



12TH ANNUAL CSO SUMMIT

5-7 May 2019

Capital Hilton, Washington, D.C.

CSO Influence: Adding Value Across the Enterprise



2019 Sponsorship Prospectus



Integrating Security Into the Business

The role of today's Chief Security Officer is changing in extraordinary ways. In fact, the most successful organizations value the role as a key strategic partner and a vital component of business planning.

In addition to assessing risk across the enterprise and supply chain, it is essential for the CSO to engage and advise executive leaders on best practices and SOPs for business continuity and strategic leadership in all disciplines.

Produced by ASIS International's CSO Center for Leadership and Development, the 12th Annual CSO Summit unites leading security executives from the largest and most influential organizations for three days of intensive idea sharing, problem solving, and relationship building.

"Last year, through its focus on change drivers and emotional intelligence, the CSO Summit cemented itself as the premier event for security executives committed to becoming their organization's trusted risk advisor. As security related issues become more pervasive in business, the 2019 Summit expands the vista by bringing the voices of legal, financial, operational, and other executives to the discussion."

*Joe Olivarez
Vice President, Global Security, Jacobs Engineering
2019 ASIS International CSO Center President*



Unparalleled Access to Accelerate **YOUR BUSINESS STRATEGIES**

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.

Its annual CSO Summit provides an exclusive opportunity to engage a vital audience of security management leaders seeking a wealth of knowledge to shape strategy and solve everyday challenges.

As a sponsor, you can:

- Add your voice to this compelling event by engaging and **SHARING YOUR EXPERTISE** with this by-invitation-only, 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 the ever-changing, multibillion-dollar security industry

ATTENDEE PURCHASING POWER



84.2%

involved in the purchase of security technology, products and/or services



\$4.9M

average organizational security budgets



42.1%

final decision maker



47.8%

with budgets in excess of \$5 million



42.1%

influence purchase decisions



84.2%

with budgets in excess of \$1 million



47.4%

recommend products and/or specify vendors



36.9%

research new products

Source: 11th Annual CSO Summit post-event attendee survey

Delivering an Audience of **QUALIFIED SECURITY EXECUTIVES**

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 the opportunity to spend three days with this exclusive audience! Develop vital relationships, enhance your competitive edge, and strengthen your market position to stand out from competitors.

SAMPLE 2018 CSO SUMMIT ATTENDEES

- Head of Global Security, Allegis Group
- Director of Security, American Friends Service Committee
- Senior Director of Governance, Risk and Compliance, Ameriprise Financial
- Director of Protection Services, Amway
- Security Consultant, Best Buy
- Sr. Regional Security Manager, Boston Scientific
- Executive Director, Bureau of Diplomatic Security, US Department of State
- Senior Director of Information Security, Code 42
- Head of Global Security, CSL Behring
- Director of Enterprise Safety & Security, ECMC Group
- Chief Global Security Officer, Facebook
- Senior Manager, Corporate Strategic Security, FedEx Freight
- Head of Global Security, FIL Investments
- Senior Vice President, Gavin de Becker & Associates
- Senior Vice President, Corporate Security, GM Financial
- Chief Security Officer, Hologic
- Region Security Manager, Americas, Jacobs Corporation
- Vice President Global Security, Kinross Gold Corporation
- SVP of Information Security and Privacy – CISO/CPO, La Quinta Inns & Suites
- Director of Corporate Security, Lamb Weston
- Director of Global Security Services, Land O'Lakes, Inc.
- A&E Consultant Program Manager, Lenel Systems International
- Chief Security Officer, Manulife
- Security Director, The Americas, Mars
- Senior Director Corporate Security, McKesson Corporation
- Vice President – Global IT & Chief Information Security Officer (CISO/CSO), MEDTRONIC
- Chief Security Officer, Metropolitan Pier & Exhibition Authority
- Group Lead, Security & Deputy Chief Security Officer (DCSO), National Energy Board
- Senior Advisor (Contractor), ODNI
- Dir Law Enforcement Operations, Paladin
- CSIO, Par Systems
- Manager, Corporate Security & HSE, PetroChina
- President, Pinkerton
- Vice Chairman, Pinkerton Global Security Services
- President, Professional Security Advisors
- Vice President, Corporate Safety & Security, Radisson Hotel Group
- Regional Head of Security Europe / AMESA, Reckitt Benckiser
- Chief Security and Risk Officer, San Manuel Band of Mission Indians
- Sr. Director, Head of Global Security Operations, Shire Pharmaceuticals
- SVP - Group Security Director, Solvay
- Senior Director, Global Security, SPS Commerce
- Head of Security, Takeda Pharmaceuticals
- Sr. Director Corporate Security, Target Corporation
- Senior Security Manager, The Hershey Company
- Senior Vice President, TorchStone Global
- Head of Security Analysis, Investigations & Business Continuity, Twitter
- Regional Director, U.S. Department of Homeland Security Office of Infrastructure Protection
- Head Group Security, UBS Business Solutions AG
- Research and Information Support Center Chief Overseas Security Advisory Council, United States Department of State Bureau of Diplomatic Security
- Chief Postal Inspector, US Postal Inspection Service
- Manager, Physical & Cyber Security Audits & Investigations, WECC
- Head of Security, Yelp
- Director of Enterprise Security, SVP, Zions Bancorporation

Become a **SPONSOR**

Being a sponsor at the CSO Summit isn't just about branding—it's about engaging CSOs from the largest and most influential organizations in the world and increasing your competitive edge by building meaningful relationships with this exclusive audience. Make connections, start real conversations, and get noticed.

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.

Title Sponsor [contact for details](#)

As the Title Sponsor your company will receive one-of-a-kind custom exposure at the premier educational and networking event for Chief Security Officers. ASIS International will continuously market your company's brand 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.

Platinum Sponsor \$25,000+

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

Gold Sponsor \$15,000+

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

Silver Sponsor \$7,500+

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

Contributor \$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 opportunities to build the sponsorship package suitable for your marketing goals and budget.

Branded High-Quality Backpack \$25,000 (exclusive opportunity)

Branding meets functionality with this backpack that is perfect for work or travel. Provide CSOs with a high-quality backpack (current options include UnderArmor) that holds a 15-inch laptop and is water-repellent. This ensures that CSOs continue to see your brand well after the CSO Summit.

Opening Lunch & Keynote \$20,000 (exclusive opportunity)

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.

Guided Tour & Networking Reception \$15,000 (exclusive opportunity)

Provide attendees with an experience that they will talk about for years. Attendees will receive a private tour of a nearby facility to learn about security risks, protocols, and best practices in place to protect the people, information, and assets at its location. Customize this sponsorship to include branding opportunities and a reception post-tour. (Location TBD)

Executive Summary \$15,000 (exclusive opportunity)

An in-depth review of the CSO Summit's educational sessions is compiled and emailed to all CSOs and members of ASIS. Receive a full-page advertisement in this Executive Summary and have your logo featured on the introductory page. You will also receive a customized email banner that is hyperlinked to a website of your choosing in the distribution email.

Executive Journal \$10,000 (exclusive opportunity)

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.

Education Track \$10,000 (one opportunity per track)

Sponsor an educational track of your choice. Your logo will be included on the screen before the presentation, and your company will receive a verbal thank during the presentation. Your logo will also be featured in the printed program next to the track of your choice.



Post-Show Webinar \$10,000 (exclusive opportunity)

ASIS will take a popular session from the CSO Summit and turn it into a post-event 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.

Business Card Holder \$7,500 (exclusive opportunity)

Provide CSOs with an indispensable business tool that they can use regularly. Your logo will be branded on every business card holder.

Opening Reception \$7,500 (exclusive opportunity)

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

Breakfast \$5,000 (two available)

Start the day off right as an exclusive sponsor of a morning breakfast. Sponsor receives logo recognition on signage near the food stations and branded napkins.

Charging Station \$5,000 (exclusive opportunity)

Looking for a great way to connect your company with Summit attendees? How about offering them the opportunity to charge their mobile devices, laptops, and tablets while on site at the Capital Hilton. A Charging Station will be branded with your company's logo/graphics and placed in a high-traffic area, which is sure to draw attention AND appreciation from attendees as you rescue them from the dreaded low-battery signal.

Hotel Key Cards \$2,000 (exclusive opportunity)

Put your brand directly in the hands of attendees every time they enter their hotel rooms. Custom-designed keys will be distributed at the Capitol Hilton. (two keys per room)

Coffee Breaks \$2,000 (two available)

CSO Summit attendees will enjoy a daily 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 and branded coffee sleeves. Sponsor has the opportunity to provide branded cocktail napkins or coffee cups.

Hotel Room Drop \$1,000 (two available)

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. (artwork must include CSO Summit logo)



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!



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