



**ASIS**  
EUROPE



FROM  
**RISK**  
TO  
**RESILIENCE**

# ASIS EUROPE 2019

**27-29 March 2019**  
**Rotterdam, Netherlands**

**SPONSOR & EXHIBIT  
BROCHURE**

# ASIS EUROPE WHERE EDUCATION MEANS BUSINESS

ASIS Europe 2019 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 2019 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



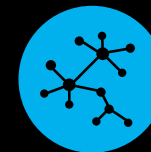
80% end-user decision makers and influencers of purchasing



Large multinational organisations attend



Senior delegates (CSOs, Regional Directors, Managers)



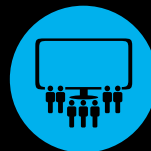
Access the global ASIS community



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 PACKAGE

- 4 exhibit staff registrations
- Discounted exhibitor rates on conference registrations
- Opportunity for speaking slot in the Innovation Track
- Company description in printed on-site guide
- Media partnerships with leading regional trade publications
- Global promotion of the event through the ASIS network

### 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 web banners available

### FEES

- € 385 / m<sup>2</sup> (space only, minimum booking 18m<sup>2</sup>)
- € 450 / m<sup>2</sup> (shell scheme, minimum booking 9m<sup>2</sup>)  
Includes basic material package: table and 2 chairs, 2 spot lights, basic electricity usage

## 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

### 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.

### 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

85%

are involved in the buying process

80%

make or influence the final decision

38%

have an annual budget of €1mil+ for security solutions

50%

have an annual budget of least a €500k on security solutions this year

80%

of attendees hold senior positions: C-level, Vice-President, Director or Manager

85%

of attendees come from Europe

35%

± 35% come from the host country

50

Overall, ± 50 countries from all over the world will be represented

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

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

# SPONSORSHIP OPPORTUNITIES

## EXCLUSIVE SPONSOR OF PRESIDENT'S RECEPTION

€15.000

SOLD

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 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.

## 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.

## 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 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

SOLD

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.

## 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.

## 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.

## 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.

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.

## INCREASE YOUR BRAND VISIBILITY AT THE EVENT

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

## GET YOUR MESSAGE DIRECTLY TO THE AUDIENCE

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Push Notification on the mobile app	€ 400 (2 notifications)
Give away distribution at exhibition entrance	€ 1000

### CONTACT

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ASIS International Brussels Bureau

T: + 32 318 5751

E: [Europe@asisonline.org](mailto:Europe@asisonline.org)

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#### Conference and General Information:

[www.asiseurope.org](http://www.asiseurope.org)

[europe@asisonline.org](mailto:europe@asisonline.org)

### ABOUT ASIS INTERNATIONAL

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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.