



5TH MIDDLE EAST SECURITY CONFERENCE & EXHIBITION

DUBAI, UAE | 16-18 FEBRUARY 2014



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OTHER OPTIONS (AVAILABLE AS UPGRADES)

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	Colour Ad in Onsite Programme <i>On-site programme is distributed to all attendees</i>	Half Page 950 USD	<ul style="list-style-type: none"> Half page size 150x105mm Full page size 150x210mm
		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 organisations 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.

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

DIAMOND	OVER USD 40,000 - VERBAL MENTION IN PLENARY SESSION
PLATINUM	USD 25,001 - USD 40,000 - VERBAL MENTION IN PLENARY SESSION
GOLD STATUS	USD 10,001 - USD 25,000
SILVER STATUS	USD 6,500 - USD 10,000

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 450 - 550 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 40 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

	By 1 November	After 1 November	
Exhibit Space (minimum size: 2x3m) Exhibit days: 17 and 18 February 2014	<12m ² 500 USD per m ²	<12m ² 600 USD per m ²	<ul style="list-style-type: none"> • Company description with logo in USB distributed to delegates • Company listing on event website with link • Company listing with description in printed on-site programme • 4 exhibit staff registrations (includes access to sessions and Exhibition area. Lunch and President's Reception tickets to be booked separately) • 10 Exhibit only tickets day passes for your key clients • Discounted exhibitor rates on full event tickets (includes access to all educational sessions, receptions and lunches. CSO Roundtable not included) • Table and 2 chairs • Basic electricity usage • 20 minutes speaking slot in lecture theatre in Exhibition area (capacity to be confirmed). Limited availability, so sign up early!
	≥12m ² 420 USD per m ²	≥12m ² 540 USD per m ²	
Exclusive Sponsor of President's Reception 17 February 2014	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 programme, in USB 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 event bags • 1 full page colour ad in on-site programme • 10 tickets to the President's Reception • 3 complimentary full event registrations
Exclusive Sponsor of the CSO Roundtable Sessions	15,000 USD		<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, in on-site programme, in USB 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 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
Exclusive Sponsor of the Welcome Reception 16 February 2014	12,000 USD		<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 programme, in USB 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 colour ad in on-site programme • 1 complimentary full event registration • 10 tickets to the Welcome Reception for your key clients



Exclusive Lanyard Sponsor	9,000 USD	<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 programme, in USB and on event website with link • Company logo on the banner in coffee break and in registration area • 1 half page colour ad in on-site programme • 1 complimentary full event registration
Exclusive Provider of On-site Manned Security Demonstrate your company's excellence in the field of manned security as the exclusive provider of on-site security guards	Provision of on-site guarding services (details TBD)	<ul style="list-style-type: none"> • Company logo in registration brochure, in on-site programme, in USB 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 colour ad in on-site programme
Conference Bag Sponsor (maximum 4 sponsor logos)	6,000 USD	<ul style="list-style-type: none"> • Company logo in colour on event delegate bag • Company logo in registration brochure, in on-site programme, in USB and on event website with link • Company logo on the banner in coffee break area and in registration area • 1 half page colour ad in on-site programme • 1 complimentary full event registration
Exclusive Sponsor of a Plenary Session (3 plenary sessions available)	6,000 USD	<ul style="list-style-type: none"> • Company Brochure (1 piece/ max A4 size) on chairs (to be distributed by sponsor staff) or handout at entrance of plenary room (by hostess) • 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 programme, in USB and on event website with link • 1 half page colour ad in on-site programme • 1 complimentary full event registration
Exclusive Sponsor of Message Boards	6,000 USD	<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, in USB and on event website with link • 1 half page colour ad in on-site programme • 1 complimentary full event registration
Exclusive Sponsor of Pillar Wrap	6,000 USD	<ul style="list-style-type: none"> • 2 main pillars, strategically positioned in the entrance area, displaying the sponsor's logo • Company logo in registration brochure, on-site programme, on-site banner, in USB and on event website with link • 1 half page colour ad in on-site programme • 1 complimentary full event registration
Exclusive Sponsor of Business Lunch 17 February 2014	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)
Exclusive Sponsor of Business Lunch 18 February 2014	5,000 USD	<ul style="list-style-type: none"> • Company logo on the banner in coffee break and in registration area • Company logo in registration brochure, in on-site programme, in USB and on event website with link • 1 half page colour ad in on-site programme • 1 complimentary full conference registration
Exclusive USB Drive Sponsor USB provided to all attendees, containing all event material	5,000 USD	<ul style="list-style-type: none"> • Company logo on USB (to be provided by sponsor - 512MB minimum) • Company logo in registration brochure, in on-site programme, in USB and on event website with link • Company profile in USB • Company logo on the banner in coffee break and in registration area • 1 half page colour ad in on-site programme • 1 complimentary full event registration
Exclusive Coffee Break Sponsor (3 coffee breaks per day) 17 February 2014	5,000 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 the banner in coffee break and in registration area
Exclusive Coffee Break Sponsor (3 coffee breaks per day) 18 February 2014	5,000 USD	<ul style="list-style-type: none"> • Company brochures on coffee break tables • Company logo in registration brochure, in on-site programme, in USB and on event website with link • 1 complimentary full event registration • 1 half page colour ad in on-site programme