner in networking and exhibition - and in registration area</li> <li>1 full page color ad in on-site program</li> <li>1 complimentary full event registration</li> </ul>
<b>Exclusive 'Exhibition and Networking Break' Sponsor</b> <i>(2 Breaks per day)</i> <i>22 February 2016</i>	4,000 USD	<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 banner in coffee break and in registration area</li> <li>Company brochures on coffee break tables</li> <li>Company logo in registration brochure, in on-site program, in event mobile app and on event website with link</li> <li>1 complimentary full event registration</li> <li>1 half page color ad in on-site program</li> </ul>
<b>Exclusive 'Exhibition and Networking Break' Sponsor</b> <i>(2 Breaks per day)</i> <i>23 February 2016</i>	4,000 USD	<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 banner in coffee break and in registration area</li> <li>Company brochures on coffee break tables</li> <li>Company logo in registration brochure, in on-site program, in event mobile app and on event website with link</li> <li>1 complimentary full event registration</li> <li>1 half page color ad in on-site program</li> </ul>

## Exhibition floor plan





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Other Options <i>(only available as upgrades)</i>			
1	<b>Exclusive Provider of Pens</b>	1,250 USD	<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>	1,250 USD	
2	<b>Pop-Up Banner in Exhibition Area</b>	1,000 USD	<ul style="list-style-type: none"> <li>■ Pop-up banner (max size 100 x 220cm)</li> <li>■ To be provided by sponsor</li> </ul>
3	<b>Postal Mailing to Delegates</b>	2,000 USD	<ul style="list-style-type: none"> <li>■ 1 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>
4	<b>e-Mailing to Delegates</b>	1,250 USD	<ul style="list-style-type: none"> <li>■ 1 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>
5	<b>Color Ad in On-site Program</b> <i>On-site program is distributed to all attendees</i>	Half Page 950 USD	<ul style="list-style-type: none"> <li>■ Half page size 150x105mm</li> <li>■ Full page size 150x210mm</li> <li>■ Subject to availability</li> </ul>
		Full Page 1,500 USD	
6	<b>Event Bag Insert</b> <i>(maximum 6 inserts)</i>	1,000 USD	<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 organizations and media partners</li> </ul>
7	<b>Give-Away Distribution</b>	1,000 USD	<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.