ASIS Europe 2018 provides an established platform for education and business exchange. The event addresses the key trends and issues facing professionals in the region dealing with physical and cyber security, risk, compliance, investigations, crisis management, safety and disaster response.

The event is known for consistently gathering senior professionals, especially those with cross border, multi-site and multi-disciplinary responsibilities. Every key economic sector is represented, from critical infrastructure to manufacturing, from finance to hospitality. Exhibition attendance combines delegates from across Europe and beyond attending the full educational programme, and exhibition only visitors, primarily coming from the local market.

Whether your company is seeking to launch new products and services, reinforce your existing brand presence or maintain and build relationships, ASIS Europe 2018 offers you access to a unique community of leading practitioners, setting the business objectives against which security technology and services will be measured.

KEY REASONS TO INVEST

- 80% end-user decision makers and influencers of purchasing
- Large multinational organisations attend
- Senior delegates (CSOs, Regional Directors, Managers)
- Access the global ASIS community
- Local, regional and global attendance
- Meeting opportunities at exclusive lunches and receptions
- Opportunity to present in the Innovation Track
- Cross function – Cross sector event
EXHIBITION DATES
Thursday 28 March
8:30 – 18:30
Friday 29 March
8:30 – 15:30

VENUE
Postillion Convention Center
WTC Rotterdam
Beursplein 37
3011 AA Rotterdam, Netherlands

The Postillion Convention Center WTC Rotterdam offers state-of-the-art facilities and is located in the heart of Rotterdam with excellent transportation links, both by car and public transport.

INNOVATION TRACK
Integrated in the conference programme is the Innovation Track. Designed to keep delegates and exhibition visitors up to speed with the latest case studies, research, and capabilities of cutting edge products and services, these sessions will provide benchmarks for what is currently possible and what is soon to come.

Opportunities to present are exclusively for exhibiting companies. Presentations must be educational and non-commercial. Slots are 20 mins and will be allocated to accepted abstracts on a first-come, first served basis.

Interested?
Discuss your presentation ideas when reserving your exhibit space.

PRACTICAL INFORMATION

EXHIBIT DATES
Thursday 28 March
8:30 – 18:30
Friday 29 March
8:30 – 15:30

WE PROMOTE YOUR PRESENCE
∙ Show preview with company description emailed to all registrants + online 4 weeks before the event
∙ Invitation template provided to invite your clients
∙ Company description with logo in event mobile app and on event website with link
∙ Event webbanners available

FEES
∙ € 385 / m² (space only, minimum booking 18m²)
∙ € 450 / m² (shell scheme, minimum booking 9m²)
  Includes basic material package: table and 2 chairs, 2 spot lights, basic electricity usage

WE PROMOTE YOUR PRESENCE
∙ 4 exhibit staff registrations
∙ Discounted exhibitor rates on conference registrations
∙ Opportunity for speaking slot in the Innovation Track

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HOTEL
numerous options nearby to suit all styles and budgets.

ACCESS
Airports:
Rotterdam is served by two international airports:
∙ Amsterdam Schiphol Airport → Postillion Convention Centre: 45 minutes by car and 35 minutes by public transport

Rotterdam The Hague Airport → Postillion Convention Centre: 20 minutes by car and 30 minutes by public transport
## ATTENDEE PROFILE

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>85%</td>
<td>are involved in the buying process</td>
</tr>
<tr>
<td>80%</td>
<td>make or influence the final decision</td>
</tr>
<tr>
<td>38%</td>
<td>have an annual budget of €1mil+ for security solutions</td>
</tr>
<tr>
<td>50%</td>
<td>have an annual budget of at least €500k on security solutions this year</td>
</tr>
<tr>
<td>80%</td>
<td>of attendees hold senior positions: C-level, Vice-President, Director or Manager</td>
</tr>
<tr>
<td>85%</td>
<td>of attendees come from Europe</td>
</tr>
<tr>
<td>35%</td>
<td>± 35% come from the host country</td>
</tr>
<tr>
<td>50</td>
<td>Overall, ± 50 countries from all over the world will be represented</td>
</tr>
</tbody>
</table>

## A SAMPLE OF THE ORGANISATIONS WHO ATTENDED ASIS EUROPE 2018

- ABB
- ABN AMRO
- Abu Dhabi Investment Authority
- AIG
- Alliander
- Amazon
- Aon
- AXA
- BASF
- BNP Paribas
- Boehringer Ingelheim
- Bpost
- Brown Brothers Harriman
- Burea Veritas
- Cardno
- Cisco
- Council of the European Union
- Credit Suisse
- Cummins
- Danske Bank
- Desigual
- Deutsche Bank
- Deutsche Post
- Deutsche Telekom
- De Nederlandse Bank
- DTCC
- ENEC
- Energinet
- Engie Electrabel
- Ernst and Young
- ESA European Space Agency
- Evonik Industries
- Facebook
- FedEx
- Foot Locker
- Google
- Heineken
- ING Bank
- Innogy
- Johnson & Johnson
- KPN
- Levi Strauss
- Liberty Global
- LinkedIn
- Maersk Drilling
- Microsoft
- Mylan
- Nederlandse Spoorwegen
- NN Group
- Northern Trust
- Nuon/Vattenfall
- OHB System
- Philips Lighting
- Pladis
- PostMail
- Provincie Antwerpen
- PwC
- Raiffeisen Bank International
- Reckitt Benckiser
- Royal Philips
- SANOFI
- SAP
- Solvay
- State Street Bank & Trust
- Statoil
- SWIFT
- Switch
- SwissPost
- Swiss Reinsurance
- Tech Data
- Telenor
- The Bank of New York Mellon
- The Francis Crick Institute
- The New York Botanical Garden
- The Research Council of Norway
- The Walt Disney Company
- TomTom International
- Volkswagen
- Worldpay
- Xylem
- Zurich Insurance

www.asiseurope.org
SPONSORSHIP OPPORTUNITIES

**EXCLUSIVE SPONSOR OF PRESIDENT’S RECEPTION**
€15,000
The most prestigious sponsorship. Companies investing money to sponsor the President’s reception will be positioned as supportive of the learning value offered by ASIS to advance security worldwide. Demonstrate commitment to long term relationships with customers, leadership in your sector of expertise, and generosity in providing a refined reception that attendees will remember.

**EXCLUSIVE SPONSOR OF A PLENARY SESSION**
€6,000
Suitable for companies which feel their message is not getting through or maybe getting blurred in the information overload age. Drop a brochure on every delegates’ chair. ASIS conferences provide a highly trained audience with the objective of absorbing as much information as possible during their time onsite. Brochures provide a physical reminder to disseminate internally on return to their organisations.

**EXCLUSIVE SPONSOR OF BUSINESS LUNCH**
€5,000
Have your say in probably the most anticipated part of the day – lunch. We are happy to work with you to make sure that the menu and the setup matches your style. Provide your guests with a flavour of your ability to anticipate trends.

**WELCOME PARTY SPONSOR**
€12,000
Similar audience to the President’s reception. However, as we are just getting started, the reception will be more relaxed. Attendees will be getting to know one another and catching up with existing friends. Show everyone that you care about launching a great event by saying hello in style.

**EXCLUSIVE PROVIDER OF ON-SITE MANNED SECURITY**
The absolute best way of showing your level of professionalism, quality of service and commitment to high security standards is actually to show this for real, providing security to the whole event. It’s a demanding effort on the side of the sponsor and for this reason there is no fee attached to the sponsorship.

**EXCLUSIVE LANYARD SPONSOR**
€10,000
SOLD
Very traditional with assured return on investment. Suitable for companies with very diverse communication needs, from brand recognition, re-branding, product launch, celebration of anniversary, merge, acquisition, joint venture. Lanyards will be distributed to all visitors, exhibitors and delegates already attached to their entrance badge.

**CUSTOM DESIGN SPONSORSHIP**
In collaboration with the ASIS team, design a tailor-made package of benefits that will reinforce your European sales campaign and maximise your return on investment.

**EXCLUSIVE PROVIDER OF BUSINESS LUNCH**
€5,000
Recruiting new team members? The ASIS Career Center is a great place to raise the profile of your company as an attractive employer in front of professionals who are ready to take the next step in their career.

**EXCLUSIVE EXHIBITION AND CONFERENCE BREAK SPONSOR**
€4,000
Classic, low profile and effective. Present your case right when the mingling starts and feel free to approach existing and potential customers and don’t worry about being inopportune. After all, you just bought coffee for everyone in the room.

**ASIS CAREER CENTER SPONSOR**
€5,000
Sponsors providing on-site manned security are advised to participate as exhibitors as well. This will make sure your participation as sponsor will not go unnoticed and you can grab any opportunity to follow up on leads immediately at the event.

**SOLD**
ASIS career center sponsor
€5,000
Recruiting new team members? The ASIS Career Center is a great place to raise the profile of your company as an attractive employer in front of professionals who are ready to take the next step in their career.
INCREASE YOUR BRAND VISIBILITY AT THE EVENT

<table>
<thead>
<tr>
<th>Exclusive</th>
<th>Feature</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Splash screen on the mobile app</td>
<td>€ 1000</td>
<td></td>
</tr>
<tr>
<td>provider of pens</td>
<td>€ 1000</td>
<td></td>
</tr>
<tr>
<td>providers of notepads</td>
<td>€ 1000</td>
<td></td>
</tr>
<tr>
<td>Banner ad in event mobile app</td>
<td>€ 500</td>
<td></td>
</tr>
<tr>
<td>Pop up Banner in Exhibition area</td>
<td>€ 750</td>
<td></td>
</tr>
<tr>
<td>Color Advert in the onsite programme and exhibit guide</td>
<td>€ 750 (half page) / € 1250 (full page)</td>
<td></td>
</tr>
</tbody>
</table>

GET YOUR MESSAGE DIRECTLY TO THE AUDIENCE

<table>
<thead>
<tr>
<th>Feature</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Push Notification on the mobile app</td>
<td>€ 400  (2 notifications)</td>
</tr>
<tr>
<td>Give away distribution at exhibition entrance</td>
<td>€ 1000</td>
</tr>
</tbody>
</table>

CONTACT

ASIS International Brussels Bureau
T: + 32 318 5751
E: Europe@asisonline.org

Conference and General Information:
www.asiseurope.org
europe@asisonline.org

ABOUT ASIS INTERNATIONAL

Founded in 1955, ASIS International is a global community of security practitioners, each of whom has a role in the protection of assets - people, property, and/or information.

Our members represent virtually every industry in the public and private sectors, and organisations of all sizes. From entry-level managers to CSOs to CEOs, from security veterans to consultants and those transitioning from law enforcement or the military, the ASIS community is global and diverse.

ASIS also advocates the role and value of the security management profession to business, the media, government entities, and the public. ASIS Europe 2019 will be the 18th major annual event organised by ASIS in Europe.