

SPONSORSHIP  
OPPORTUNITIES

SECURITY STEPS UP ITS GAME

# EVOLVE 2 ADVANCE



ASIS - SEC - 24.7 - 365

2015

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# Drive New Customers to Your Booth with ASIS Sponsorships

ASIS offers a wealth of opportunities to help promote your brand and maximize your visibility to our powerful audience—20,000 strong—of security decision-makers.

Sponsorships are an extremely effective way to:

- Extend your brand
- Draw attention to a new product or service
- Increase booth traffic
- Generate more sales leads
- Make a lasting impression

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**For more sponsorship information and for a contract, contact ASIS today!**

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**FOUNDATION SPONSORSHIPS**  
**Barbara Buzzell**  
ASIS Foundation Director  
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## BENEFITS

### Seminar sponsors receive:

- Recognition in printed promotional materials distributed to more than 100,000 industry professionals, and in the on-site *Final Program and Exhibits Guide*, distributed to all attendees.
- Your company's name and logo prominently displayed on signage at the sponsored event—or on the sponsored item, whichever is applicable.
- Five (5) bonus priority points.
- Verbal recognition at the sponsored event (if applicable).
- Inclusion on a sponsor sign in the convention center.
- Recognition on the sponsor section of the ASIS 2015 website.
- Publicity through the show newspaper and follow-up Seminar coverage.

### Foundation Night sponsors receive:

- Five (5) bonus priority points.
- Logo recognition and link on event and Foundation sponsor website pages.
- Logo included in the ASIS 2015 *Final Program and Exhibits Guide*.
- Logo on sponsorship signage displayed in the convention center.

### Foundation Golf Tournament sponsors receive:

- Five (5) bonus priority points.
- Logo on signs at the check-in area.
- Opportunity to include literature or a small item in the golf gift bag.
- Logo included in the ASIS 2015 *Final Program and Exhibits Guide*.
- Logo on sponsorship signage displayed in the convention center.

\*You must be a confirmed sponsor and paid in full by May 1, 2015. All sponsors receive five (5) bonus points. An additional five points will be awarded to sponsors who advertise with a full page or two half-pages in the September issue of *Security Management* or the *Exhibits Guide*. (Ten points is the maximum that can be earned by a non-level sponsor.) Points do not carry over from year to year.

Sponsors will be included in the following ASIS publications provided logos are received by these dates: *Seminar Overview*—May 1; *Final Program and Exhibits Guide*—August 3; *Product Artwork*—July 15.

NOTE: The previous year's sponsors have the first right of refusal to retain existing exclusive sponsorships until **December 1, 2014**.





## President's Reception

INVESTMENT: \$35,000 Exclusive

ATTENDANCE: 3,500–4,000

Your company will enjoy high visibility and brand enhancement as the exclusive sponsor of this prestigious and popular networking event held on Monday evening. Receive 25 tickets for distribution to your top clients and VIPs. And to ensure a lasting impression, you may provide a special souvenir for each attendee.\*

## Opening Ceremony

INVESTMENT: \$12,000 Exclusive

ATTENDANCE: 4,000

Your organization's brand will be prominently featured to some 4,000 attendees at this Monday morning extravaganza (signage, logo projected on screen, and verbal acknowledgement). In addition, you'll receive exclusive reserved seating for 10. At your request, ASIS will distribute your product literature at the door or you may place one on each seat.\*

## General Session–Day 2 (Tuesday)

## General Session–Day 3 (Wednesday)

INVESTMENT: \$12,000 per day; \$30,000 Exclusive (Opening Ceremony plus both General Sessions)

ATTENDANCE: 2,000–3,000 daily

As sponsor of a high-profile keynote address, your brand will have prominent exposure (signage, logo projected on screen, and verbal acknowledgement) to this large audience at the beginning of the day. Enjoy reserved, front row seating for 10 as well as two passes to a VIP event (if held) and five signed books (if available). At your request, ASIS will distribute your product literature at the door or you may place one on each seat.\*

## Networking Luncheons

INVESTMENT: \$15,000 Exclusive (four luncheons: Monday–Thursday); or \$4,500 daily

ATTENDANCE: 2,000–3,000 daily

Your company will be top-of-mind as attendees gather for these popular seated luncheons, including Wednesday's Law Enforcement/Military Appreciation Day Luncheon and Thursday's Closing Luncheon. Enjoy a reserved table and 10 complimentary tickets to each luncheon sponsored. At your request, ASIS will distribute your product literature at the door or you may place one at each place setting.\*

**For additional sponsorships contact ASIS.**

## Networking Receptions

INVESTMENT: \$5,500 Exclusive

ATTENDANCE: 1,500 minimum

Promote your brand to top professionals at two of the Seminar's best networking opportunities: the First-Time Attendee/New Member Reception, Sunday, 6:00 pm–7:00 pm, and the Welcome Reception, Sunday, 7:00 pm–9:00 pm. At your request, ASIS will distribute your product literature at the door or you may place one at each place setting.\*

## Coffee Breaks

INVESTMENT: \$12,000 Exclusive; or \$4,000 daily

Keep your clients and prospective customers at their peak! As attendees grab a 'cup of joe' in the exhibit hall, they'll thank you for sponsoring this much-appreciated service. Provide customized paper cups, sleeves, or napkins to maximize your impact.\* Your company logo will be on signage at six (6) stations in the exhibit hall.

## NEW! Connection Lounge

INVESTMENT: \$25,000 Exclusive

The Connection Lounge in the exhibit hall is a popular spot for attendees to network and relax while charging their mobile devices. With custom furniture arranged for comfort and conversation, a charging station, and sponsor signage, attendees will know who is providing their connection hub. Sponsor may place literature in the lounge.

## CSO Roundtable Lounge

INVESTMENT: \$15,000 Exclusive

The CSO Roundtable lounge is open exclusively to members and prospects of the CSO Roundtable, a private membership group of the senior-most security executives from the world's largest organizations. The top security decision makers from Fortune 500 companies will gather here to conduct business, enjoy refreshments, or just relax and network. As exclusive sponsor of this busy lounge, your company's name, logo, and booth number will be included on signage in front of this prime audience.

## International Lounge

INVESTMENT: \$9,500 Exclusive

Interested in meeting prospective customers from outside the United States? Reach your audience in an intimate, relaxed atmosphere when you sponsor this popular venue. Provide branded paper cups and napkins for even more exposure. Includes your banner ad on the International Visitors page of the Seminar website and the opportunity to provide literature in the lounge.\*

\*All distributed materials must be approved by ASIS in advance. Contact ASIS for literature distribution details.



## NEW! Aisle Carpet Decals

INVESTMENT: \$25,000 Exclusive

Large carpet decals (4' x 4') will be spaced along the center cross aisle. Drive traffic to your booth with this prominent footprint strategically placed down the length of the Exhibit Hall.

## Aisle Signs

INVESTMENT: \$50,000 Exclusive

Your sponsorship of the aisle signs provides maximum visibility for your company throughout the expansive exhibit hall. Your organization's name and logo will be prominently featured, hanging over every aisle of the show floor. You provide your logo and ASIS provides the design. No more than two sponsors.

## Badge Lanyards

INVESTMENT: \$32,000 Exclusive

DISTRIBUTION: 20,000

Keep your brand top-of-mind with this exclusive sponsorship. Each attendee and exhibitor will receive a name badge with a handy lanyard that eliminates the need for pins and clips. The lanyard can be imprinted with your company's name and logo in the color of your choice.

## Baggage Check

INVESTMENT: \$3,500

Your company's brand will be prominently displayed on signage at this popular on-site service located in the convention center. You may also provide literature for display or distribution.\*

## Column Wraps

Promote your company's message and gain maximum visibility. A variety of column wraps are available in prominent locations throughout the convention center. *Contact ASIS for more information.*



## Escalator Medians

INVESTMENT: \$30,000 each; two for \$50,000

Your logo and branding message will be highly visible when placed on the escalator medians running upward between the main entrance of the Anaheim Convention Center and Registration/exhibit hall. This premium sponsorship will be sure to capture the attention of every attendee.

## Exhibit Hall Maps

INVESTMENT: \$15,000 Exclusive

DISTRIBUTION: 15,000

Enjoy prominent advertising exposure on the back cover and interior pages of the popular exhibit hall map. This folded, pocket-sized map helps attendees navigate the massive show floor and easily locate your booth. Maps are distributed from the registration counters, information desk, and the ASIS booth. As the sponsor, you'll also receive 500 maps to use on-site.

## Hotel Keys

Put your brand directly in the hands of attendees every time they enter their hotel rooms. Custom-designed keys will be distributed at the designated hotels only, two keys per room. *Contact ASIS for more information.*

## NEW! Lighted Tower Signs

INVESTMENT: \$3,500 Multiple

These single-sided meter towers are a perfect way to display your message in the convention center hallways. Display multiple signs together to create a large canvas for your audience and drive traffic to your booth.

## Literature Drops at Headquarters Hotels

Your company will be top-of-mind when your company literature is placed right outside the attendees' hotel rooms. Customers will arrive ready to talk business and learn more. You supply the literature, and ASIS will arrange for the delivery. Multiple sponsors, one drop daily (Sunday, Monday, or Tuesday evening).\* *Contact ASIS for more information.*

**THINK OF ASIS SHOW MANAGEMENT AS AN EXTENSION OF YOUR MARKETING ARM.**

**Don't see the opportunity you are looking for?**

**Contact us to create a custom package tailored to your company's focus and objectives.**

## Note Pad/Pen Combo

INVESTMENT: \$9,500 Exclusive; Pen or Note Pad: \$6,000 each

DISTRIBUTION: 6,000

Attendees are always looking for something to write on—and write with—and this attractive note pad and pen combo, imprinted with your company's name and logo, will fit the bill perfectly! Each paid attendee receives one in his/her registration bag.

## NEW! Poster Sessions

INVESTMENT: \$30,000 Exclusive

Support education and thought leadership by sponsoring the ASIS Poster Session area. This is the perfect opportunity to show your company support of research and innovation. The session area has large poster aisles carved out in the exhibit hall and your company will be featured on the hanging banner and signage in the area.

## Program-at-a-Glance

INVESTMENT: \$6,500 Exclusive

DISTRIBUTION: 10,000

As sponsor, your company logo and booth number will be in the hands of attendees with this handy, pocket-sized schedule. Distributed at registration and from the information booth, it is a valuable resource used by attendees throughout the Seminar.

## Relaxation Station

INVESTMENT: \$12,000 Exclusive

One location for three days.

One of the most popular spots at every trade show, the seated massage station is an exceptional generator of booth traffic and goodwill. Strategically positioned in the exhibit hall, the seated massage chairs are accessible only with a voucher from your company to help you collect qualified leads.

## Rest Stops

INVESTMENT: \$25,000 Exclusive

As sponsor of the rest stops, your company has prominent visibility down the main center aisle. Each stop will have back-to-back park benches. Includes standing directional and overhead signage.

\*All distributed materials must be approved by ASIS in advance. Contact ASIS for literature distribution details.





## Shuttle Buses

An outstanding opportunity to see your company's message traveling all around the city. *Contact ASIS for more information.*

## Social Media Technology Bar

INVESTMENT: **\$12,500 Exclusive**

"Genius Bar techies" will be on hand to assist attendees with downloading and how to use the mobile application, show planner, and communications tools. Your company branding will be featured on two iPad kiosks, 20" wide and 7' high, that display the mobile application and promotional signage.

## The Security Store

INVESTMENT: **Book Signing (exhibitor's publication) \$4,500; Exterior Signage on Store Walls \$15,000; Store Shopping Bags \$6,500**

The Security Store (on-site bookstore), centrally located in the convention center, is a popular destination for Seminar attendees. Gain maximum exposure, Monday through Thursday, with prominent signage and your company logo on bookstore shopping bags. You also may provide a single-page insert or bookmark to be included with each sale.\*

## Tote Bags

INVESTMENT: **\$27,500 Exclusive**

DISTRIBUTION: **6,000**

You'll see your brand coming and going when you sponsor these attractive black canvas tote bags which are given to every paid attendee and exhibiting company. This handy carryall contains important materials used every day of the Seminar and all year long!

## Tote Bag Insert

INVESTMENT: **\$4,000 each (maximum 8)**

DISTRIBUTION: **6,000**

Make an impression when you put your company's product information into the hands of qualified buyers right from the start! ASIS will insert a pre-printed, single 8-1/2" x 11" sheet of promotional literature into the tote bags provided to each paid Seminar attendee. Inserts must be delivered to ASIS by September 1, 2015.\*

## Digital Items

## ASIS Mobile App

Place your message at the fingertips of your clients and prospects as a sponsor of the mobile app. A variety of sponsorship and advertising opportunities are available. *Contact ASIS for more information.*



## ASIS TV

ASIS TV produces a daily newscast of Seminar news and events, attendee interviews, and other show related news, right from the convention center. Sponsorships include advertorials, daily news interviews, and company booth placement in a daily newscast. *Contact ASIS for more information.*



## Charging Stations

INVESTMENT: **\$5,500 each**

Attendees are sure to utilize this opportunity to work and recharge their mobile devices. As a charging station sponsor, you'll gain high visibility with a four-sided 8' high unit for your branding messages. Includes two large monitors for video messaging; 24 total plugs that accommodate most mobile phones. Panels are two per kiosk. Multiple locations available.



## Digital Wall

INVESTMENT: **\$5,500 per timeslot**

As a digital wall sponsor, your company message will scroll on a giant 7' x 12' video screen located in a high-traffic area for the duration of the show. Each video will be looped in, with your message appearing numerous times throughout the day. In addition, your company logo will appear on the digital wall casing as well as on two smaller monitors.

*Contact your ASIS representative for new digital sponsorship opportunities. Details will be available at the end of October.*

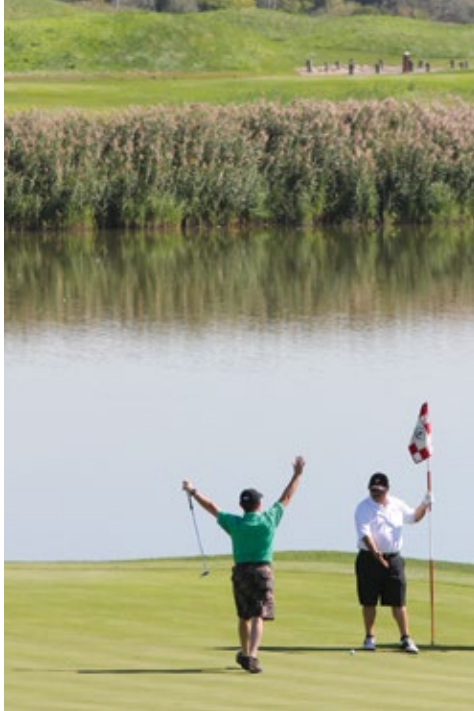
**MAXIMIZE  
YOUR  
BRAND'S  
EXPOSURE  
AND DRIVE  
ROI AT  
ASIS 2015—  
SIGN UP  
TODAY!**

Extend your organization's exposure at ASIS 2015 and build brand recognition across a diverse audience of Seminar attendees by sponsoring Foundation events.

The annual golf tournament sells out every year as the ideal way for Seminar attendees to start the week with friends, colleagues, or clients. Investing your marketing dollars here aligns your organization with the work of the Foundation—the only philanthropy dedicated to making workplaces safer through security education and research. Best of all, since the Foundation is a 501(c)(3) charitable organization, a majority of your contribution may be tax deductible.

## GOLF TOURNAMENT

Sunday, September 27  
8:00 am Shotgun Start



### Golf Shirt Sponsor

[EXCLUSIVE]

**\$7,000 contribution**

BENEFITS INCLUDE:

- Corporate logo on shirt
- One golf foursome
- Signage on one hole

### Gift Bag Sponsor

[EXCLUSIVE]

**\$5,000 contribution**

BENEFITS INCLUDE:

- Corporate logo on gift bags
- One golf foursome
- Signage on one hole

### Hat Sponsor [EXCLUSIVE]

**\$3,500 contribution**

BENEFITS INCLUDE:

- Corporate logo on golf hats
- One golf twosome
- Signage on one hole

### Ball Sponsor [EXCLUSIVE]

**\$3,500 contribution**

BENEFITS INCLUDE:

- Corporate logo on golf balls
- One golf twosome
- Signage on one hole

### Golf Towel [EXCLUSIVE]

**\$3,000 contribution**

BENEFITS INCLUDE:

- Corporate logo on sunblock
- One golf twosome
- Signage on one hole

### Gift of Choice [MULTIPLE]

**\$3,000 contribution**

BENEFITS INCLUDE:

- Corporate logo on item
- One golf twosome
- Signage on one hole

### Beverage Cart Sponsor

[MULTIPLE]

**\$7,000 Exclusive contribution;  
\$3,500 each**

BENEFITS INCLUDE:

- Logo signage on beverage cart
- One golf twosome per cart

### Breakfast Sponsor

[MULTIPLE]

**\$1,500 contribution**

BENEFITS INCLUDE:

- Signage at meal
- One golf twosome

### Lunch & Awards Ceremony Sponsor

[EXCLUSIVE]

**\$5,000 Exclusive contribution;  
\$2,000 each**

BENEFITS INCLUDE:

- Corporate logo on napkins
- Logo signage with welcome message on tables
- One golf twosome

### Hole Sponsorship

[MULTIPLE]

**\$1,600 contribution**

BENEFITS INCLUDE:

- Hole sign
- Golf twosome

### Closest to Pin Contest

[FRONT 9 OR BACK 9]

**\$1,600 contribution**

BENEFITS INCLUDE:

- One golf twosome
- Signage on contest hole

### Longest Drive Contest

[EXCLUSIVE]

**\$1,600 contribution**

BENEFITS INCLUDE:

- One golf twosome
- Signage on contest hole



## FOUNDATION NIGHT

The ASIS Foundation will host a networking event on Wednesday, September 30, from 7:00–9:00 pm.



Catch the attention of industry leaders at this capstone event of the Seminar—ASIS Foundation Night. Your sponsorship will stand out in this intimate crowd of 250–300.

### Band Sponsorship

[EXCLUSIVE]

**\$3,000 contribution**

BENEFITS INCLUDE:

- Corporate logo on website
- General signage
- Recognition by the band
- Four tickets to the event

### Event Sponsor

[MULTIPLE]

**\$1,500 contribution**

BENEFITS INCLUDE:

- Corporate logo on website and general signage
- Two tickets to the event

**To learn more, please contact Barbara Buzzell, ASIS Foundation Director at +1.703.518.1441.**

The ASIS Foundation is a 501(c)(3) as designated by the U.S. Internal Revenue Service and contributions are tax deductible to the full extent of the law. The Foundation supports a wide range of programs that benefits security through research, training, and scholarship.

## Sponsorships-at-a-Glance

*All sponsorships are exclusive to a single exhibitor unless otherwise noted.*

### SEMINAR EVENTS AND LOUNGES

<input type="checkbox"/> Coffee Breaks .....	\$12,000 or \$4,000 daily
<input type="checkbox"/> Connection Lounge .....	\$25,000
<input type="checkbox"/> CSO Roundtable Lounge .....	\$15,000
<input type="checkbox"/> General Session: Tuesday .....	\$12,000
<input type="checkbox"/> General Session: Wednesday .....	\$12,000
<input type="checkbox"/> General Sessions plus Opening Ceremony .....	\$30,000
<input type="checkbox"/> International Lounge .....	\$9,500
<input type="checkbox"/> Networking Luncheons .....	\$15,000 or \$4,500 daily
<input type="checkbox"/> Networking Receptions .....	\$5,500
<input type="checkbox"/> Opening Ceremony .....	\$12,000
<input type="checkbox"/> President's Reception .....	\$35,000

### PROMOTIONAL ITEMS

<input type="checkbox"/> Aisle Carpet Decals .....	\$25,000
<input type="checkbox"/> Aisle Signs .....	\$50,000
<input type="checkbox"/> Badge Lanyards .....	\$32,000
<input type="checkbox"/> Baggage Check .....	\$3,500
<input type="checkbox"/> Column Wraps .....	call for details
<input type="checkbox"/> Escalator Medians .....	\$30,000
<input type="checkbox"/> Exhibit Hall Map .....	\$15,000
<input type="checkbox"/> Hotel Keys .....	call for details
<input type="checkbox"/> Lighted Tower Signs .....	\$3,500 multiple
<input type="checkbox"/> Literature Drops .....	call for details
<input type="checkbox"/> Note Pad .....	\$6,000
<input type="checkbox"/> Note Pad/Pen Combo .....	\$9,500
<input type="checkbox"/> Pens .....	\$6,000
<input type="checkbox"/> Poster Sessions .....	\$30,000
<input type="checkbox"/> Program-at-a-Glance .....	\$6,500
<input type="checkbox"/> Relaxation Station .....	\$12,000
<input type="checkbox"/> Rest Stops .....	\$25,000
<input type="checkbox"/> Shuttle Buses .....	call for details
<input type="checkbox"/> Social Media Technology Bar .....	\$12,500
<input type="checkbox"/> The Security Store: Book Signing (exhibitor's publication) .....	\$4,500
<input type="checkbox"/> The Security Store: Exterior Signage on Store Walls .....	\$15,000
<input type="checkbox"/> The Security Store: Store Shopping Bags .....	\$6,500
<input type="checkbox"/> Tote Bags .....	\$27,500
<input type="checkbox"/> Tote Bag Insert (maximum 8) .....	\$4,000 each

### DIGITAL ITEMS

<input type="checkbox"/> ASIS Mobile App .....	call for details
<input type="checkbox"/> ASIS TV .....	call for details
<input type="checkbox"/> Charging Stations .....	\$5,500
<input type="checkbox"/> Digital Wall .....	\$5,500

### ASIS FOUNDATION

#### Golf Tournament:

<input type="checkbox"/> Golf Shirt .....	\$7,000
<input type="checkbox"/> Gift Bag .....	\$5,000
<input type="checkbox"/> Hat .....	\$3,500
<input type="checkbox"/> Golf Ball .....	\$3,500
<input type="checkbox"/> Golf Towel .....	\$3,000
<input type="checkbox"/> Gift of Choice .....	\$3,000 multiple
<input type="checkbox"/> Beverage Cart .....	\$7,000 or \$3,500 co-sponsor
<input type="checkbox"/> Breakfast .....	\$1,500 multiple
<input type="checkbox"/> Lunch & Awards Ceremony .....	\$5,000; \$2,000 each
<input type="checkbox"/> Hole Sponsorship .....	\$1,600 multiple
<input type="checkbox"/> Closest to Pin Contest .....	\$1,600 multiple
<input type="checkbox"/> Longest Drive Contest .....	\$1,600

#### Foundation Night:

<input type="checkbox"/> Band Sponsorship .....	\$3,000
<input type="checkbox"/> Event Sponsor .....	\$1,500 multiple

# Sponsorship Levels

## Platinum Sponsor \$75,000+

- (2) Permanent Priority Points
- (5) Bonus Priority Points
- (5) Additional Invitations to President's Reception
- (8) Additional Passes to Welcome Reception
- (2) Full Conference Registrations
- Entry into Diamond Club and (+25) access stickers
- Platinum Sponsor Logo for company use on promotional materials and emails
- Featured in ASIS-TV Sponsor Thank You Video
- (1) Post Show Attendee List
- Top Billing on Exhibit Hall Sponsor Signage
- Sponsor acknowledgement for exhibit booth
- Company logo on promotional materials and emails
- Company logo featured on ASIS International Sponsor webpage
- Featured on Show Planner and Mobile Application

## Gold Sponsor \$50,000–74,999

- (1) Permanent Priority Point
- (5) Bonus Priority Points
- (3) Additional Invitations to President's Reception
- (5) Additional Passes to Welcome Reception
- (2) Full Conference Registrations
- Entry into Diamond Club and (+25) access stickers
- Gold Sponsor Logo for company use on promotional materials and emails
- Featured in ASIS-TV Sponsor Thank You Video
- (1) Post Show Attendee List
- Billing on Sponsor Signage
- Sponsor acknowledgement for exhibit booth
- Company logo on promotional materials and emails
- Company logo featured on ASIS International Sponsor webpage
- Featured on Show Planner and Mobile Application

## Silver Sponsor \$25,000–49,000

- (2) Bonus Priority Points
- (2) Additional Invitations to President's Reception
- (3) Additional Passes to Welcome Reception
- (1) Full Conference Registration
- Entry into Diamond Club and (+10) access stickers
- Silver Sponsor Logo for company use on promotional materials and emails
- Listed in ASIS-TV Sponsor Thank You Video
- Billing on Sponsor Signage
- Sponsor acknowledgement for exhibit booth
- Company name on promotional materials
- Company name featured on ASIS International Sponsor webpage
- Featured on Show Planner and Mobile Application

## Bronze Sponsor \$10,000–24,999

- (1) Bonus Priority Point
- (1) Additional Invitation to President's Reception
- (2) Additional Passes to Welcome Reception
- (1) Full Conference Registration
- Entry into Diamond Club and (+10) access stickers
- Bronze Sponsor Logo for company use on promotional materials and emails
- Listed in ASIS-TV Sponsor Thank You Video
- Billing on Sponsor Signage
- Sponsor acknowledgement for exhibit booth
- Company name on promotional materials
- Company name featured on ASIS International Sponsor webpage
- Featured on Show Planner and Mobile Application
- Company name appears on promotional materials

### Non-Exhibiting Companies

Non-Exhibiting Companies will not be able to purchase Seminar sponsorships or be recognized as a Level Sponsor.

### Seminar Advertisements

Advertisements purchased in the *Exhibits Guide*, *Final Program*, and *Show Dailies* will count toward Sponsorship Levels when purchased **in adjunct with an approved Seminar sponsorship**. Stand-alone advertising will not count towards sponsorship level calculation.

### Foundation Sponsors

Exhibiting Companies sponsoring Foundation events at the Seminar will be able to use these sponsorships towards their sponsor level **in adjunct with an approved Seminar sponsorship**. All Foundation sponsors (including exhibitors) will be recognized separately as "Foundation Sponsors" on promotional material.

### Special Event Sponsors

Special events with groups such as Women in Security and Young Professionals will be sponsored per the event, with the financial investment not counting toward sponsorship level calculation, unless listed in the Sponsorship Prospectus.

*Approved Seminar sponsorships must be purchased to be designated a level sponsor.*

## SIGN UP TODAY!

You can begin right now to ensure your company's prominence—before, during, and even after the show—by securing one or more of these exciting opportunities.

Sponsorships are offered on a first-come, first-served basis.\* The sooner you act, the sooner you'll be on your way to extending your company's reach and impact.

\*The previous year's sponsors have the first right of refusal to retain existing exclusive sponsorships until December 1, 2014.

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