

ENTERPRISE SECURITY FOR A COMPLEX WORLD



**63RD ANNUAL
SEMINAR AND EXHIBITS**

**SEPT. 25-28
DALLAS • TEXAS**

SEMINAR DATES:

Monday-Thursday
September 25-28, 2017

EXHIBIT DATES:

NEW SCHEDULE!

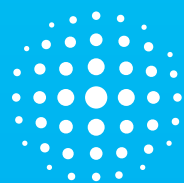
Tuesday-Thursday
September 26-28, 2017

**RESERVE
YOUR SPACE
NOW!**



#ASIS17

securityexpo.org



**ASIS
2017**



71%

of past exhibitors
consider ASIS a
“must exhibit”
event.¹

In today’s global threat landscape, it is critical for successful organizations to address security at the enterprise level, looking at every type of risk affecting an organization.

For security solutions providers, there is no better environment for showcasing your brand and educating highly-motivated buyers about your products or services than at the ASIS International 63rd Annual Seminar and Exhibits (ASIS 2017).

ASIS 2017 attracts more than 22,000 security management professionals representing key industries across the public/private sectors, as well as their trusted advisors. These **high-level decision makers** are looking to you—the leading manufacturers, service providers, product experts, and systems integrators—for the most innovative, cost-effective security solutions and expertise available to support their missions.



88%

of attendees are looking
for new products¹



90%

of attendees come to
meet with key vendors
and suppliers¹



85%

are looking for new
suppliers and partners¹



¹ASIS 2016 Fit Assessment: Optimizing the Attendee and Exhibitor Experience, Exhibit Surveys



“I went to view one particular product and came away with other products I will also purchase this fiscal year.”

—Richard Bauman
Sr. Manager of Streetcar Operations
Hillsborough Area Regional Transit

Strong growth across the security industry means significant opportunity for your business.

8.3%
CAGR

**\$73.7B in 2016 →
\$101.6B in 2020**
Projected growth in worldwide revenues for security-related hardware, software, and services²

7%
CAGR

>\$16B in 2019
Projected growth in U.S. electronic security product demand³

8.2%
CAGR

Projected growth in security-related video surveillance products and systems³



\$2.2M

Average estimated expenditure per ASIS 2016 attendee¹

**TO CAPITALIZE ON THIS VITAL MARKET OPPORTUNITY—
RESERVE YOUR ASIS 2017 BOOTH SPACE TODAY!**



MAXIMIZE ROI BY INCREASING YOUR GLOBAL PIPELINE

In partnership with the **International Buyer Program (IBP)** at the **U.S. Department of Commerce**, ASIS 2017 is focused on helping you enter and increase your presence in global markets. As an exhibitor, you can meet one-on-one with Commercial Specialists from the U.S. Department of Commerce and U.S. Embassies and Consulates to learn about export trade opportunities and challenges. You'll also get the chance to meet directly with qualified, international buyer delegations via an exclusive matchmaking program.

¹ASIS 2016 Fit Assessment: Optimizing the Attendee and Exhibitor Experience, Exhibit Surveys.

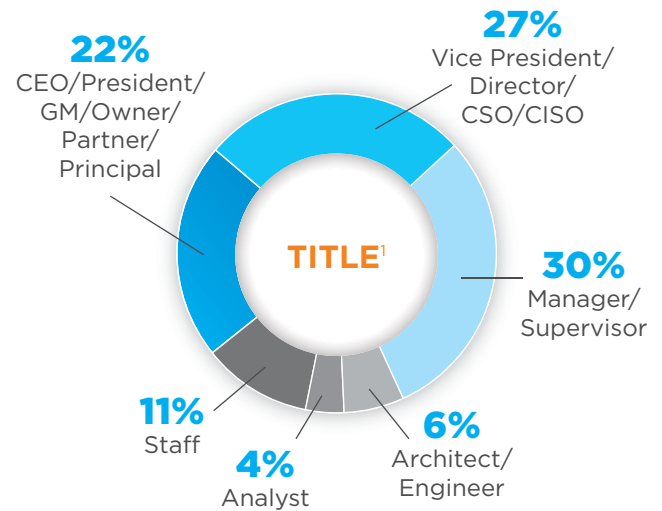
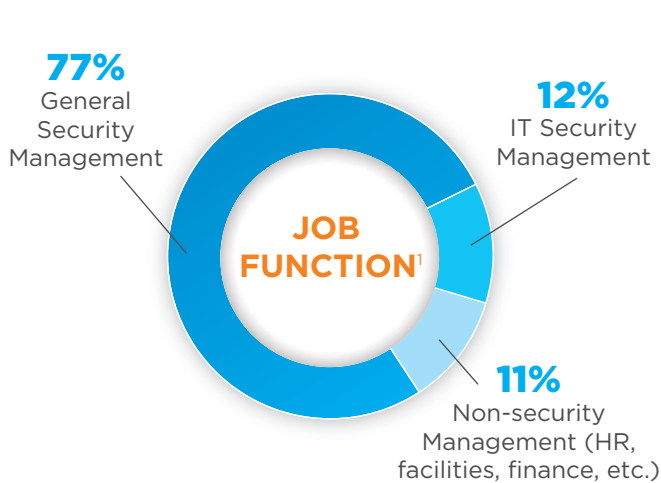
²Worldwide Semiannual Security Spending Guide, International Data Corporation (IDC).

³Electronic Security Products, The Freedonia Group, 2015

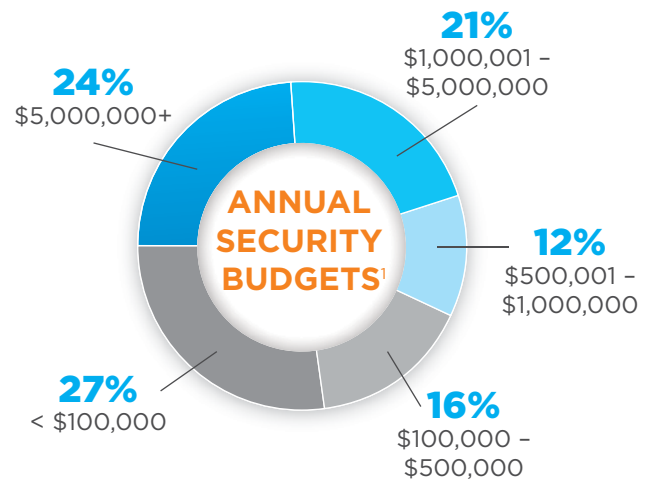
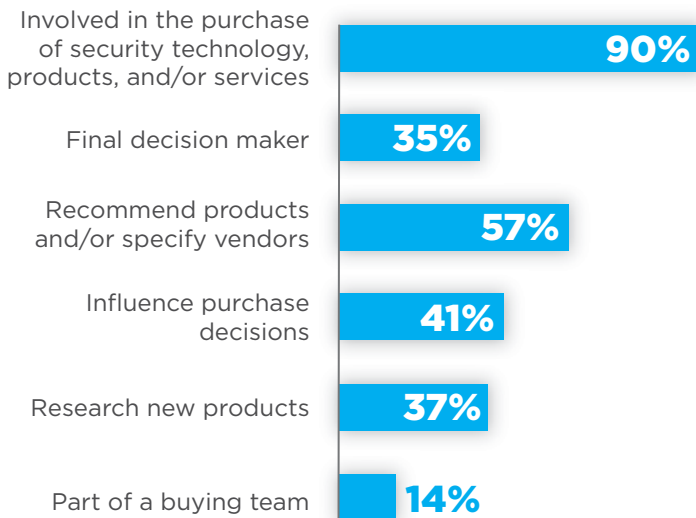


REACHING THE RIGHT AUDIENCE IS KEY TO YOUR SUCCESS.

ASIS 2017 delivers powerful security professionals—**SECURITY END USERS** and their trusted advisors—with the authority to make purchasing decisions.



PURCHASING ROLE²

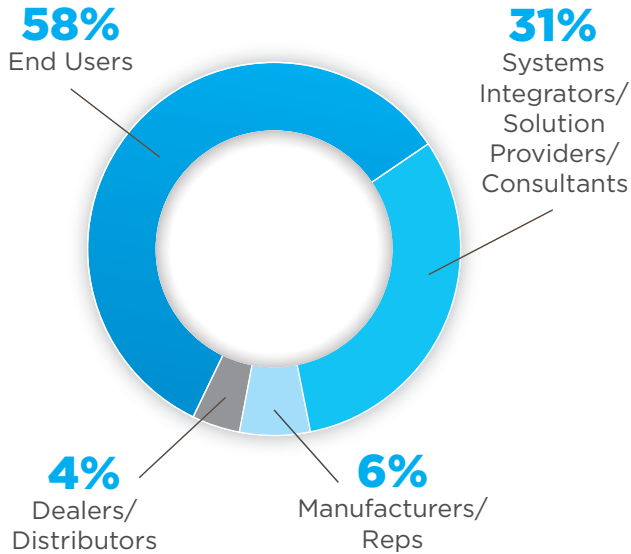


¹ASIS 2016 Registrant Data

²ASIS 2016 Fit Assessment: Optimizing the Attendee and Exhibitor Experience, Exhibit Surveys



ENGAGE BUYERS FROM ACROSS THE DISTRIBUTION CHANNEL²



81% of end users rate ASIS as delivering high values²



80%

of exhibitors said that engaging end users is very important to their business²



77%

of exhibitors said that ASIS delivers access to end users better than any other event²

TOP PRODUCT CATEGORY INTEREST²

1. Access Control
2. CCTV Cameras/Systems
3. Alarms
4. Video Surveillance
5. Badge & Badge Printers
6. Surveillance Equipment
7. Biometric Technology
8. Communications Equipment
9. Doors and Hardware
10. Video Analytics

ATTENDEE FAST FACTS¹

22,146

Total registrants in 2016, representing 10% growth over the previous year

109

Countries represented in 2016

52%

of attendees do not participate in other national/global security conferences or exhibitions.

10

Average number of hours spent on the exhibit floor across two-and-a-half days

92%

of attendees spend time on the exhibit floor.



“Great show for @iView_Systems at #ASIS16. ASIS is one of the few conferences that consistently provides a rich environment for engaging with senior decision makers.”

**—Julie Taylor,
Marketing Manager,
iView Systems**



What do more than 22,000 engaged and active buyers from across the security industry mean to you and your bottom line?
Significant ROI for your company!



**Influence
high-level
decision makers**



**Generate
qualified leads**



**Showcase
your brand**



**Drive new
business**

EXHIBITOR IMPACT

SHOWCASING YOUR BRAND WITH PROMINENCE

Debut your company's newest products or showcase your most popular offerings to more than 22,000 security management professionals and industry leaders. Exhibiting increases attendees' awareness of your brand through:

- ◆ Company listing, with contact information and overview, in the Show Directory, event web site, and event app
- ◆ Company's name and booth number in relevant product category listings in the Show Directory, event web site, and event app
- ◆ Complimentary, personalized email invitations and banner ads to easily invite your guests and clients to visit your booth at ASIS 2017
- ◆ Use of the ASIS 2017 event logo and digital banners for promotional purposes
- ◆ **NEW!** Opportunity to participate in the ASIS 2017 exhibitor video contest
 - ◆ 45-seconds of creative content aimed at convincing attendees why they should visit your booth; all submissions will be posted and promoted for voting; winning video will be featured on the event site, showcased on the on-site video wall, and promoted across ASIS 2017 social networks
- ◆ Ability to drive traffic to your booth with advertising in the ASIS 2017 Show Media and Show Directory




“

“Had the opportunity to see many of my suppliers and meet new contacts. I have a meeting this week for a 1+ million dollar project.”

**—Ricardo Rivera,
Vice President,
Dynamic Security, LLC**





**RESERVE
YOUR SPACE
NOW!**

EXHIBITOR ACCESS

POWERFUL CONNECTIONS THAT ACCELERATE YOUR BUSINESS

ASIS 2017 is your opportunity to engage with a network of global buyers before they set their 2018 budgets. As an exhibitor, you and your organization will receive:

- ♦ Two complimentary full access badges per 100 square feet of exhibit space
 - ✦ Includes access to all keynotes, education sessions, exhibit floor, President's Reception, and networking events (excludes VIP events)
- ♦ Six exhibitor badges per 100 square feet of exhibit space
 - o Includes access to all keynotes and education sessions
- ♦ One-time use of the pre-show registrant mailing list for event promotion*
- ♦ One-time use of the post-show registrant mailing list for event follow up*
- ♦ Use of the pre-show list of registered media outlets and list of registered media onsite
- ♦ Use of the on-site pressroom for press conferences, interviews, and press kit distribution
- ♦ Opportunities to participate in the Security Demo Station on the exhibit floor
- ♦ Options to enhance your event alignment and increase ROI with ASIS 2017 sponsorships or presentation opportunities
- ♦ Opportunity to meet one-on-one with Commercial Specialists from the U.S. Department of Commerce and U.S. Embassies and Consulates to learn about export trade opportunities and challenges



FACILITY



Kay Baily Hutchison Convention Center

650 S. Griffin Street
Dallas, Texas 75202
+1.214.939.2750
www.dallasconventioncenter.com

BOOTH FEES

\$49.00 per square foot,
minimum booth size 10' x 10'

EVENT SALES CONTACTS

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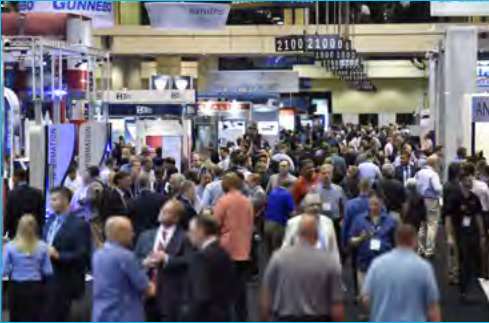
Luigi Buttafuoco

Event Sales Manager (Q-Z)
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Luigi.Buttafuoco@asisonline.org

*Direct mail only; must be facilitated through a third-party mail house; mailer must be approved by ASIS. Charges may apply.



63RD ANNUAL SEMINAR AND EXHIBITS | SEPT. 25-28 DALLAS • TEXAS



YOUR OPPORTUNITY FOR SUCCESS

Engage your target market, increase brand awareness, launch new products, and elevate your technology leadership and expertise at the leading global event for security management professionals.

**RESERVE YOUR
BOOTH SPACE TODAY!**

www.securityexpo.org



**NEW
SCHEDULE!**

EXHIBIT DATES

TUESDAY

September 26
10:00 AM – 5:30 PM

WEDNESDAY

September 27
10:00 AM – 5:30 PM

THURSDAY

September 28
10:00 AM – 1:00 PM



ASIS International (ASIS) is the largest global membership organization for security management professionals that crosses industry sectors, embracing every discipline along the security spectrum from operational to cybersecurity. Founded in 1955, ASIS is dedicated to increasing the effectiveness of security professionals at all levels.

www.asisonline.org

Looking for more? ASIS offers year-round education and networking opportunities

ASIS Europe 2017

March 29-31 | MILAN, ITALY

10th Annual CSO Summit

April 23-25

WASHINGTON, DC USA

ASIS NYC 27th Security Conference and Expo

June 7-8 | NEW YORK, NY USA

IE Business School/ASIS Program: Effective Management for Security Professionals

June 5-8 | MADRID, SPAIN

Latin American Congress of Mexico ASIS Security 2017

July 12-13 | MEXICO CITY, MEXICO

ASIS Diamond Club Security Buyers Forum

July 25-27 | SCOTTSDALE, AZ USA

Wharton/ASIS Program for Security Executives

October 15-20

PHILADELPHIA, PA USA

ASIS Middle East 2017

November 5-7 | MANAMA,
BAHRAIN