



YOUR SALES. **MULTIPLIED.**

EXHIBITOR PROSPECTUS

GSX
GLOBAL SECURITY EXCHANGE

FORMERLY ASIS ANNUAL SEMINAR & EXHIBITS

8-12 SEPTEMBER 2019
McCORMICK PLACE | CHICAGO, IL
GSX.ORG | #GSX19

Produced in Partnership with



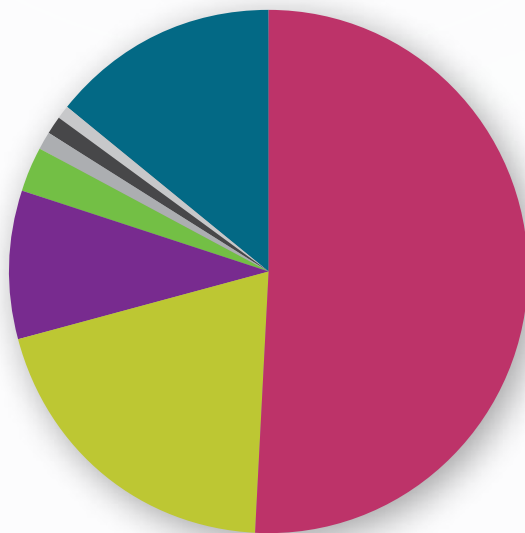
Multiply Your ROI at GSX

Global Security Exchange (GSX), powered by ASIS International, remains the best place to connect with your target audience—end users, systems integrators, and service providers. Formerly the Annual Seminar and Exhibits, this is the most respected and anticipated event each year that unites the entire spectrum of security.

In 2018 the exhibit hall was transformed into a learning lab environment—bridging discussions between security professionals and their vendor partners about how innovative solutions can solve today's problems and shape tomorrow's organizational security strategies. This new GSX exhibit hall provides an unparalleled opportunity for innovative companies to speak with an ever-growing market of security professionals, secure new opportunities for growth and position themselves as thought leaders in the industry.

GSX is committed to your success. When you exhibit here, you'll connect with thousands of executives and decision makers actively assessing the latest security technologies and solutions to proactively anticipate and mitigate threats.

ATTRACTING SECURITY LEADERS FROM ACROSS THE DISTRIBUTION CHANNEL



- 51% end user
- 20% service provider
- 9% systems integrator
- 3% manufacturer's rep
- 1% supplier
- 1% dealer
- 1% distributor
- 14% other

Source: GSX 2018 registration data and post-show survey.

Make plans now to join us in Chicago for GSX 2019, where you'll find thousands of highly-qualified security professionals from every channel and end-user market looking to buy your products and services.

Xperience Something Xtraordinary

Find out why GSX continues to be the most respected and comprehensive event for security.



GSX has always been, and continues to be, an integral piece of our business activity. It is the optimal place to meet with existing customers/partners to move business forward as well as to create new relationships and opportunities. Key influencers within the security industry are always in attendance and seem receptive to new technology and innovative solutions, making the vendor investment worthwhile and engaging.

Andy Pascoe | Vice President, Business Development, Octopus Systems



The GSX is a must-attend industry event for safety and security vendors. It gives AppArmor fantastic access to key decision makers in public safety and security across the globe.

David Sinkinson | Co-Founder, AppArmor



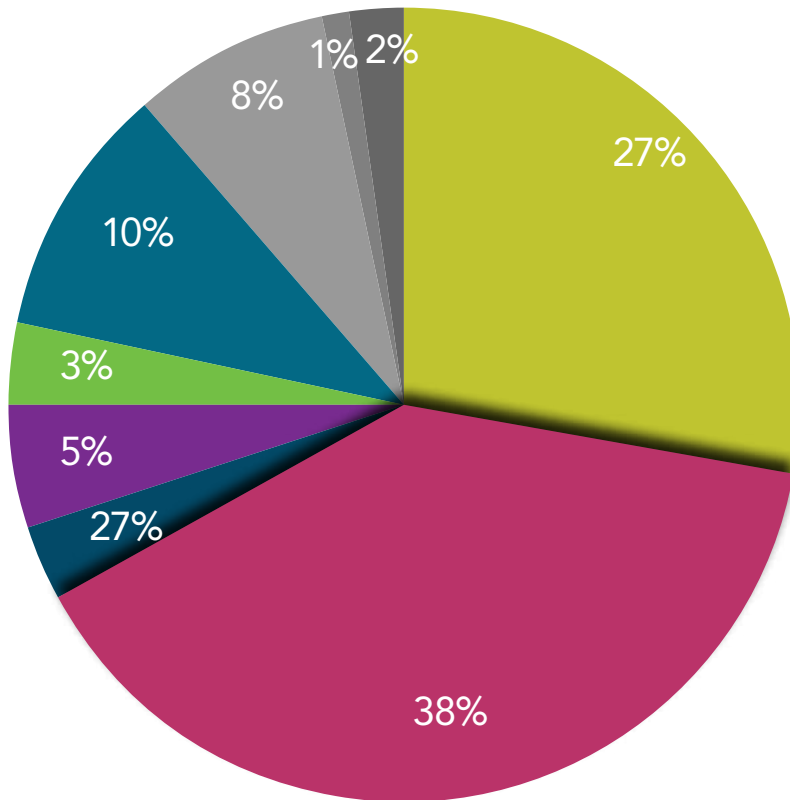
GSX worked with us to create an exhibit and demo area where we could successfully demonstrate airspace safety, security, and the relevant threats. We have found GSX to be tremendously valuable and look forward to continuing our relationship.

Scott Smith | Hardware Engineering Program Manager, Fortem Technologies



Exponential Access

As an exhibitor at GSX, you'll not only strengthen your market position and promote your brand, you will also reinforce your organization's commitment to advancing the global security community—generating business opportunities and partnerships that will continue to pay off long after the show is over.



THERE'S NO BETTER INVESTMENT TO BOOST YOUR SALES AND MARKETING STRATEGIES THAN GSX 2019.

ENGAGE YOUR TARGET AUDIENCE

27% executive management (CEO, President, VP, CSO, etc)

38% senior/mid-level management

3% law enforcement/military professionals

5% security services/channel partners

3% architects/engineers

10% professional services

8% sales/marketing

1% academia

2% retired

91%

Involved in the purchase of security technology, products and/or services

40% do not go to any other trade show

60%

Plan to buy one or more products/services as a result of attending GSX GSX**

\$2.9M

Average organizational security budgets, an increase of 26% from 2017



25% are international attendees, a 4% increase from 2017

8 OUT OF 10 attendees agree GSX provides essential connections and is a "must attend" event

8.1 HOURS

on average spent on the exhibit floor, up from 7.7 hours in Dallas!



"I really think that the attendees is the key driver to us exhibiting at GSX. When you look at a trade show what it really comes down to is who is coming and who those attendees are. I can tell you that GSX nails it every year!"

*Andy Coleman | VP of Business Development
-Southwest, Allied Universal*

Source: GSX 2018 registration data and post-show survey.

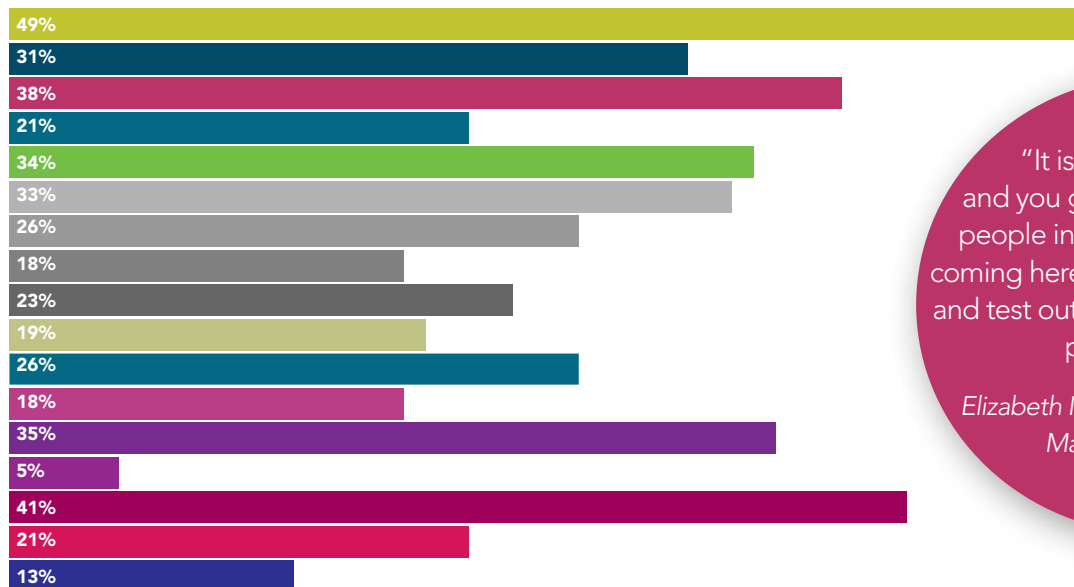
Leads Multiplied



Buyers from across every vertical of the security channel are looking for a wide and diverse range of products and services. Whether you're part of the public or private sector, you'll reach your audience here. The GSX exposition is the perfect venue to expose your product and service portfolio to thousands of buyers—all under one roof.

PRODUCT PURCHASING INTENTIONS (NEXT 12 MONTHS)

GSX 2018 REGISTRATION DATA



"It is the show to be at and you get to see all of the key people in your industry. They are coming here they want to touch, feel, and test out the products. GSX is the place to do it."

Elizabeth Nejmah | Strategic Brand Marketer, Panasonic

49% access control

31% accessories, furniture, and vehicles

38% alarm systems

21% blast mitigation & bullet resistance

34% communications equipment

33% crisis and emergency management

26% detection/deterrent technology

18% guard services

23% information technology & systems

19% investigation

26% legal, insurance and regulatory

18% management and consulting

35% personnel

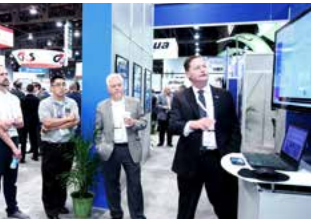
5% publishing/media

41% surveillance equipment

21% tracking/monitoring

13% unmanned vehicles

Product Categories



Access Control (entry and exit-physical or virtual/computer)

Badges and badge printers
Biometrics
Bollards
Document control
Fencing/gates
Keys/locks
Smart cards
Turnstiles

Accessories, Furniture, and Vehicles

Armored vehicles
Batteries
Consoles/racks
Power sources
Shredders and other document destruction equipment
Surge protectors
Uniforms
Tactical equipment
Weapons (non-lethal and firearms)

Alarm Systems

Alarm control panels
Annunciators
Central station monitoring
Doors, windows, hardware
Electronic article surveillance
Sensors

Blast Mitigation & Bullet Resistance

Building materials
Doors and hardware
Framing systems
Penetration testing
Safes, vaults, and security containers

Walls (blast resistant)
Windows (glazing, films)

Communications Equipment

Central station
Counter surveillance technology/services
Dispatch systems
Global positioning systems
Intercom systems
Mass notification
Signal transmission

Crisis and Emergency Management

Fire prevention and safety
Mass notification
Safe rooms
Shelters
Tents
Trailers
Travel safety and emergency services

Workplace violence

Detection/Deterrent Technology

Biochemical
Bombs and explosives
Canines
Forensic analysis labs
Imaging technologies
Metal/weapons
Mirrors
Motion detectors
Robotics
Tamper-resistant seals & labels
Technical Surveillance Countermeasures (TSCM)

Guard Services

Guard equipment

Guard shelters
Guard tour

Information Technology & Systems

Access control and authentication
Application software
Cybersecurity
Data recovery services
Encryption
Intrusion detection and prevention
Investigations
Physical theft prevention
Privacy
Risk management
Secure communications
Wireless security

Investigation

Legal, Insurance and Regulatory
Compliance and ethics due diligence
Expert witness
Fraud
Insurance

Management and Consulting Personnel

Certification
Contract security personnel
Drug testing/substance abuse
Education and training
Employee/employment screening
Executive/MIP protection
First aid
Travel safety and emergency services
Workforce management/staffing

Workplace violence

Surveillance Equipment

Cameras
CCTV/camera systems
Electronic article surveillance
Lenses
Lighting
Night vision equipment
Patient/employee monitoring
Recording equipment/systems
Remote video

Tracking/Monitoring

Armored car services/cash handling/courier services
Asset tracking
Canines
Global positioning systems
Patient/employee monitoring
Property marking
Supply chain
Wireless/radio telemetry/long range monitoring

Unmanned Vehicles

Anti-unmanned aerial vehicle/systems
Drones



High-Impact Exposure

Exhibiting at GSX 2019 provides an unparalleled opportunity to connect with high-level security buyers and decision makers who are gathering information and making purchasing decisions regarding the most effective security solutions and expertise available in the marketplace.

This is your best opportunity to show off your portfolio of products and services to thousands of buyers—all in one place at one time.

Buyers from the following companies attended GSX 2018:

3M	Chicago Cubs Baseball Organization	Federal Bureau of Investigation
Accenture	Chick-fil-A	FedEx
ACE Hardware	Children's Mercy Hospital and Clinics	Foot Locker
Adobe Communications	CIA	Fox Sports
Alaska Airlines	Cigna	Gap Inc.
Amazon	Citibank	GoDaddy
American Airlines	CNN	Goldman Sachs
American Military University	Coca Cola	Google Inc.
Apple Inc.	Coinstar	Hard Rock Hotel & Casino
Army National Guard	Costco Wholesale	Hertz
AT&T Corporation	Cox Communications	Hilton
Aurora Health Care	Dell Technologies	Honda
Bank of America	Deloitte	IBM Corp.
Berkeley College	Delta Air Lines	Investigation Bureau of India
Black Dog Security Management	Dillard's Department Store	Johnson & Johnson
Blackboard	Discovery Networks International	JPMorgan
Bloomberg	Disney	Kellogg
Blue Apron	Domino's	L L Bean
Blue Cross/Blue Shield	Dow Jones	LDS Church
Boar's Head Brand	Dunkin Brands	LEGOLAND California Resort
Boeing	E*TRADE Financial	Liberty Mutual Insurance
Booking.com	Equifax	Lockheed Martin
Booz Allen Hamilton	Expedia	Louis Vuitton Americas
Bureau of Alcohol, Tobacco, Firearms and Explosives	Express Scripts	Lululemon Athletica
Canon USA	Extended Stay America Hotels	M&T Bank
Capital One	ExxonMobil	Marriott International
Centers for Disease Control	Facebook	McDonald's
Chevron	Farmers Insurance Group	MGM Grand Hotel & Casino
		Microsoft



“ASIS International really took this year’s show up a notch — the quality of the networking alone that happened the very first night of GSX set the stage for some solid leads that brought great follow-up and product demonstration on the show floor. We’ve met end user after end user at this show and have been doing nothing but following up with all of the leads we’ve brought in. Our team will be extremely busy working to secure business for months to come.”

*Janet Fenner | Chief Marketing Officer,
Intelligent Security Systems.*

Morgan Stanley
 Motorola Solutions
 NASA
 National Football League
 National WWII Museum
 NBC Universal
 Nestle
 Netflix
 New York Public Library
 Nike Inc.
 Nintendo of America
 Northrop Grumman
 Norwegian Cruise Line
 Office Depot
 Oregon State Lottery
 Panasonic
 PayPal
 Pepsi Co
 PetSmart
 Pfizer
 Pier 1 Imports
 PNC Bank
 Port Authority of NY & NJ
 Procter & Gamble
 Progressive Insurance
 Quicken Loans Arena

Ralph Lauren Corporation
 Rent-A-Center
 Royal Canadian Mounted Police
 Samsung Electronics America
 SeaWorld Parks & Entertainment
 Shell Oil
 Southern Wine and Spirits
 Space Needle, LLC
 SpaceX
 Square Inc
 STAPLES Center
 Starbucks Coffee Company
 Sunrise Medical Center
 Target
 TD Ameritrade
 The Metropolitan Museum of Art
 Twitter Inc.
 Uber
 United Airlines
 Universal Orlando Resort
 University College London
 University of California, Berkeley
 University of Denver
 University of Michigan
 University of Pittsburgh

Vancouver International Airport
 Verizon Communications
 Viacom
 Walt Disney Company
 Williams-Sonoma
 World Bank
 Wynn Las Vegas
 Xerox Corporation
 Yale University
 Yelp
 Zappos
 ZillowGroup

... just to name a few.



BONUS!

ADDITIONAL OPPORTUNITIES
FOR BRAND PROMOTION AND
ELEVATION



Innovative Product Awards (formerly Accolades)—

Participate in this popular competition that recognizes the industry's newest, most innovative products, services, and technologies featured at GSX (additional cost)



Customized invitations—Invite your customers and prospects to the show with complimentary, personalized e-mail invitations and banner ads



Individualized exhibitor landing pages—Promote your presence and booth with a complimentary, customized web landing page



Video contest—Submit a creative promo video telling attendees why your booth should be No. 1 on their list and have your video displayed onsite in Chicago; all videos will be posted on the GSX website and promoted for voting



**KEEP PACE WITH THIS
EXCITING INDUSTRY
AND REAP THE BENEFITS
OF ITS CONTINUED
GROWTH AT GSX 2019 BY
RESERVING YOUR EXHIBIT
SPACE TODAY!**

An Investment that Multiplies

At GSX, you'll not only strengthen your market position and promote your brand, you will also reinforce your organization's commitment to advancing the global security community—generating business opportunities and partnerships that will continue to pay off long after the show is over.

There's no better investment to boost your sales and marketing strategies than GSX 2019.

BOOTH PACKAGE:

\$52 per square foot

\$375 per corner

Minimum of 100 square feet

EACH BOOTH INCLUDES:

- 6 exhibitor badges per 100 square feet of exhibit space allowing access to the floor during setup, dismantle and show hours
- 8' backwall drape, 3' side-rail drape, and 1 booth ID sign
- Your company logo, address, company description, and product categories included on the online floor plan and in the mobile app
- Complimentary description and listing included in the printed Show Guide (if committed by 16 July 2019)
- Complimentary marketing toolkit
- Pre-show list of registered media outlets

Please note: Carpeting is required and is not included.

EXHIBIT HALL HOURS:

Tuesday, 25 September | 10:00 am–5:30 pm

Wednesday, 26 September | 10:00 am–5:30 pm

Thursday, 27 September | 10:00 am–1:00 pm

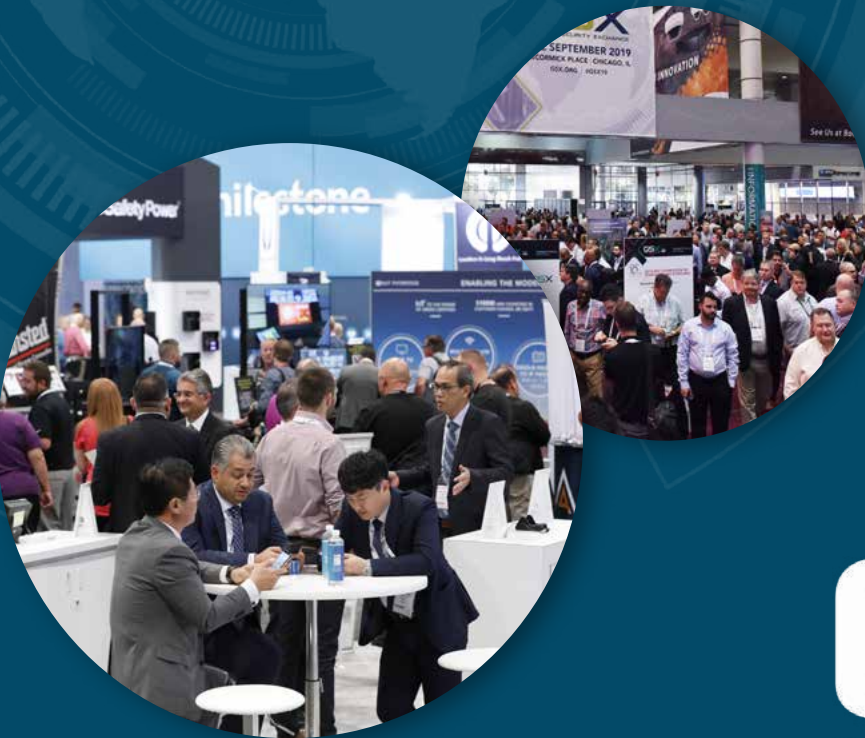
Please note: All hours are subject to change. Exhibitors will be notified by email of all time changes.

Multiply Your Sales in 2019

There's simply no better investment to boost your sales and marketing strategies than GSX 2019. Let's discuss how we can support your business development goals.

» **SECURE YOUR SPACE TODAY**

exhibits@asisonline.org
+1.703.518.1422



GSX
GLOBAL SECURITY EXCHANGE

FORMERLY ASIS ANNUAL SEMINAR & EXHIBITS

8-12 SEPTEMBER 2019
McCORMICK PLACE | CHICAGO, IL
GSX.ORG | #GSX19