



11th Annual CSO Summit

April 29-May 1, 2018

Target Plaza Commons | Minneapolis, MN

asonline.org/CSOSummit

Title Sponsor:



SPONSORSHIP PROSPECTUS



ESTABLISH YOUR COMPANY AS A THOUGHT LEADER

The CSO Center for Leadership and Development is a members-only forum of senior security executives and their direct reports from the world's largest organizations.

For the past ten years, the CSO Center has hosted its Annual CSO Summit, which provides an exclusive forum for senior security executives to connect and learn from leaders in the private and public sectors. This year's event will bring together leading CSOs, key policymakers, and

business and security thought leaders for three days of deliberate conversations, executive development, and plenty of old-fashioned relationship building.

The high-level, invitation-only event addresses enterprise security risk management, business and leadership skills for tomorrow's security professional, and the effect of global change drivers on the security profession.

OUR HOST AND TITLE SPONSOR: TARGET®



1,834 STORES



39 DISTRIBUTION CENTERS



323,000 TEAM MEMBERS

Target has become a global leader in corporate security with 1,834 stores and 39 distribution centers in the U.S. alone—plus 323,000 team members worldwide and a robust online business. Learn more about how they're keeping their stores, employees, and communities safe at corporate.target.com/corporate-responsibility/safety-preparedness.

On April 29-May 1, Target will open the doors to their Minneapolis headquarters office for the 11th Annual CSO Summit. Dubbed Target

Plaza Commons, the 25,000-square-foot gathering space has been designed as a creative workspace that encourages innovative thinking and collaboration, making it the perfect location for strategic-level discussions and high-level networking.

Don't miss this opportunity to maximize your brand exposure and drive engagement by becoming a sponsor of the CSO Summit!





INTERACT WITH TOP SECURITY BUYERS

When you become a sponsor of the CSO Summit, you will have an unparalleled opportunity to showcase your innovation and expertise by engaging this vital audience of security management leaders from some of the largest and most influential global organizations around the world. As a sponsor, you can:

- Add your voice to this compelling event by engaging with and **SHARING YOUR EXPERTISE** with this high-level audience
- Use this platform to build an industry presence and roll out the **UNIQUE VALUE PROPOSITION** for your products and services
- Boost awareness and set your company apart by **SHOWCASING YOUR BRAND** in front of this ever-changing, multi-billion-dollar security industry



JOIN OUR MISSION:

To provide executive development, thought leadership, and resources for current and future leaders





THE CSO SUMMIT DELIVERS DECISION MAKERS

The CSO Summit is an invitation-only event. To qualify for an invitation, an attendee must meet the following criteria:

- Be the **HIGHEST-LEVEL SECURITY PROFESSIONAL** from their organization
- Have the scope of responsibilities and authority commensurate with a **SENIOR LEADER** or qualified deputy
- Work at a corporation with at least **\$500 MILLION IN GROSS ANNUAL REVENUE**, a business unit/subsidiary with at least \$300 million in gross annual revenue, a significant government agency, or a significant non-profit organization

Don't miss this opportunity to build vital business connections, enhance your competitive edge, and strengthen your market position among your competitors.

Check out some of the organizations that attended previous CSO Summits:

- Airbnb
- AMTRAK
- BAE Systems
- Bank of America
- Capital One
- Caterpillar
- China National Petroleum Corporation
- CIA
- Danone
- Deutsche Post DHL Group
- Facebook
- FBI
- FedEx
- General Dynamics
- GM Financial
- Goodyear
- Hearst Corporation
- Ingersoll-Rand
- JPMorgan Chase
- Land O'Lakes
- Live Nation Entertainment
- Mall of America
- McDonald's Corporation
- McKesson Corporation
- Microsoft
- National Energy Board
- National Labor Relations Board
- Nuclear Regulatory Commission
- Oracle Corporation
- Overseas Security Advisory Council (OSAC)
- PayPal
- Procter & Gamble
- Prudential Financial
- Ralph Lauren Corporation
- Red Hat
- Sunoco
- Twitter
- U.S. Department of State



BECOME A SPONSOR

Sponsoring the CSO Summit isn't just about branding—it's about engaging CSOs and increasing your competitive edge by building meaningful relationships with this exclusive audience. Make connections, start real conversations, and get noticed.

TITLE SPONSOR **SOLD**

As the Title Sponsor, your company's brand will be continuously marketed in conjunction with the Summit, providing exposure to attendees, sponsors, and all 400+ CSO Center members. This is a unique opportunity to place your company in front of this elite audience.

Title Sponsor: 

SPONSORSHIP LEVELS

ASIS recognizes multiple levels of sponsorship support based on your company's total investment. Customize your exposure at the CSO Summit with branded and content-oriented sponsorships to meet your needs and goals.

PLATINUM SPONSOR

INVESTMENT: \$25,000+

- Logo and hyperlink on the CSO Summit website and promotional emails
- Logo recognition on the printed program and onsite signage
- Two (2) complimentary registrations for executives*
- 1 post-show email to attendees with your company's logo
- Three (3) complimentary job listings on the ASIS Job Board

GOLD SPONSOR

INVESTMENT: \$15,000+

- Logo and hyperlink on the CSO Summit website
- One (1) complimentary registration for an executive*
- Logo recognition on the printed program and onsite signage
- Two (2) complimentary job listings on the ASIS Job Board

SILVER SPONSOR

INVESTMENT: \$7,500+

- Logo and hyperlink on the CSO Summit website
- Logo recognition on the printed program and onsite signage
- One (1) complimentary job listing on the ASIS Job Board

CONTRIBUTOR

INVESTMENT: \$2,000+

- Company listing (text only) on the CSO Summit website
- Logo recognition on the printed program and onsite signage

** All attendees must be a current CSO Center member or eligible for membership*



CUSTOMIZE YOUR EXPOSURE

Mix and match sponsorship opportunities to build the sponsorship package suitable for your marketing goals and budget.

OPENING RECEPTION **SOLD**

Host the party that kicks off the CSO Summit and welcome attendees to this event. You will receive recognition on pre-event marketing materials and in the onsite program. Your company also has the exclusive opportunity to provide attendees with a welcome gift (provided by the sponsor).

U.S. BANK STADIUM TOUR **SOLD**

Provide attendees with an experience that they will talk about for years. The U.S. Bank Stadium is home to the Minnesota Vikings and host of the Super Bowl LII. Attendees will receive a private tour of the stadium where they will learn about security risks and best practices applied for this popular annual event. You'll receive sponsor recognition on shuttles, online, and in the printed program guide.

OPENING LUNCH & KEYNOTE **SOLD**

Make sure your company presence is noted at the opening lunch and keynote. Your company's logo will be prominently displayed on the screen and on table tent cards. There will also be availability for a meet and greet with the keynote speaker for your executives who attend this event. *Exclusive opportunity*

EXECUTIVE SUMMARY **SOLD**

The Executive Summary is an in-depth review of the CSO Summit's educational sessions that is emailed to all CSOs and members of ASIS. Your company will receive a full-page company profile in the Executive Summary—plus, your logo will be featured on one of the introductory pages of the summary (PDF format) and you will receive a customized banner on the email sent to all members.

BLACK LEATHER PADFOLIO **SOLD**

Branding meets functionality in this chic padfolio. CSOs will be provided with an Italian leather padfolio that offers plentiful storage options with a file pocket, interior organizer, pen loop, and exterior pocket. An 8 ½"x 11" writing pad is also included for quick note taking. Ensure that CSOs continue to see your brand well after the CSO Summit. *Exclusive opportunity*

EXECUTIVE JOURNAL **\$10,000**

Your logo will be embossed on leather portfolios distributed to all CSO Summit attendees when they check in. Attendees will use these portfolios during the sessions to take notes—plus, these high-scale executive journals will be used by CSOs after the event, furthering your brand's recognition. *Exclusive opportunity*



POST-SHOW WEBINAR

SOLD

ASIS will take a popular session from the CSO Summit and turn it into a post-show webinar that will offer more time to explore the topic thoroughly. Your company's logo will be featured on the opening slide and on the bottom of each slide. *1 opportunity available*

EDUCATION TRACK

\$10,000

Sponsor an educational track of your choice. Your logo will be included on the screen before the session and the sponsor will receive a verbal thank during the session. Your company's logo will also be featured in the printed program next to the track of your choice. *1 opportunity/learning track*

BUSINESS CARD HOLDER

\$7,500

Provide CSOs with an indispensable business tool that they can use regularly. Your logo will be laser engraved on a silver badge adorning the leather flap.

NETWORKING RECEPTION

SOLD

Make a lasting impression with attendees as they regroup and review the first full day of the Summit. Your company's logo will be featured on signage at the event. Sponsor has the opportunity to provide cocktail napkins.

BREAKFAST

\$5,000

Start the day off right as an exclusive sponsor of a morning breakfast. Sponsor receives logo recognition on signage near the food stations and sponsor has the option to provide branded items, such as coffee cups or napkins. *Only 1 remaining!*

AFTERNOON BREAKS

SOLD

Each afternoon, CSO Summit attendees will enjoy a 30-minute break with refreshments and snacks to refresh and recoup. Provide CSOs with a break time option that's sure to delight. Sponsor receives logo recognition on signage near the food stations. Sponsor has the opportunity to provide cocktail napkins. *Only 1 remaining!*

HOTEL ROOM DROP

\$2,000

Have your literature or product sample delivered to each attendee's hotel room. An additional hotel fee per room will apply and ASIS must approve artwork (must include CSO Summit logo).

FEATURED CONTENT IN SECURITY MANAGEMENT WEEKLY

SOLD

Security Management's curated newsletters deliver security-related news stories, industry trends, and the latest in technologies and solutions every week to more than 100,000 subscribers—including active members of ASIS. 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. *Only 1 remaining!*



RESERVE YOUR SPONSORSHIP TODAY!

We are committed to providing you the best opportunity to promote your company and achieve your marketing goals. Call us today to find the right fit for your needs and budget—but hurry, opportunities are limited!

