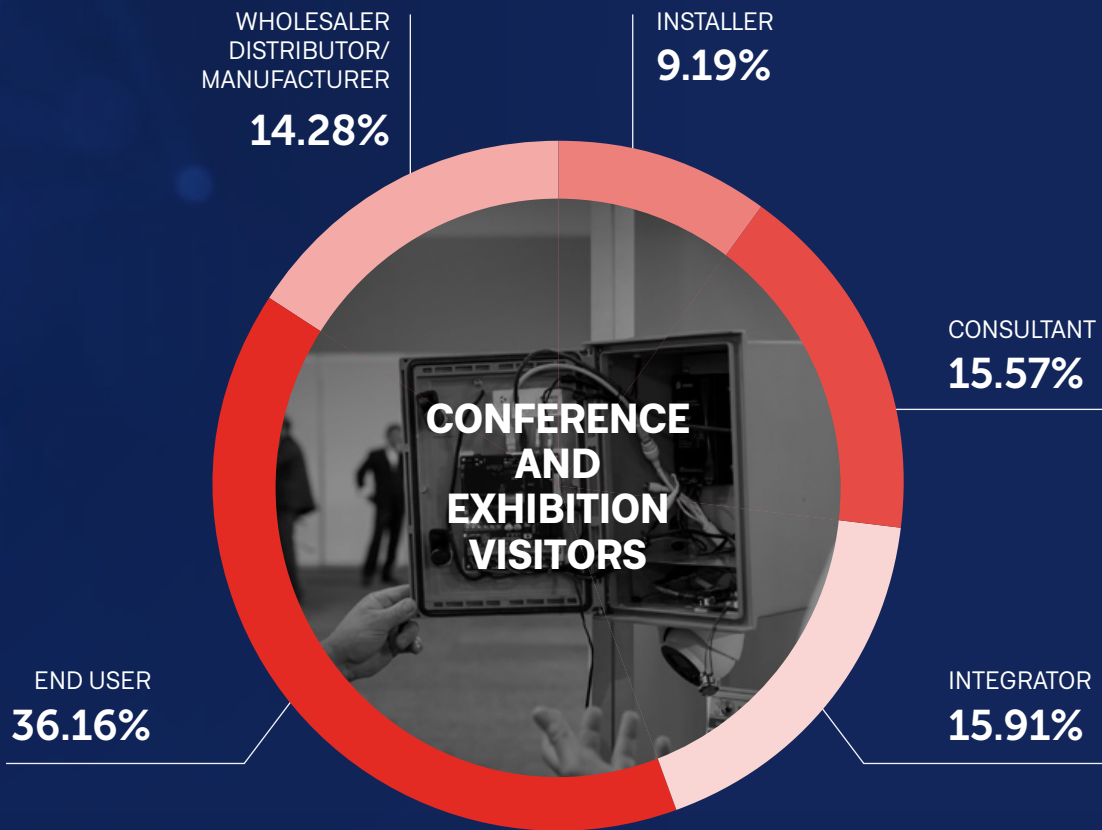


# SECURITY EXHIBITION AND CONFERENCE

## SPONSORSHIP PACKAGES

Building on the success of last year's event, which saw attendee numbers for the Security Expo increase by 29% to 5,100, Security 2024 promises to be even bigger and better.





**2023 HEADLINE STATS**

**10,800+**

COMBINED TOTAL  
ATTENDANCE\*  
5,700 FOR INTEGRATE

**96%**

OVERALL  
SATISFACTION RATE  
OF EXHIBITORS

**200+**

EXHIBITORS ACROSS  
SECURITY EXPO AND  
INTEGRATE (4 HALLS)

**100%  
SOLD OUT**

GALA DINNER





# 2024 ASIAL Security Conference

21-22 August 2024 | Parkside 1, ICC, Darling Harbour, Sydney

## 2 Unique Sponsorship Opportunities Available!

If you are looking to stand out from the crowd and strengthen brand awareness before an audience of major government and corporate security executives, sponsoring the **2-day ASIAL Security Conference** is a highly effective way.

Delivering expert insight and analysis, the 2024 ASIAL Security Conference features two experienced and high-profile MCs, **Tracey Spicer** (Day 1) and **Jeremy Fernandez** (Day 2), plus a comprehensive program of over **20 speakers** including renowned industry experts and international academics.



### MC DAY 1 – Tracey Spicer AM

**Tracey Spicer AM** is a multiple Walkley Award-winning author, journalist, and broadcaster, renowned for her exceptional work as an anchor for national programs on ABC TV and radio, Network Ten, and Sky News.



### MC DAY 2 – Jeremy Fernandez

**Jeremy Fernandez** is an Australian journalist and television news presenter and producer with the Australian Broadcasting Corporation (ABC). He is currently the weeknight presenter of ABC News NSW in Sydney.

As a sponsor of the ASIAL Security 2024 conference program, you have the unique opportunity to position your organisation to a targeted audience of senior corporate and government security executives.

## OPTION 1

# FEED THEIR MINDS

Position your brand as a thought leader by aligning with the latest industry insights and trends shared during our must attend sessions. Showcase your brand alongside in-depth presentations and engaging panel discussions, demonstrating your organisation's commitment to the security industry.

### DELIVERABLES

- Recognition as the ASIAL Security Conference Sponsor on the ASIAL website, online promotional material and onsite signage
- Company logo and link on the sponsors' page of the Security Expo website
- Company profile featured on the Security Expo website
- Opportunity to present sponsor's address (3-5 mins) to Conference delegates on Day 1
- 1 x feature leaderboard banner in one selected EDM in the lead-up to the event
- 4 x complimentary 2-day full-access conference passes

### CONFERENCE SPONSOR

**\$15,000 + GST**

(Subject to availability)



## OPTION 2

# FEED THEIR STOMACHS!

Take advantage of our catering sponsorship option to tantalise taste buds and leave a lasting impression during networking breaks and lunches across two days.

Create memorable experiences with culinary delights that complement your brand's message, fostering meaningful connections over shared meals and networking.

### DELIVERABLES

- Recognition as the Catering Sponsor on the ASIAL website, online promotional material and onsite signage
- Company profile featured on the Security Expo website
- Branding in the Networking Zone and at Conference breaks
- Recognition on break slides at Conference
- 2 x complimentary 2-day full-access conference passes

### CATERING SPONSOR

**\$12,000 + GST**

(Subject to availability)



OPTION 1 + 2

## TOTAL CONFERENCE SPONSORSHIP OWN THE CONFERENCE!

UNLOCK THE POWER OF KNOWLEDGE AND DELIGHT THEIR PALATES TO ELEVATE YOUR BRAND WITH THE TOTAL CONFERENCE SPONSORSHIP OPTION

By choosing our Comprehensive Conference Sponsorship package, you're not just securing a presence at the forefront of industry discussions; you're also becoming the sole provider of both intellectual and culinary satisfaction.

With dual sponsorship, you not only feed attendees' minds and stomachs but also dominate the conference landscape, maximising your brand's visibility and impact.

Elevate your brand's presence from start to finish, from engaging sessions to delightful dining experiences, ensuring a holistic and memorable engagement with your target audience across both days.

Don't just sponsor; become an indispensable part of the ASIAL conference journey, shaping minds and satisfying appetites while solidifying your position as a leader in the industry. Join us in creating an unforgettable experience that leaves a lasting impression on every participant!

SAVE  
\$5,000

COMPREHENSIVE  
CATERING SPONSOR

**\$22,000 + GST**

(Subject to availability)



### DELIVERABLES

- Recognition as the ASIAL Security Conference Sponsor & the Catering Sponsor on the ASIAL website, online promotional material and onsite signage
- Company logo and link on the sponsors' page of the Security Expo website
- Company profile featured on the Security Expo website
- Opportunity to present sponsor's address (3-5 mins) to Conference delegates on Day 1
- 1 x feature leaderboard banner in one selected EDM in the lead-up to the event
- Branding in the Networking Zone and at Conference breaks
- Recognition on break slides at Conference
- 6 x complimentary 2-day full-access conference passes



126th INTERNATIONAL  
CONVENTION  
SECURITY CENTRE

# ASIAL Gala Dinner 2024

## LEAD DINNER SPONSOR

Align your brand with the main social event of the Security industry calendar, with significant branding and acknowledgment by the MC, with the opportunity to address the audience on the night.

PRICE

**SOLD!**

### DELIVERABLES

#### BRANDING:

- Company logo / acknowledgement in all relevant Gala dinner print promotion (official invitations, newspaper inserts, etc.)
- Company logo / acknowledgement in all relevant digital promotion (email, website, social media etc.)
- Company logo / profile featured and linked on the sponsor section of the Security website and ASIAL website
- 2 x social media posts pre-show

#### AT EVENT:

- Company logo / acknowledgement on Exhibition Entrance Feature signage
- Company logo on dinner menu cards
- Company logo on the lectern sign and holding slides
- Acknowledgement of your sponsorship by the dinner MC
- Opportunity for a 2-minute address to dinner attendees
- Opportunity to provide sponsor branded table decorations
- 1 x Table (10 seats) for use by your company— Name/Place cards for each sponsor guest



# ASIAL Gala Dinner 2024

## ENTERTAINMENT SPONSOR

Aligning your brand with world-class entertainers is a strategic investment in building strong connections with your target audience, enhancing brand visibility and creating lasting positive associations. As your brand becomes intertwined with the excitement and joy of top-notch entertainment, you position yourself as a dynamic and forward-thinking company that understands and values the experiences that matter to your peers and customers.

### PRICE

**\$12,000 + GST**

(Subject to availability)

### DELIVERABLES

#### BRANDING:

- Company logo / acknowledgement in all relevant Gala dinner print promotion (official invitations, newspaper inserts, etc.)
- Company logo / acknowledgement in all relevant digital promotion (email, website, social media etc.)
- Company logo / profile featured and linked on the sponsor section of the Security website & ASIAL website
- 1 x social media post pre-show

#### AT EVENT:

- Company logo on dinner menu cards
- Acknowledgement of your sponsorship by the dinner MC
- Company logo / acknowledgement on Exhibition Entrance Feature signage
- 4 complimentary seats at the Gala Dinner

### Your 2024 MC and Entertainer – Joel Ozborn

Joel Ozborn's professional comedy career has taken him to sold-out shows at comedy festivals, national theatre tours, and corporate events, making him a hit globally.

Regularly performing at prestigious events like The Sydney Comedy Festival, The Melbourne International Comedy Festival, The Adelaide Fringe Festival, and The Brisbane Comedy Festival, Joel has headlined at renowned comedy clubs, showcased his talent in solo theatre shows, and brought laughter across continents from South East Asia to Las Vegas. His unique comedic style resonates with audiences, making him a favourite wherever he performs.



# HIGHLIGHTS OF 2023

