



# ASIS 6<sup>TH</sup> MIDDLE EAST

## SECURITY CONFERENCE & EXHIBITION

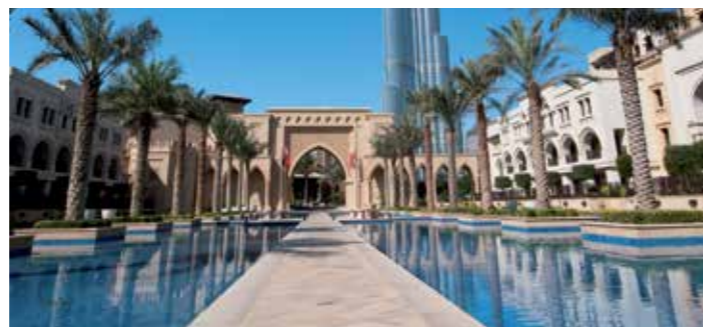
**DUBAI, UAE | 15-17 FEBRUARY 2015**

EXCLUSIVE SPONSORSHIP AND  
EXHIBIT OPPORTUNITIES



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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 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

## 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: 16 and 17 February 2015</i>	By 1 November	After 1 November	<ul style="list-style-type: none"> <li>Exhibition located in networking area outside conference rooms</li> <li>Company description with logo in USB drive distributed to delegates</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>10 Exhibit only tickets day passes for your key clients</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>	
	≥12m <sup>2</sup> 440 USD per m <sup>2</sup>	≥12m <sup>2</sup> 540 USD per m <sup>2</sup>	
<b>Exclusive Sponsor of President's Reception</b> <i>16 February 2015</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 programme, in USB 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 event bags</li> <li>1 full page colour ad in on-site programme</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>	15,000 USD		<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 USB 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 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 colour ad in on-site programme</li> </ul>

<b>Exclusive Sponsor of the Welcome Reception</b> <i>15 February 2015</i>	12,000 USD	<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 programme, in USB 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 colour ad in on-site programme</li> <li>1 complimentary full event registration</li> <li>10 tickets to the Welcome Reception for your key clients</li> </ul>
<b>Exclusive Lanyard Sponsor</b>	9,000 USD	<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 USB and on event website with link</li> <li>Company logo on the banner in 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>
<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>	Provision of on-site guarding services (details TBD)	<ul style="list-style-type: none"> <li>Company logo in registration brochure, in on-site programme, in USB 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 colour ad in on-site programme</li> </ul>
<b>Conference Bag Sponsor</b> <i>(Maximum 4 sponsor logos)</i>	6,000 USD	<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 USB and on event website with link</li> <li>Company logo on the banner in and in registration area</li> <li>1 half page colour ad in on-site programme</li> <li>1 complimentary full event registration</li> </ul>
<b>Exclusive Sponsor of a Plenary Session</b> <i>(3 plenary sessions available)</i>	6,000 USD	<ul style="list-style-type: none"> <li>Company Brochure (1 piece/max A4 size) on chairs (to be distributed by sponsor staff) or handout at entrance of plenary room (by hostess)</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 USB and on event website with link</li> <li>1 half page colour ad in on-site programme</li> <li>1 complimentary full event registration</li> </ul>
<b>Exclusive Sponsor of Message Boards</b>	6,000 USD	<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 USB and on event website with link</li> <li>1 half page colour ad in on-site programme</li> <li>1 complimentary full event registration</li> </ul>
<b>Exclusive Sponsor of Pillar Wrap</b>	6,000 USD	<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 programme, on-site banner, in USB and on event website with link</li> <li>1 half page colour ad in on-site programme</li> <li>1 complimentary full event registration</li> </ul>
<b>Exclusive Sponsor of Business Lunch</b> <i>16 February 2015</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> </ul>
<b>Exclusive Sponsor of Business Lunch</b> <i>17 February 2015</i>	5,000 USD	<ul style="list-style-type: none"> <li>Company logo in registration brochure, in on-site programme, in USB and on event website with link</li> <li>1 half page colour ad in on-site programme</li> <li>1 complimentary full event registration</li> </ul>

<p><b>Exclusive USB Drive Sponsor</b></p> <p><i>USB provided to all attendees, containing all event material</i></p>	5,000 USD	<ul style="list-style-type: none"> <li>Company logo on USB (to be provided by sponsor – 512MB minimum)</li> <li>Company logo in registration brochure, in on-site programme, in USB and on event website with link</li> <li>Company profile in USB</li> <li>Company logo on the banner in coffee break 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 'Exhibition and Networking Break' - Sponsor</b></p> <p><i>(2 Breaks per day) 16 February 2015</i></p>	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 the 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 programme, in USB and on event website with link</li> <li>1 complimentary full event registration</li> <li>1 half page colour ad in on-site programme</li> </ul>
<p><b>Exclusive 'Exhibition and Networking Break' - Sponsor</b></p> <p><i>(2 Breaks per day) 17 February 2015</i></p>	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 the 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 programme, in USB and on event website with link</li> <li>1 complimentary full event registration</li> <li>1 half page colour ad in on-site programme</li> </ul>

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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>Colour Ad in On-site Programme</b> <i>On-site programme 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 organisations 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.

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