

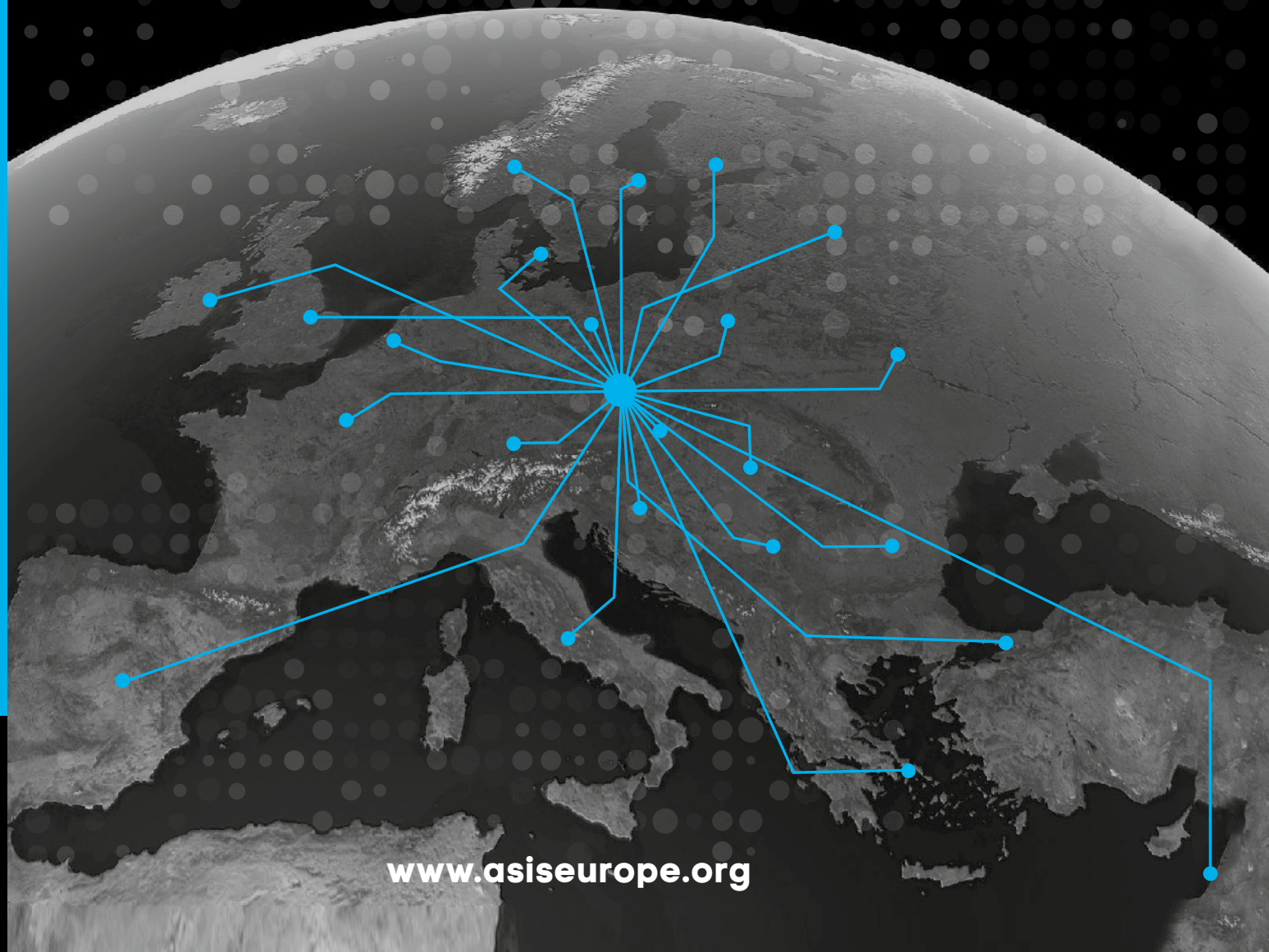
ASIS EUROPE 2020

**1-3 APRIL
PRAGUE, CZ**

FROM
RISK
TO
RESILIENCE

**Exhibition & Sponsorship
Opportunities**

ASIS
INTERNATIONAL
Advancing Security Worldwide®



www.asiseurope.org

ASIS EUROPE Where Education Means Business

In its 19th edition, ASIS Europe 2020 provides an established platform for education and business exchange. The event addresses the key trends and issues facing professionals in the Europe dealing with physical and cyber security, business risk, compliance, investigations and crisis management.

The 2019 edition attracted a record audience of over 900 registrants from 60+ countries.

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 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 2020 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



Local, regional and global attendance



Large multinational organisations attend



11 hours of dedicated networking time (breaks, lunched, happy hours and, receptions)



Senior delegates (CSOs, Regional Directors, Managers)



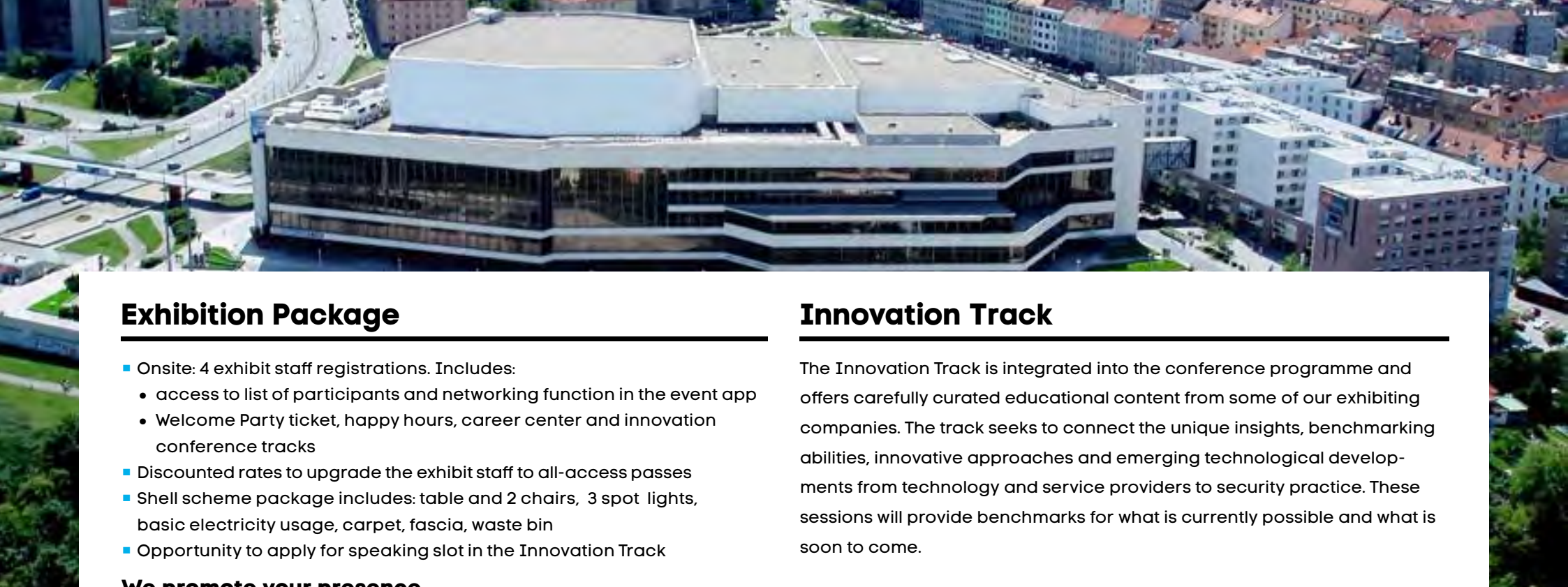
Opportunity to present in the Innovation Track



Access the global ASIS community



Cross function – Cross sector event



Exhibition Package

- Onsite: 4 exhibit staff registrations. Includes:
 - access to list of participants and networking function in the event app
 - Welcome Party ticket, happy hours, career center and innovation conference tracks
- Discounted rates to upgrade the exhibit staff to all-access passes
- Shell scheme package includes: table and 2 chairs, 3 spot lights, basic electricity usage, carpet, fascia, waste bin
- Opportunity to apply for speaking slot in the Innovation Track

We promote your presence

- Show preview emailed to all registrants + online 2-4 weeks before the event
- Invitation template provided to invite your clients
- Exhibitor listing on event website, app and printed show guide
- Event web banners available
- Global promotion of the event through the ASIS network
- Social media amplification

Fees

- € 400 / m² (space only, minimum booking 18m²)
- € 470 / m² (shell scheme, minimum booking 9m²)

NEW: Private meeting room/ Hospitality lounge in venue

Looking for a quiet space to have a private business conversation or to host your existing or prospective clients adjacent to the ASIS Europe meeting area? Our meeting rooms packages provide space for 10-15 people and include, furniture, projector and screen and a permanent coffee station.

Investment: € 7,500

Innovation Track

The Innovation Track is integrated into the conference programme and offers carefully curated educational content from some of our exhibiting companies. The track seeks to connect the unique insights, benchmarking abilities, innovative approaches and emerging technological developments from technology and service providers to security practice. These sessions will provide benchmarks for what is currently possible and what is soon to come.

Opportunities to present are exclusively for exhibiting companies at no additional cost. Presentations must be educational and non-commercial. Slots are 20 mins and will be allocated to accepted proposals on a first-come, first served basis.

Interested?

Discuss your presentation ideas when reserving your exhibit space.

→ **Ask us about year-round visibility packages**

→ **Are you a Start-up?
Contact us for special rates and low-cost packages**

Sponsorship Opportunities

BRANDED HIGH-QUALITY BACKPACK

€ 20,000 (exclusive opportunity)

Branding meets functionality with this backpack that is perfect for work or travel. Provide Leadership Pass delegates with a high-quality backpack (for example UnderArmor) that holds a 15-inch laptop and is water-repellent. This ensures that security leaders continue to see your brand well after ASIS Europe 2020. The price includes production of around 300 bags.

SOLD

LANYARD SPONSOR

€ 10,000 (exclusive opportunity)

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, merger, acquisition, joint venture. Lanyards will be distributed to all visitors, exhibitors and conference attendees. Lanyards to be provided by the sponsor.

SPONSOR OF PRESIDENT'S RECEPTION

€ 17,500 (exclusive opportunity)

The most prestigious sponsorship. Demonstrate commitment to long term relationships with customers, leadership in your sector of expertise, and generosity in providing a refined off-site dinner reception that established and aspiring security leaders will remember.

SOLD

CONTENT SPONSOR

€ 10,000 (2 available)

Work with the ASIS Europe 2020 team to develop a high-impact 45-minute educational session in the leadership track that will bring your knowledge and expertise in front of key decision makers.

NEW

BADGE SPONSOR

€ 8,000 (exclusive opportunity)

Participants need to wear their badges at all times, so what better place to display your company logo than the delegate badge.

NEW

WATER BOTTLES & STATIONS SPONSOR

€ 15,000

(exclusive opportunity)

Our environment is polluted with plastic, so as part of our efforts to make this event more sustainable, we no longer provide plastic water bottles. Show your green credentials by providing participants with a durable reusable bottle they can use throughout the event and after. The price includes production of around 1,000 bottles.

NEW

WELCOME PARTY SPONSOR

€ 13,000 (exclusive opportunity)

Host the party that opens ASIS Europe 2020. Open to all conference delegates and exhibitors, this is a great informal icebreaker where attendees get to know one another and catch up with existing friends. Show everyone that you care about launching a great event by saying hello in style.

SOLD

Sponsorship Opportunities

SPONSOR OF A PLENARY SESSION

€ 6,000 (2 available)

Get your message through in the information overload age. Drop a brochure on every delegates' chair or personally welcome them with a giveaway at the entrance. Your company logo will be on-screen while delegates find their seats.

PHONE CHARGING STATIONS SPONSOR

€ 5,000 (exclusive opportunity)

Smartphone battery life is the new base of Maslow's hierarchy of needs. Our participants always need to be ready for that call, so few things can cause more stress than a low battery. 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.

HAPPY HOUR SPONSOR

€ 5,000 per day or
€ 8,000 for both days

Raise your glass at the end of a productive day with conference participants and exhibit visitors. You just bought rounds for everyone in the room, what better introduction do you need?

EXHIBITION AND CONFERENCE BREAK SPONSOR

€ 2,000 per break (3 available)

Classic 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. Sponsor receives logo recognition on signage near the food and tent cards with logo on the cocktail tables throughout the exhibition space. Sponsor has the opportunity to provide branded cocktail napkins.

SPONSOR OF BUSINESS LUNCH

€ 5,000 per lunch or € 8,000 for both days (2 available)

Have your say in probably the most anticipated part of the day – lunch. Sponsor receives logo recognition on signage near the food and tent cards with logo on the (cocktail) tables throughout the lunch space. Sponsor has the opportunity to provide branded cocktail napkins.

EXCLUSIVE PROVIDER OF ON-SITE SECURITY

In kind

For manned guarding and event security companies, this is the absolute best way of showcasing your level of professionalism, hospitality, quality of service and commitment to high security. It's a demanding effort on the side of the sponsor and for this reason there is no fee attached to the sponsorship.

→ Ask us about year-round visibility packages

Increase your brand visibility at the event

- **Exclusive** – Splash screen on the mobile app **SOLD** € 2,000
- **Exclusive** – provider of pens € 1,000
- **Exclusive** – providers of notepads € 1,000
- Color Advert in the onsite programme and exhibit guide
..... (half page) € 800
..... (full page) € 1,350
- Rotating banner ad in event app € 750 (Limited to 5)
- Enhanced Exhibitor Listing € 500 (Limited to 10)
(highlighted listing with logo on event website and printed show guide, top ranking position in event app. Company mentioned in show preview)

Get your message directly to the audience

- 2 Push Notifications on the mobile app € 750
(limited to 4 sponsors)
- Give away distribution at exhibition entrance € 1,000

Contact ASIS International

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About ASIS International

Who we are

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 organizations 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.

What we do

No other organization possesses the vast array of knowledge, expertise, and experience.

We offer a range of education programs, publications and events to help you thrive professionally, whether you're a young professional or an industry veteran. Developed in consultation with leading industry experts, our resources are designed to support you at every stage in your career.



Attendee Profile

81%

are involved in
the buying process

51%

make or influence
the final decision

29%

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

35%

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

59%

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

80%

of attendees come
from Europe.

30-40%

from the host country

60

Overall, approx. 60 countries
represented.

A small sample of the organisations who attended ASIS Europe 2019

Abbvie • Adobe System • Amazon • Aon • Asics • AXA • BASF • Caterpillar • COFRA • Daimler • DANONE • Dell • Deloitte • Deutsche Bank • Deutsche Post • Disney • E.ON • Engie • Eni • Equinor • Ernst & Young • Estee • Lauder • European Central Bank • European Parliament • Facebook • Fincantieri • Francis Crick Institute • Gruppo Pam • Heineken • Johnson & Johnson • Kellogg's • Kinross Africa • KPMG • KPN • Kunsthal Rotterdam • LafargeHolcim • Liberty Global • LinkedIn • Lufthansa • Maersk Drilling • Medtronic • Metro • De Nederlandsche Bank • Norges Bank • ORACLE • Otto Group • Petroleum Safety Authority (Norway) • Pladis • Post Norway • PPG • Procter & Gamble • Rabobank • RB • SABIC • Sanofi • SAP • SEB Bank • Solvay • Stripe • Swift • Swiss Reinsurance • Tesco • Thales • UK Armed Forces • United Nations • UPS