



ASIS 7TH MIDDLE EAST

SECURITY CONFERENCE & EXHIBITION

DUBAI, UAE | 21-23 FEBRUARY 2016

EXCLUSIVE SPONSORSHIP AND
EXHIBIT OPPORTUNITIES



The ASIS 7th Middle East Security Conference & Exhibition provides an established platform for education and business exchange, addressing the key trends and issues facing security professionals in the region.

With the Economist forecasting GCC wide growth in GDP of 4-5% over the period to 2018, Dubai itself investing in advance of hosting the Expo 2020, and accelerating economic diversification across the region (Saudi Arabia's 6 economic cities, aviation expansion, rail and port infrastructure, financial centers, tourism, education etc...) the event draws a global attendance actively involved in key sectors of development.

Whether your company is seeking to expand its offerings into the region, launch new products and services, reinforce your existing brand presence or maintain and build relationships, ASIS offers you access to a unique community of leading practitioners, setting the business objectives against which security technology and services will be measured.

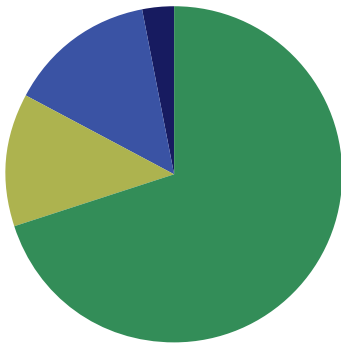
Key reasons to invest

- 84% of delegates make decisions on or influence the purchases of services and equipment
- Large multinational and governmental organizations are highly represented amongst 500+ delegates
- Exclusive CSO Roundtable™ Summit brings about 40 CSOs to participate
- Demonstrate expertise to decision makers by participating in sessions and discussions
- Learn more about the challenges faced by security practitioners and those still to come
- Opportunity to present a case study in the Technology and Solutions Theatre
- Dedicated time for networking opportunities during lunches, coffee breaks and receptions

Statistical information from 2015 event

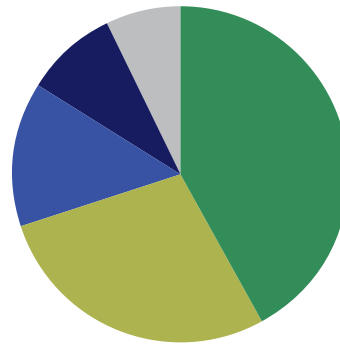
(15-17 February 2015 - InterContinental Festival City, Dubai, UAE)

Geographical Spread of Attendance



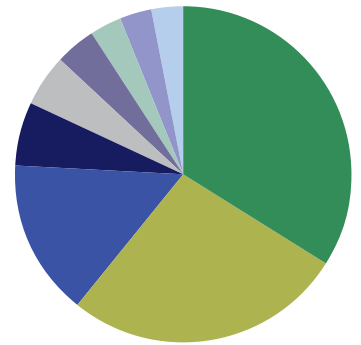
■ Middle East & Asia	70%
■ Europe	13%
■ US & Canada	14%
■ Rest of world	3%

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



Exhibit Space <i>Exhibit days: 22 and 23 February 2016</i>	By 1 November	After 1 November	<ul style="list-style-type: none"> Exhibition located in networking area outside conference rooms Company description with logo in event mobile app distributed to delegates Company listing on event website with link Company listing with description in printed on-site program 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) Discounted exhibitor rates on full event tickets (includes access to all educational sessions, receptions and lunches. CSO Roundtable not included) Shell scheme with a table and 2 chairs Basic electricity usage 20 minutes speaking slot in 'TST - Technology & Solutions Theatre' in Exhibition area (capacity: +/- 20 seats). Limited availability, so sign up early!
	<12m ² 550 USD per m ²	<12m ² 650 USD per m ²	
	≥12m ² 500 USD per m ²	≥12m ² 600 USD per m ²	
Exclusive Sponsor of President's Reception <i>22 February 2016</i>	22,000 USD		<ul style="list-style-type: none"> Welcome address to participants at President's Reception Company logo in registration brochure, in on-site program, in 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 tents cards during reception 1 promotional item (subject to agreement) to be included in delegate bags 1 full page color ad in on-site program 10 tickets to the President's Reception 3 complimentary full event registrations
Exclusive Sponsor of the CSO Roundtable™ Summit Sessions	12,000 USD		<ul style="list-style-type: none"> Verbal acknowledgment during opening remarks of the CSO Roundtable as well as during opening and closing ceremony of the main event 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) Company logo on printed on-site program 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 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 color ad in on-site program

<p>Exclusive Sponsor of the Welcome Reception <i>21 February 2016</i></p>	<p>12,000 USD</p>	<ul style="list-style-type: none"> ■ Welcome address to participants at Welcome Reception held in the exhibition area ■ Company logo in registration brochure, in on-site program, in event mobile app and on event website with link ■ Company logo on tents card during Welcome Reception ■ Company logo on napkins (provided by sponsor) ■ Company brochures on cocktail tables (provided by sponsor) ■ 3 pop-up banners in Exhibition area during Welcome Reception (provided by sponsor) ■ 1 full page color ad in on-site program ■ 1 complimentary full event registration ■ 10 tickets to the Welcome Reception for your key clients
<p>Exclusive Lanyard Sponsor</p>	<p>9,000 USD</p>	<ul style="list-style-type: none"> ■ Company logo on lanyards (provided by sponsor) ■ Lanyards provided for all attendee badges ■ Company logo in registration brochure, in on-site program, in event mobile app and on event website with link ■ Company logo on the banner in exhibition and in registration area ■ 1 half page color ad in on-site program ■ 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>	<p>Provision of on-site guarding services (details TBD)</p>	<ul style="list-style-type: none"> ■ Company logo in registration brochure, in on-site program, in 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 full event registration ■ 1 half page color ad in on-site program
<p>Conference Bag Sponsor <i>(Maximum 4 sponsor logos)</i></p>	<p>6,500 USD</p>	<ul style="list-style-type: none"> ■ Company logo in color on event delegate bag ■ Company logo in registration brochure, in on-site program, in event mobile app and on event website with link ■ Company logo on the banner in networking and in registration area ■ 1 half page color ad in on-site program ■ 1 complimentary full event registration
<p>Exclusive Sponsor of a Plenary Session <i>(3 plenary sessions available)</i></p>	<p>6,000 USD</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, in on-site program, in event mobile app and on event website with link ■ 1 half page color ad in on-site program ■ 1 complimentary full event registration
<p>Exclusive Sponsor of Message Boards</p>	<p>6,000 USD</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 program, on-site banner, in event mobile app and on event website with link ■ 1 half page color ad in on-site program ■ 1 complimentary full event registration
<p>Exclusive Sponsor of Pillar Wrap</p>	<p>6,000 USD</p>	<ul style="list-style-type: none"> ■ 1 main pillar, strategically positioned in the entrance area, displaying the sponsor's logo ■ Company logo in registration brochure, on-site program, on-site banner, in event mobile app and on event website with link ■ 1 half page color ad in on-site program ■ 1 complimentary full event registration

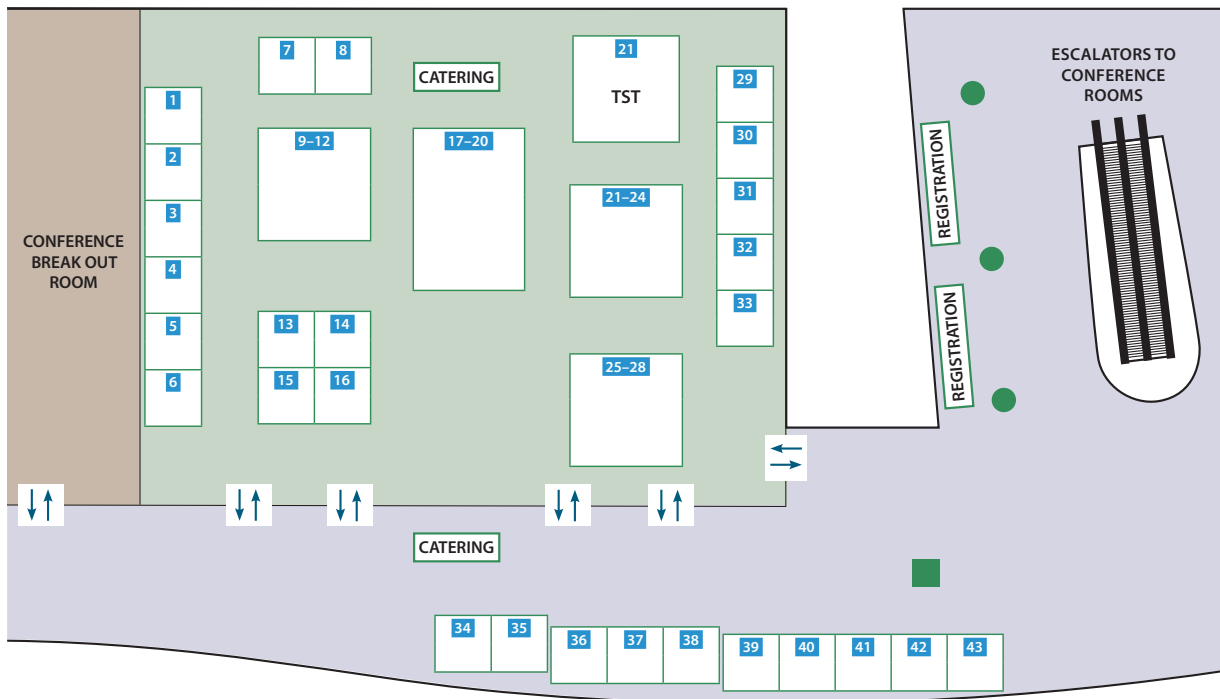
Exclusive Sponsor of Business Lunch <i>22 February 2016</i>	5,000 USD	<ul style="list-style-type: none"> Company brochures on lunch tables (provided by sponsor) Company logo tent cards on tables during lunch Company logo on napkins (provided by sponsor) 2 pop-up banners in lunch area (to be provided by sponsor, subject to approval) Company logo on the sponsor banner in coffee break and in registration area Company logo in registration brochure, in on-site program, in event mobile app and on event website with link 1 half page color ad in on-site program 1 complimentary full event registration
Exclusive Sponsor of Business Lunch <i>23 February 2016</i>	5,000 USD	<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) Company logo on the sponsor banner in coffee break and in registration area Company logo in registration brochure, in on-site program, in event mobile app and on event website with link 1 half page color ad in on-site program 1 complimentary full event registration
Exclusive Event Mobile Application Sponsor <i>Event mobile app provided to all attendees, containing all event material</i>	5,000 USD	<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 banner in networking and exhibition - and in registration area 1 full page color ad in on-site program 1 complimentary full event registration
Exclusive 'Exhibition and Networking Break' Sponsor <i>(2 Breaks per day)</i> <i>22 February 2016</i>	4,000 USD	<ul style="list-style-type: none"> Company logo on tent cards and napkins at coffee break tables for day of sponsorship (napkins to be provided by sponsor) 2 pop-up banners next to coffee station for the duration of one full day (provided by sponsor) Company logo on banner in coffee break and in registration area Company brochures on coffee break tables Company logo in registration brochure, in on-site program, in event mobile app and on event website with link 1 complimentary full event registration 1 half page color ad in on-site program
Exclusive 'Exhibition and Networking Break' Sponsor <i>(2 Breaks per day)</i> <i>23 February 2016</i>	4,000 USD	<ul style="list-style-type: none"> Company logo on tent cards and napkins at coffee break tables for day of sponsorship (napkins to be provided by sponsor) 2 pop-up banners next to coffee station for the duration of one full day (provided by sponsor) Company logo on banner in coffee break and in registration area Company brochures on coffee break tables Company logo in registration brochure, in on-site program, in event mobile app and on event website with link 1 complimentary full event registration 1 half page color ad in on-site program

Other Options <i>(only available as upgrades)</i>			
1	Exclusive Provider of Pens	1,250 USD	<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	1,250 USD	
2	Pop-Up Banner in Exhibition Area	1,000 USD	<ul style="list-style-type: none"> Pop-up banner (max size 100 x 220cm) To be provided by sponsor
3	Postal Mailing to Delegates	2,000 USD	<ul style="list-style-type: none"> 1 mailing to delegates done on behalf of the sponsor (excl shipping and handling costs for postal mailing) Mailing piece is required for approval Postal mailing done by neutral mailing house Before or after the event
4	e-Mailing to Delegates	1,250 USD	<ul style="list-style-type: none"> 1 e-Mailing to delegates done on behalf of the sponsor Mailing piece is required for approval Before or after the event
5	Color Ad in On-site Program <i>On-site program is distributed to all attendees</i>	Half Page 950 USD	<ul style="list-style-type: none"> Half page size 150x105mm Full page size 150x210mm Subject to availability
		Full Page 1,500 USD	
6	Event Bag Insert <i>(maximum 6 inserts)</i>	1,000 USD	<ul style="list-style-type: none"> 1 bag insert (to be provided by sponsor, subject to approval) Excludes event materials and inserts from supporting organizations and media partners
7	Give-Away Distribution	1,000 USD	<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 pack not cover your company's needs, please contact us to discuss possibilities of tailoring a package.

Exhibition floor plan

3mx3m booth



Practitioners participate from these key sectors:

Oil & Gas ■ Aviation ■ Tourism ■ Education ■ Government ■ Defence ■ Banking & Finance ■ Engineering ■ IT ■ Transport

Below is a sample of organizations who attended ASIS Middle East 2015:

- | | | | |
|---|---|---------------------------------------|--|
| Abdulrahman Trading and Contracting | CNL Software | ICSS | PetroRabigh |
| Abu Dhabi Airport Company | Comites Security, Studies & Consulting | Idarat Resilience JLT | Prudential Corporation Asia |
| Abu Dhabi Investment Authority | ConocoPhillips | IE Business School | Saudi Arabia Public Security/Ministry of Interior |
| Abu Dhabi National Oil Company | Control Risks | iJET International | Qatar General Electricity & Water Corporation (KAHRAMAA) |
| Abu Dhabi Urban Planning Council Safety and Security Team | Department of State | INMA Kingdom Group | QCC Global |
| AC & Associates | Dubai Police | Inquiron | Raffles Dubai |
| Acutech Consulting Group | Easa Saleh Al Gurg Group | InterContinental Hotels | Saab Group |
| ADIA Abu Dhabi Investment Authority | Easy World Technology | Dubai Festival City | SABIC |
| ADNOC Safety & Security Dept. | EIMASS | INTERPOL World | Sadara Chemical Company |
| ADUKG Abu Dhabi University Knowledge Group | Emirates | Johnson & Johnson | Sanofi |
| AEGIS | EMIRTEC | Jordan Techno Trade | Satorp |
| Air Liquide | Ericsson | KBR | Saudi Arabian Chevron |
| Al-atta consultations | Estée Lauder Companies Europe | Kuwait Oil company | Saudi Arabian Ministry, National Guard |
| Al Tayer | Eurosyst Smart Solutions | Kuwait Oil Tanker Company | Saudi Aramco |
| Al Tayer Group | EXOP Group | Land O'Lakes | Schneider Electric |
| Alliance Solutions Group - UAE | EXOP Group | Leighton | Securitas Transport |
| APIC | Fairmont | LGC Global Facility Management | Aviation Services nv |
| Bahrain National Gas Co. | Fairmont Heliopolis & Towers | Lockheed Martin | Secutronic |
| Barclay Simpson | FedEx | Lysys | Shell South Africa Marketing |
| Boeing international Corporation | G4S | Majid Al Futtaim Ventures | Siemens |
| Brinker International | GapCorp DMCC | Marafiq Co | SK |
| British Embassy Dubai | General Electric International | Marine One Private Limited | Stirling Assynt |
| Carrefour Majid Al Futtaim Retail | Operations Co Inc | Microsoft Corporation | Texel Air |
| Central Bank of Hungary | Georgetown University | Naizak Global | Thales Australia & New Zealand |
| Chevron Phillips Chemicals | Ghouri Security Guards | Engineering Systems | Transguard Group |
| Chevron Products UK | Habtoor Leighton | Nasatka Security | Transocean |
| China Petroleum Engineering | Henkel | NEDAP | Turkish Airlines |
| Cisco | HID Global | Nesma | Tyco Fire and Security |
| Cleveland Clinic Abu Dhabi | Higher Commission for Industrial Security | Nikki Beach Hotels & Resorts EMEA | Zicom |
| | Hill & Associates | Nomura Services India Private Limited | Zurich Insurance Company |
| | Honeywell | Northrop Grumman | |
| | HSBC | Oman LNG | |
| | IBA | Oracle | |
| | IBM | | |