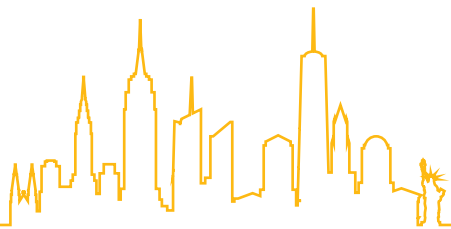




# ASIS 27th New York City Security Conference and Expo **EXHIBITOR PROSPECTUS**



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**June 7-8 • 2017**

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Javits Center

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New York, NY

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*Drive Leads and Secure New  
Business Opportunities*

[www.asisonline.org/nyc](http://www.asisonline.org/nyc)



# NEW YORK...



The Quintessential

Locale for

Spotlighting

Your Latest

Innovations

As the leading center of banking, finance, communication, and many of the world's largest companies' headquarters—as well as some of the world's busiest airports, ports, and transit systems—New York has plenty to keep secure, making it an ideal destination to showcase security solution expertise.

**Energize your business across the Northeast and beyond by joining us for ASIS NYC on June 7-8.**

*“Our company has had a lot of success at the annual ASIS show, so I thought I would give ASIS NYC a shot. I basically had to beg my supervisor to approve this conference, and we are both glad that I did. We were able to connect with new prospects, as well as with prospects we had trouble getting in touch with before. I would highly recommend exhibiting at this conference for any company that is trying to increase brand awareness and gain traction on the east coast.”*

**- Nicole Sirpilla, Tradeshow Coordinator, Alertus Technologies**

**Connect with 2,500+ security management professionals from the public/private sectors.**

# DISCOVER NEW BUSINESS OPPORTUNITIES



**ASIS NYC offers a highly targeted, results-driven forum for elevating your marketing strategies and augmenting your sales pipeline—in 2017 and beyond.**

- Reach a **pre-qualified audience** of more than 2,500 top security and law enforcement decision makers—**84%** are involved in purchasing decisions. (Source: 2016 Registrant Data)
- Capitalize on high-impact **networking and engagement** opportunities throughout the two-day event.
- Interact with prospects and customers from the **public and private sectors** who are looking for the latest security solutions and expertise.
- Reinforce how your products and services can help attendees stay ahead of the next threat, streamline their operations, and find new business partners.



**Energize your business across the Northeast and beyond.**

# ATTENDEE DEMOGRAPHICS



**87%**

\*come to ASIS NYC to discover the latest security technology, products, and services.



**84%**

\*of attendees are directly involved in purchasing decisions.



**67%**

\*did not attend the Annual Seminar, allowing you to meet and engage a **new audience** of potential customers mid-year.



**62%**

\*of attendees are management and executive-level **decision makers**.



**48%**

\*are **first-time attendees**.



**41%**

\*have an annual **security budget** of more than **\$1 million**.

\*SOURCE: 2016 Registrant Data

**ACT NOW to reserve your prime booth space.**

**Contact us today!**

**Put the strength of ASIS NYC to work for you.**

# PAST ATTENDEE COMPANIES



A + E Television Networks  
ADP  
AERO Construction & Consultants, LLC  
Aetna Life & Casualty Insurance Company  
Airtel Nigeria  
AIG  
Amazon  
American Express  
American Red Cross  
Amtrak  
Bank of America  
Bayer Corporation  
Behavioral Science Applications  
Bergen County Sheriffs Office  
Blackberry  
Bloomingdale's  
Blue Cross and Blue Shield of Florida  
Board Of Regents State of CT  
Boston Museum of Fine Arts  
Bridgeport Police  
Bristol Myers-Squibb  
British Diplomatic Security  
Brookfield Office Properties  
Brooklyn Navy Yard Development Corporation  
Bureau of Engraving and Printing  
Burke Rehabilitation Hospital  
Cablevision  
Cadillac  
CAM Building Consulting  
Campbell Soup Company  
Canon USA  
Capital Cities/ABC  
Capital One Bank  
Carnegie Mellon University  
Caterpillar  
CBRE- Deutsche Bank  
CBS Corporation  
CHANEL  
Charles Schwab & Company  
Charlotte Douglas International Airport  
Chicago Police Department  
Children's National Health System  
Christies  
Citigroup  
Citizens Bank  
Columbia University  
Comcast  
Con Ed  
Conde Nast  
Connecticut Department of Education  
Connecticut Water Company  
Council on Foreign Relations  
Credit Suisse  
Criminal Intelligence Administration  
CT State Police  
CUNY  
Cushman & Wakefield  
Customs and Border Protection  
Danbury Police Department  
DC Water Authority  
Delaware Valley Security Center  
Dell  
Deloitte & Touche  
Delta Air Lines, Inc.  
Depository Trust and Clearing Corporation  
Deutsche Bank  
DHS Investigations  
DHS/Federal Protective Service  
DHS/ICE  
Diplomatic Security Service  
Discovery Communications  
Dollar Tree  
Dominion Nuclear  
Drexel University Public Safety  
Dunbar Armored  
Dunn & Bradstreet  
DuPont Company  
Electric Boat Corporation  
Embassy of Canada  
Endo Pharmaceutical  
Englewood Hospital & Medical Center  
Essex Construction  
Estee Lauder  
Fairleigh Dickinson University  
FDNY  
Federal Bureau of Investigation  
Federal Energy Regulatory Commission  
Federal Law Enforcement Officers Association  
Federal Reserve Bank  
Fedex Ground  
Fisher Price  
Florida Power and Light  
Ford Foundation  
Fort Lee Police Dept.  
Four Seasons Hotel Miami  
Fox News Channel  
FreightWatch International  
Frick Collection  
GE (General Electric Company)  
General Services Administration  
Goldfarb Properties  
Goldman Sachs & Company  
Goodwill Industries  
Google  
Government of Alberta  
Graff Diamonds  
Graybar  
Greenwich Public Schools  
Greystone  
Gulfstream Aerospace  
Harvard Club of New York City  
Hershey Entertainment/Resorts  
Hertz  
Highway Science and Technology Research Institute  
Hilton WorldWide - Hilton O'Hare  
Hitachi Cable America  
IBM Corporation  
Ingram Micro  
Innochem Nigeria Limited  
Institute for Defense Analyses  
Institute for Economics and Peace  
International Monetary Fund  
International Securities Exchange  
Internet Crimes Group, Inc.  
ISR GeoSensing  
Israeli Defense Forces  
Italian Carabineers  
J P Morgan Chase  
Jaguar Land Rover  
Jamba Juice  
Jazz at Lincoln Center  
Jersey State Controls  
John Jay College of Criminal Justice (CUNY)  
Johnson and Johnson  
JP Morgan Chase  
Kuwait University  
L&M Builders  
LexisNexis  
Liberty Mutual Insurance  
Lido Distributors  
LinkedIn  
Lockheed Martin  
Lufthansa Airlines  
Lycee Francais de New York  
M&T Bank  
Marriott International  
Marshalls  
Massachusetts Convention Center Authority  
Merck  
Merry Go Round Transportation  
MetLife  
Michelin North America  
Microsoft Corporation  
Morgan Stanley  
Mount Sinai Health System  
MTA - New York City Transit Authority  
MTA Bridges & Tunnels  
MTA Long Island Rail Road  
NASDAQ OMX  
National Basketball Association  
National Grid  
National September 11 Memorial & Museum  
National Taskforce (Natforce Nigeria)  
Navy SEAL Foundation  
NBC Universal  
NERC  
New Jersey Community Development Corp.  
New York Botanical Garden  
New York City Department of Transportation  
New York City Fire Department  
New York City Police Department  
New York Power Authority  
New York State Division of Homeland Security  
New York State Police  
NFL (National Football League)  
Nigeria Security and Civil Defence Corps  
NJ Gaming Enforcement  
Northrop Grumman  
Novartis Pharmaceuticals Corporation  
NYPD Counterterrorism Bureau  
NYPD/FBI  
OTTER7  
Oxford Properties Group  
Paragon Sports  
Perfumania Holdings, Inc.  
Permanent Mission of Tunisia to the United Nations  
Pfizer, Inc.  
Polo Ralph Lauren  
Port Authority NY/NJ  
Public Service Electric & Gas  
Rite Aid Corporation  
San Diego County District Attorney's Office  
Saudi Military Attache Office  
Snapchat  
Social Security Administration  
Sony Corporation of America  
Sotheby's  
Southwest Airlines  
Square, Inc.  
St. Mary's Episcopal Church  
Stanley Black & Decker  
State Farm Insurance  
SUPERVALU  
The Rockefeller Group  
The Trump Organization  
Tiffany & Company  
Time, Inc.  
Transportation Security Administration  
Triborough Bridge and Tunnel Authority  
TRI-ED Distribution  
United Nations  
University of Phoenix  
UPS  
Urban Outfitters  
US Air Force  
US Coast Guard  
US Customs  
US Department of Energy  
US Department of Homeland Security  
US Department of Justice  
US Marshals Service  
US Postal Inspection Service  
US Secret Service  
US State Department  
Verisign  
Verizon  
Veterans Affairs Police  
Volvo  
Vornado/Charles E. Smith  
Walgreen Co.  
Walt Disney Company  
Wawa  
Wegmans Food Markets, Inc.  
Wells Fargo Bank  
Westin Hotels  
Xerox  
Yale University

Meet buyers from Fortune 500 companies and key industries.

# 2016 EXHIBITORS



A+ Technology & Security Solutions, Inc.  
Access Credential Systems  
Access Systems Integration  
Alert Us Emergency Notification  
Allied Powers LLC  
Allied Universal  
Altronix  
Ameristar Security Products  
AMK9 - Vapor Wake  
ASIS International  
ASIS NYC Chapter  
ASSA ABLOY  
AUTOMATIC SYSTEMS  
AVIGILON  
Axis Communications  
Bastille  
Boon Edam  
Bosch Security  
Building Intelligence, Inc.  
California Coast University  
Celayix, Inc.  
Chemring Sensors & Electronic Systems  
Complete Network Reps  
Council of International Investigators  
Databuoy LLC  
Dataminr  
DETEX Corporation  
DIRAK, Inc.  
DSA Detection LLC  
DVS, a division of Ross & Baruzzini  
Emergency Skills, Inc.  
Everbridge  
F.M. Valenti, INC.  
FAST-PASS VISITOR MANAGEMENT  
FBI  
FLIR Systems  
FreightWatch International  
FST Biometrics  
G4S  
Gem Electronics  
Genetec  
Geofeedia

GlobeKeeper  
Guardian 8 Corp.  
HID Global  
Hikvision USA, Inc.  
Hitachi Cable America  
Hitachi Data Systems  
HX Global  
IDESCO CORPORATION  
IndigoVision, Inc.  
Integrated Security & Communications  
John Jay Alumni  
John Jay Dept. of Security Fire and Emergency Mgmt.  
Kratos Public Safety & Security Solutions, Inc.  
Kwantek  
Langbaum Associates, Inc.  
Lenel & Interlogix  
Metro One Loss Prevention Services Group  
Metrocom NYC  
MG Security Services LLC  
Milestone Systems  
Mobilizerrz LLC  
Morse Watchmans, Inc.  
MSA Security  
Napco Security Technologies, Inc.  
NNEW YORK STATE DEPT. OF STATE/DIVISION OF LICENSING  
OffSite Vision Holdings, Inc.  
OnSSI  
Optex, Inc.  
Orion Entrance Control, Inc.  
Panasonic  
Pancomp International  
Patrocinium Systems LLC  
Pelco by Schneider Electric  
Pivot3  
PlanetRisk  
Prosperity Funding, Inc.  
Protech/Protection Technologies, Inc.  
Protection 1 Security Solutions  
QCC Global, Ltd.  
QSA Global, Inc.  
Rave Mobile Safety

REAL-TIME TECHNOLOGY GROUP  
RightCrowd Software, Inc.  
Salient Systems  
Samsung Techwin America  
SecureWatch 24  
Securitas Security Services USA, Inc.  
SECURITECH GROUP, INC.  
SECURITY 101  
Sentinel Consulting  
Singlewire Software  
SitScape, Inc.  
SSS Siedle  
STANLEY Security Team Software  
TEC Solutions, Inc.  
TimeMaster  
Total Recall Corporation  
Total Security  
Tyco Integrated Security  
Tyco Security Products  
U.S. Dept. of Homeland Security/  
Federal Protective  
U.S. POSTAL INSPECTION SERVICE  
UNIPRO UNIFORMS  
United Public Safety  
United States Park Police  
UNITEX DIRECT  
Universal Protection Service LLC  
University of Phoenix, College of Security & Criminal Justice  
US Dept. of Homeland Security, FEMA, Region II  
US Security Associates  
Vigilance Software LLC  
Villanova University  
Vion Corporation  
Visik Technologies  
Visitor Pass - Data Management  
VIVOTEK USA, INC.  
Voices of September 11th

Join industry leaders at the Northeast's premier security event.

# EXHIBITOR INFORMATION



## Facility

Javits Center  
655 West 34th Street  
New York, NY 10001  
+1.212.216.2000  
+1.212.216.2588 Fax  
[www.javitscenter.com](http://www.javitscenter.com)

## Show Dates/Times

Wednesday, June 7 | 9:00 am-4:00 pm  
Thursday, June 8 | 9:00 am-4:00 pm

## Standard Booth Package

(One package per booth number, regardless of booth size)

- 8' high draped back wall
- One identification sign
- Two chairs
- One 6' draped table
- Wastebasket
- Standard carpet

## Value-Added Benefits

- Company listing in the official show mobile app
- Company listing on the official show website
- VIP invitations to invite your customers to the show (free admission)

**Don't miss this opportunity to meet face-to-face with security end users, integrators, dealers, and distributors in a relaxed, intimate setting.**

## Installation

Tuesday, June 6 | 8:00 am-6:00 pm

## Dismantling

Thursday, June 8 | 4:00 pm-9:00 pm

## Booth Fee

\$2,500 per single 10x10  
\$25 per square foot for island spaces

## Reserve Your Booth Space

### SCOTT HERSH

**Director, Event Sales: #s-G**  
+1 703.518.1466  
[scott.hersh@asisonline.org](mailto:scott.hersh@asisonline.org)

### DAVID DONAHOE

**Event Sales Manager: H-P**  
+1.703.518.1448  
[david.donahoe@asisonline.org](mailto:david.donahoe@asisonline.org)

### LUIGI BUTTAFUOCO

**Event Sales Manager: Q-Z**  
+1.703.518.1502  
[luigi.buttafuoco@asisonline.org](mailto:luigi.buttafuoco@asisonline.org)



[www.asisonline.org/nyc](http://www.asisonline.org/nyc)

**Put the strength of ASIS NYC to work for you! Reserve space now.**

# SPONSORSHIP INFORMATION



Increase your event alignment and gain additional brand exposure for your company by securing one or more dynamic sponsorships. Each opportunity is designed to drive more prominent engagement that fuels new business for your organization throughout 2017 and beyond.

## Aisle Signs

**INVESTMENT: \$5,000 (EXCLUSIVE)**

Your sponsorship of the aisle signs provides maximum visibility for your company throughout the exhibit hall. Your organization's name and logo will be prominently featured, hanging over every aisle of the show floor. You provide your logo and ASIS will handle the design and production.

## Badge Lanyards

**INVESTMENT: \$4,500 (EXCLUSIVE)**  
**DISTRIBUTION: 3,000**

Keep your brand top of mind with this exclusive sponsorship. Each attendee and exhibitor will receive a name badge with a handy lanyard that eliminates the need for pins and clips. The lanyard can be imprinted with your company's name and logo. You provide the logo and ASIS will handle the design and production.

## Tote Bags

**INVESTMENT: \$7,500 (EXCLUSIVE)**  
**DISTRIBUTION: 3,000**

You'll see your brand coming and going when you sponsor these attractive tote bags which are given to every attendee and exhibiting company. This handy carryall is sure to be used long after the show is over, extending your brand's exposure. You provide the logo and ASIS will handle the design and production.

## Coffee Breaks and Afternoon Networking Reception

**INVESTMENT: \$2,500 PER DAY (EXCLUSIVE)**

Keep your clients and prospective customers at their peak! As attendees grab a "cup of joe" in the exhibit hall, they'll thank you for sponsoring this much appreciated service. Your brand exposure will be maximized further as the sponsor of the afternoon Networking Reception during which the door prize winners will be announced. Your company logo will be displayed on the signage for the event.

## Person of the Year Luncheon

**INVESTMENT: \$10,000 (EXCLUSIVE)**

Your company's brand will be top-of-mind as attendees gather for this renowned seated luncheon. Enjoy a reserved table and 10 complimentary tickets to the luncheon. Your company logo will be displayed on the signage for the luncheon. There will be two announcements (one at the beginning and one at the closing) to the audience thanking your company as the sponsor.

## Person of the Year Private Reception

**INVESTMENT: \$1,500 (EXCLUSIVE)**

In this VIP reception prior to the Person of the Year Luncheon, your company will receive five complimentary tickets, your logo on event signage, and the opportunity to network with high level VIPs. The Person of the Year Reception sponsor may also provide customized cocktail napkins (optional).

## Show Planner Title Sponsorship

**INVESTMENT: \$2,500 (EXCLUSIVE)**

Get in front of attendees before the show ever starts! Your company's name and logo will be displayed on the home page of the ASIS NYC show planner which attendees will access before, during, and after the event. You will also receive three FREE category upgrades of your choice in the show planner, a rotating company logo placement on the on-site product locator kiosk to be located at the show entrance, and your booth location will be highlighted on the floor plan.

## Mobile App Title Sponsorship

**INVESTMENT: \$3,500 (EXCLUSIVE)**

As title sponsor of the ASIS NYC mobile application, your company's message is featured on the secondary opening splash screen that appears every time the app is opened or refreshed, the My Schedule watermark that appears on the app schedule, and screenshots of the ads that show within the app store screenshots detail page. It also includes a weighted banner ad, video message, and app alert.

## Mobile App Digital Banner

**INVESTMENT: \$750**

Banner ads rotate at the top of the ASIS NYC mobile application dashboard and click to a full screen landing page. This includes a featured listing on the app. Metrics included.

**Maximize your brand exposure and drive engagement**