

Security Management / Partner Road Show



A **road show event** is an effective means of telling a story in an environment where the focus is on educating the attendees on topics and issues that affect the industry and their individual businesses.

It also provides the sponsoring company a position of thought-leadership, increased brand and company awareness and a forum to present unique solutions to critical problems.

Key Elements to a Successful Road Show:

LOCATION

It is critical to choose a location where the greatest number of qualified attendees will have access to the event.

EDUCATIONAL CONTENT

Attendees are influenced more from content that educates, and tells them what they don't know, but need to know, rather than a commercial sales message.

PROMOTION

An integrated program that reaches key industry targets who will respect and appreciate the message and the presenters of that message.

CREDIBILITY

Professional Speakers

Make sure they are trained and have the right product and industry knowledge to take the stage and captivate people.

Respected Industry Partners

Partnering with respected industry partners allows for greater credibility as well as a chance to add content that presents a broader and less commercial view of the topic and challenges.

Security Management / Partner Road Show



Partnering with Security Management and ASIS insures credibility, exclusive access to the industry's most respected database of security industry decision-makers, in locations that are supported by ASIS chapters and key industry leaders.

DEFINITION OF ROLES

Security Management editorial staff involvement

- Consult and assist on road show topics, presentations and agenda and on securing potential panelists and speakers.
- Moderator: Teresa Anderson is vice president of content at ASIS International where she oversees content strategy and leads the book publishing and magazine divisions. She is also editor-in-chief of ASIS's flagship publication, *Security Management*. Teresa started her career at *Security Management* when she was hired as an editorial assistant in 1993. Since then, she has served in a variety of positions, performing most of the editorial duties at the magazine at one time or another. She also serves as immediate past president of the board of directors for the American Society of Business Publications Editors (ASBPE).



Sponsor

- Administer event planning logistics, including acquiring venue and arranging for panelists.
- Cover cost of ASIS staff transportation and lodging.

Security Management will drive audience acquisition

- Dedicated targeted email campaign to ASIS members, including access to ASIS state and local chapter members.
- Premium placements on *Security Management Daily/Weekly* newsletter deployments.
- Banner rotations on ASIS and *Security Management* websites.



SINGLE EVENT COST

\$15,000.00