

**May 16-17, 2018**

Jacob K. Javits Convention Center

New York, NY

# ASIS 28th New York City **Security Conference and Expo**

**EXHIBITOR & SPONSORSHIP PROSPECTUS**



# THRIVE WHERE GROWTH OPPORTUNITIES ABOUND

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.

**CONNECT** with 2,500+ security management and law enforcement professionals from the public and private sectors.

**CAPITALIZE** on high-impact networking and engagement opportunities throughout the two-day event.

**INTERACT** with prospects and customers 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 protect their assets.

**Discover new business opportunities and maximize your visibility across the Northeast and beyond by exhibiting at ASIS NYC on May 16-17, 2018.**





# ASIS DELIVERS DECISION MAKERS

ASIS NYC is where the security industry comes together for two days to see the latest products and services, learn new skills, and grow their professional networks.



**95%** come to ASIS NYC to **discover the latest** security technology, products, and services



**84%** are directly involved in **purchasing decisions**



**62%** are management and executive-level **decision makers**



**49%** have an annual security **budget of more than \$1 million**



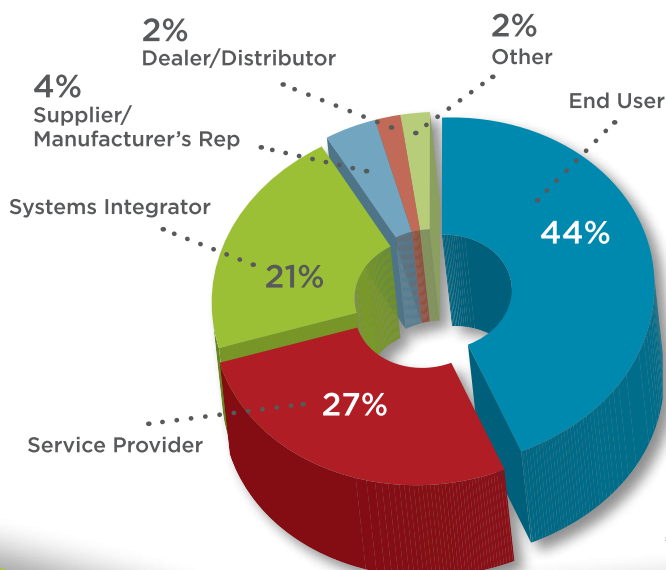
**42%** are **first-time attendees**

SOURCE: 2017 POST-SHOW SURVEYS

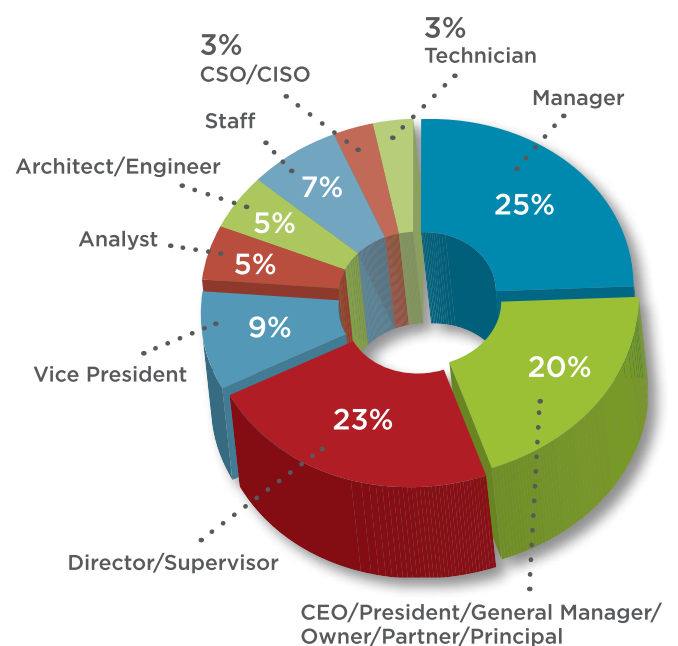
*"This was the first time exhibiting at ASIS NYC for HTX Labs and we found the quality of attendees to be quite high and really represented the folks that we wanted to meet with and introduce our virtual reality training solution to."*

**— Scott Schneider, CEO, HTX Labs**

## ATTENDEES BY FUNCTION\*



## ATTENDEES BY TITLE\*



\*2017 REGISTRATION DATA





# 2017 EXHIBITORS

See who joined ASIS in 2017. Don't let your competition outgain leads.

## A+ Technology & Security Solutions

Access Systems Integration

Aeroturn

Aimetis Corp.

Allied Universal Security Services

Altronix Corporation

Ameristar Security Products

AMK9

ASIS Councils

ASIS International

ASIS NYC Chapter

ASSA ABLOY Americas

Astrophysics

Automatic Systems S.A.

Aventura Technologies

Avigilon

Axis Communications

Babel Street

Best Access Solutions

Boon Edam

BriefCam

Brooklyn Low Voltage Supply

Building Intelligence

CHB Industries

Dahua Technology USA

Databuoy Corporation

Dataminr

Detex Corporation

Dirak

DSA Detection

Eaton Corporation

Enkelson Security

Entrust Datacard

Everbridge

F.M. Valenti

Fast-Pass Visitor Management

FST Biometrics

Ganz Security Solutions

Genetec

Hanwha Techwin

Harsco Industrial IKG

High Caliber Solutions

Hikvision Digital Technology Co.

HTX Labs

Idesco Corporation

IDP Card Printers

Indigovision

Ironyun

John Jay Alumni

John Jay College

Solutions

Kratos Public Safety & Security

Solutions

Kwantek

LifeRaft

LINSTAR - A Division of IdentiSys

LPC

LTS NJ

Maxxess Systems

Metrocom NYC

Mg Security Services

Milestone Systems

Morse Watchmans

MSA Security

Nedap

NYPD Shield

Onssi (On-Net Surveillance Systems)

Optex

Orion Entrance Control

Panasonic

Par-Kut International

Pelco by Schneider Electric

Pivot3

Planday

Prodatakey

Protech/Protection Technologies

Quickseries Publishing

Rane

Rave Mobile Safety

Real-Time Technology Group

Reliant Safety

RightCrowd Software

Riverdale Mills Corporation

Salient

Salto

SecureWatch24

Securitas Security Services USA

Securitech Group

Sentinel Consulting

Siedle

Singlewire Software

Stanley Security

Tac-Tote

Team Software

Tec Solutions

The LTI Group

Total Recall Corporation

Tyco Integrated Security

Tyco Security Products

U.S. Postal Inspection Service

Unipro Uniforms

Unitedhealthcare Global

Unitex Direct

US Marshals Service

US Security Associates

V5 Systems

Valcom

Ver-Mac

Viakoo

Visitor Pass Solutions by Data

Management

Vivotek USA

Wallace International



# PUT THE STRENGTH OF ASIS NYC TO WORK FOR YOU!

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

## All Inclusive Booth Package

***Exhibiting at NYC is simple.***

*For only \$2,500, you receive an entire booth package. Easy move-in, easy move-out, easy decision.*

### **\$25 per square foot**

*(sold in increments of 100 square feet)*

### **Booth package includes:**

- 8' high draped back wall, 3' side drape
- One identification sign
- Two chairs
- One 6' draped table
- Wastebasket
- Company listing on the ASIS NYC website

*Carpeting not included or required as the exhibit hall is carpeted.*

*One package per booth number, regardless of booth size.*

**Reserve your exhibit booth package today!**

### **Venue**

Jacob K. Javits Convention Center  
655 West 34th Street  
New York, NY 10001  
[javitscenter.com](http://javitscenter.com)

### **Exhibitor Schedule**

#### **MOVE-IN**

Tuesday, May 15 . . . . 8:00 am–6:00 pm

#### **EXHIBIT HALL OPEN**

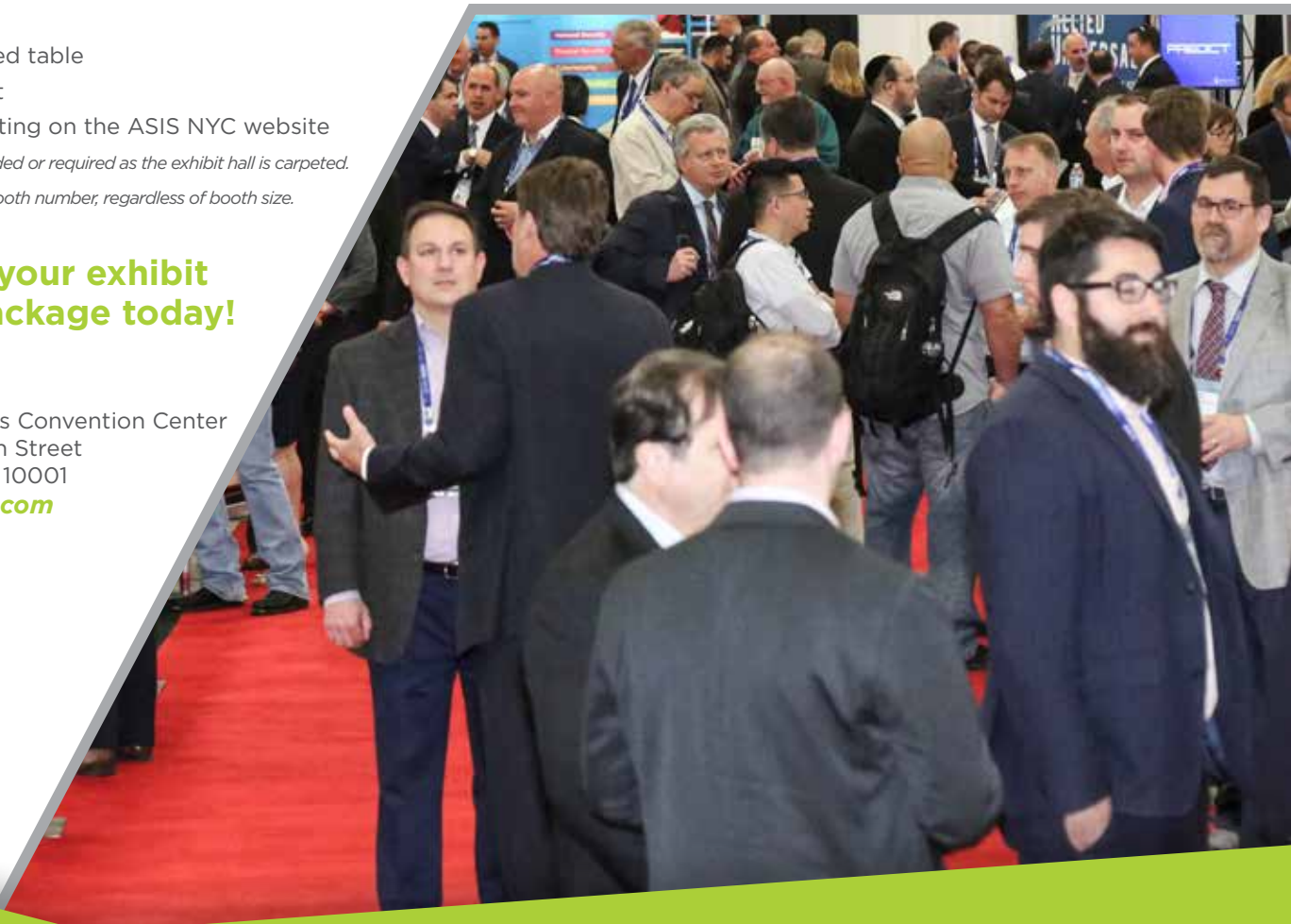
Wednesday, May 16 . . . 9:00 am–4:00 pm

Thursday, May 17 . . . 9:00 am–4:00 pm

#### **MOVE-OUT**

Thursday, May 17 . . . 4:00 pm–9:00 pm

*Hours are subject to change. All exhibitors will be notified of changes.*





# MAXIMIZE YOUR BRAND EXPOSURE AND DRIVE ENGAGEMENT

Sponsorships are a critical tool in your marketing mix and an ideal way to guarantee that your message is seen and heard—before, during, and after the show. ASIS is committed to providing you with the best opportunities to expand your exhibit presence, stand out from your competitors, and achieve your marketing goals.

## **ASIS NYC's Person of the Year Luncheon** **\$7,500 (EXCLUSIVE OPPORTUNITY)**

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

## **Exhibit Hall Networking Breakfast** **\$5,000 (EXCLUSIVE OPPORTUNITY)**

Your brand will be the exclusive sponsor for the networking breakfast on Wednesday and Thursday morning. A continental breakfast of pastries and coffee will be provided to attendees in the Exhibit Hall. Sponsorship includes:

- Recognition given to the sponsor during the Opening Keynote
- Your company's logo prominently featured on signage near breakfast serving areas on both mornings
- Sponsor has the option to provide branded cocktail napkins

## **Lanyards** **\$4,000 (EXCLUSIVE OPPORTUNITY)**

Mobilize your company's brand throughout the show by placing your logo on the lanyards given to every attendee when they pick up their badge. Attendees will be photographed during the meeting and as such, your company's logo will appear in future promotional and marketing materials for the New York City Conference and Expo. *Sponsor provides the logo and design; ASIS handles the production.*

## **Directional Signage** **\$3,000 (2 OPPORTUNITIES AVAILABLE)**

Advertise with company graphics and logos on two (2) of our directional signs, located in high traffic areas throughout the Javits Center. Your message will be displayed prominently on the bottom half of each sign.

## **Education Session Amenities** **\$2,500 (EXCLUSIVE OPPORTUNITY)**

This sponsorship includes recognition on schedule signage outside the session rooms, acknowledging your company. The sponsorship also includes the ability to provide notepads and pens with your company's logo. These are supplied by you and we will place them at each seat.

## **Refreshment Breaks** **\$1,500 (2 OPPORTUNITIES AVAILABLE)**

There are two morning refreshment breaks during the event, taking place in the exhibit hall. Sponsorship includes:

- Your company's logo prominently featured on signage placed near the beverage service stations
- Sponsor has the option to provide branded cocktail napkins

## **Meter Board Advertising** **\$1,200**

Advertise on one of these standing signs to make sure exhibitors see your message. These will be placed in high traffic areas throughout the Center and on the show floor. *Sponsor provides the logo and design; ASIS handles the production.*

## **Expo Passport** **\$750 (9 OPPORTUNITIES AVAILABLE)**

Drive traffic to your booth by securing a place on the ASIS NYC Expo Passport. All attendees receive a "passport" at registration with instructions to visit each of the participating sponsor's booths to get stamped. Once their cards are complete, attendees can submit them at the ASIS booth for a chance to win prizes. Must have a minimum of 6 sponsors to be printed.



### Online Registration Rotating Banner

**\$500 (5 OPPORTUNITIES AVAILABLE)**

Your company will be one of the first attendees and exhibitors see when they register for the 2018 ASIS NYC Conference and Expo. The registration page will feature five rotating banners.

### Show Update Emails

**\$500 (2 OPPORTUNITIES AVAILABLE PER EMAIL)**

ASIS attendee newsletters provide valuable information to pre-registered attendees, including tips on everything from navigating the show floor to booking hotels. By sponsoring these HTML emails, your company's web banner ads will appear within the body of the email with a link to your site.

### Show Guide Advertising

Reserve your ad space in the ASIS NYC 2018 show guide and get your message directly in front of nearly 2,500 security professionals during the most anticipated security event in the northeast.

- **Full-page:** \$1,000 (3 opportunities available)
- **Half-page:** \$750 (4 opportunities available)

## Online Show Floor Map Opportunities

This year ASIS NYC is using a robust, real-time show floor map that allows attendees to plan their time at the show. Every exhibitor receives a complimentary basic listing, which includes:

- Company logo
- Address information
- Company description
- Product categories
- Booth number

When you sign up for your booth, be sure to choose one of the enhanced listing options to ensure your booth stands out.

### Silver Package

**\$295**

*Includes the Basic Listing, plus:*

- 4 product images with description
- Ability to upload press releases
- Access to leads
- Access to Appointment Scheduling Tool

### Gold Package

**\$495**

*Includes the Silver Package, plus:*

- Priority placement at the top of all online searches
- 4 video panels (for a total of 8 display panels)
- Inclusion in the Featured Exhibitor Search
- Online booth is highlighted with a corner peel graphic

**Custom packages are available. Contact your Event Sales Manager for more information.**

#### Companies #s-G

**Scott Hersh**

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scott.hersh@asisonline.org

#### Companies H-P

**David Donahoe**

**+1.703.518.1448**

david.donahoe@asisonline.org

#### Companies Q-Z

**Luigi Buttafuoco**

**+1.703.518.1502**

luigi.buttafuoco@asisonline.org

# RESERVE YOUR EXHIBIT SPACE TODAY!

ASIS NYC offers a highly-targeted, results-driven forum for increasing brand awareness, demonstrating new technologies, and generating leads. Don't miss this opportunity to engage your target market and showcase your latest products and services.



**COMPANIES #s-G**

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**COMPANIES Q-Z**

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[luigi.buttafuoco@asisonline.org](mailto:luigi.buttafuoco@asisonline.org)

*"At ASIS NYC, we were able to connect with new prospects, as well as 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**

*"The show was a great success for Building Intelligence. We met with new, interested clients nonstop throughout the show, and were very happy with the leads we got."*

**—Catherine Hartwell, Account Manager, Building Intelligence**