



ASIAL

AUSTRALIAN SECURITY INDUSTRY
ASSOCIATION LIMITED

2024 ASIAL SPONSORSHIP OPPORTUNITIES

Build your brand and promote product
awareness by reaching your target market



As the peak body in the Security Industry, ASIAL offers the unique benefit of reaching security professionals through a variety of value adding sponsorship opportunities.

Your messages will be received by key security influencers and decision-makers. Through ASIAL Sponsorship you can align your brand with leading industry events, promote through the power of an ASIAL strategic partnership or tap into the market with a Gold, Silver or Bronze sponsorship package.

ASIAL sponsorship combines communications channels through digital, face to face and traditional mediums to reach your audience and leverage unparalleled access to industry leaders and decision makers.

Build your brand and promote product awareness by reaching your target market. Your company will benefit from direct exposure to an interested, relevant and influential audience.



Contact our sponsorship team at
contactus@asial.com.au or on 1300 127 425
www.asial.com.au

KEY BENEFITS OF ASIAL SPONSORSHIP



Networking opportunities



Speaking opportunities



Complimentary event tickets



Premium seating at events



Presentation of corporate audio-visual material & slide displays



Distribution of corporate collateral, material or promo items



Sponsor banners displayed at the venue and on the lectern



Sponsor branding on event promotional material/menus/event literature



Branded table decorations



Presenting awards



Promoting through ASIAL's social media channels



Promoting through ASIAL's eNewsletters



Branding on ASIAL's corporate website



Website linkages from the ASIAL website



Products and services displays



Exposure in ASIAL's GO App



ASIAL Security Insider podcast sponsorship



Exposure in ASIAL's Security Insider magazine




Acknowledgement in ASIAL's media releases*

* Lead Gala Dinner and Security Industry Awards sponsors only.



Acknowledgement from the ASIAL President at Gala Dinner and Security Awards

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ASIAL Strategic Partnerships

Partnership opportunities for organisations committed to servicing the security industry

A limited number of strategic partnerships are available for organisations who provide services or products to the security industry. Existing strategic partners include:

- AON
- Australian Super
- Diversified Communications Australia
- SIMPRO
- Guardhouse

For more information contact:
katie@asial.com.au



ASIAL Gold, Silver and Bronze Sponsorship Packages

ASIAL delivers 3 tiers sponsorship to suit your budget that offer exceptional value.

GOLD PACKAGE (1 available)

Digital Channel	Deliverable	Reach
Security Insider	Full page advert in 4 issues. Quarterly issues published Jan-Mar, Apr-June, Jul-Sep and Oct-Dec.	10,000 digital distribution + 2,500 print
Podcast or website tile	Sponsorship of three podcasts – acknowledgement at start of podcast and in promotional material for podcast Website tile on high traffic webpage	200+ listens per podcast/ 5,000 reach in podcast related promotions 600-1000 unique users per month
Awards for Excellence	<ul style="list-style-type: none"> • One award category sponsorship; • Acknowledgement as a category sponsor on the ASIAL website; • Acknowledgement as a category sponsor through one social media post; • Acknowledgement on the night as a category sponsor; • Opportunity to present an award on the night; • One complimentary ticket to the awards dinner; • Acknowledgement in the post event feature published in <i>Security Insider</i> magazine, on the ASIAL website and distributed through ASIAL's e-Newsletter and social media channels. 	Combined reach 30,000+
Social media	3 social media posts	19,000+ per post
First Alert eNewsletter	One advertorial included in First Alert eNewsletter	5,000 distribution
		Investment \$20,800 (excl GST)

SILVER PACKAGE (2 available)

Digital Channel	Deliverable	Reach
Security Insider	Full page advert in 4 issues. Quarterly issues published Jan-Mar, Apr-June, Jul-Sep and Oct-Dec.	10,000 digital distribution + 2,500 print
Podcast or website tile	Sponsorship of two podcasts – acknowledgement at start of podcast and in promotional material for podcast Website tile on high trafficked webpage	200+ listens per podcast/ 5,000 reach in podcast related promotions 600-1000 unique users per month
Awards for Excellence	<ul style="list-style-type: none"> • One award category sponsorship; • Acknowledgement as a category sponsor on the ASIAL website; • Acknowledgement as a category sponsor through one social media post; • Acknowledgement on the night as a category sponsor; • Opportunity to present an award on the night; • One complimentary ticket to the awards dinner; • Acknowledgement in the post event feature published in <i>Security Insider</i> magazine, on the ASIAL website and distributed through ASIAL's e-Newsletter and social media channels in podcast related promotions. 	Combined reach 30,000+
Social media	2 social media posts	19,000+ per post
		Investment \$16,250 (excl GST)

BRONZE PACKAGE (3 available)

Digital Channel	Deliverable	Reach
Security Insider	Full page advert in 4 issues. Quarterly issues published Jan-Mar, Apr-June, Jul-Sep and Oct-Dec.	10,000 digital distribution + 2,500 print
Podcast or Website tile	Sponsorship of one podcast – acknowledgement at start of podcast and in promotional material for podcast Website tile on high traffic webpage	200+ listens per podcast/ 5,000 reach in podcast related promotions 600-1000 unique users per month
Awards for Excellence	<ul style="list-style-type: none"> • One award category sponsorship; • Acknowledgement as a category sponsor on the ASIAL website; • Acknowledgement as a category sponsor through one social media post; • Acknowledgement on the night as a category sponsor; • Opportunity to present an award on the night; • One complimentary ticket to the awards dinner; • Acknowledgement in the post event feature published in <i>Security Insider</i> magazine, on the ASIAL website and distributed through ASIAL's e-newsletter and social media channels. 	Combined reach 30,000+
		Investment \$10,500 (excl GST)

Thanks to current sponsors:





ASIAL SECURITY INDUSTRY

BREAKFAST BRIEFINGS



ASIAL Security Industry Breakfast Briefings 2024

The ASIAL Security Industry Breakfast Briefings are dynamic forums fostering collaboration among security professionals. Each year, a total of seventeen bespoke events are held across Australia in the Adelaide, Brisbane, Canberra, Hobart, Melbourne, Perth and Sydney. Events are open to members and non members.

DELIVERABLES

- Acknowledgement on the ASIAL website as a breakfast sponsor;
- Acknowledgement in all email communications related to the Breakfast Briefings – Including *First Alert* eNewsletters and state specific email invites;
- Acknowledgement on all Breakfast Briefing related social media posts;
- Inclusion of logo as part of the *Security Insider* magazine event calendar (subject to deadlines);
- Inclusion of sponsor logo in presentation slides;
- Verbal recognition of sponsor by ASIAL representative in address to attendees;
- Two complimentary registration to each of the sponsored Breakfast Briefings;
- Opportunity for a representative to provide a short presentation (5–6 minutes) at each Breakfast Briefing;
- Opportunity to display 1 x pull-up banner at each of the Breakfast Briefings;
- Opportunity to distribute marketing collateral and giveaways at each of the Breakfast Briefings.

PRICE

SOLD!

2024 Sponsors Guardhouse and Alarm.com

SOLD



Security Insider and Podcast Advertising

Published by the industry for the industry, Security Insider is a quarterly magazine for security professionals.

Issues are published:

Jan – March April – June July – September October – December

For the past 30 years, Security Insider magazine has been a trusted source of news and information for the industry. Through access to industry leaders and experts, Security Insider delivers timely and insightful articles that enable readers to stay abreast of important issues and developments.

With a combined print and digital distribution of over 10,000, Security Insider provides an effective means of reaching security professionals.

Full Colour Ads	Casual Price	2 Issues	4 Issues
Full page advert	\$2,410	\$1,928 per issue	\$1,566 per issue
Double page advert	\$3,728	\$2,982 per issue	\$2,423 per issue
Inside back cover / Inside front cover	\$2,995	\$2,396 per issue	\$1,946 per issue
Back Cover	\$3,200	\$2,560 per issue	\$2,080 per issue

**Please note all prices listed are exclusive of GST.*

Security Insider Podcasts

The ASIAL Security Insider Podcast Series helps engage and inform the wider security community and industry to help gain key insights on specific topics with guest speakers and discussions. Each month two new original podcasts are released that can be sponsored. Simply supply marketing messaging of up to 30 seconds that will be read at the start of the podcast. Plus your brand will be mentioned in the promotion of the podcast on relevant ASIAL touch points.

PRICE

\$4,500 + GST

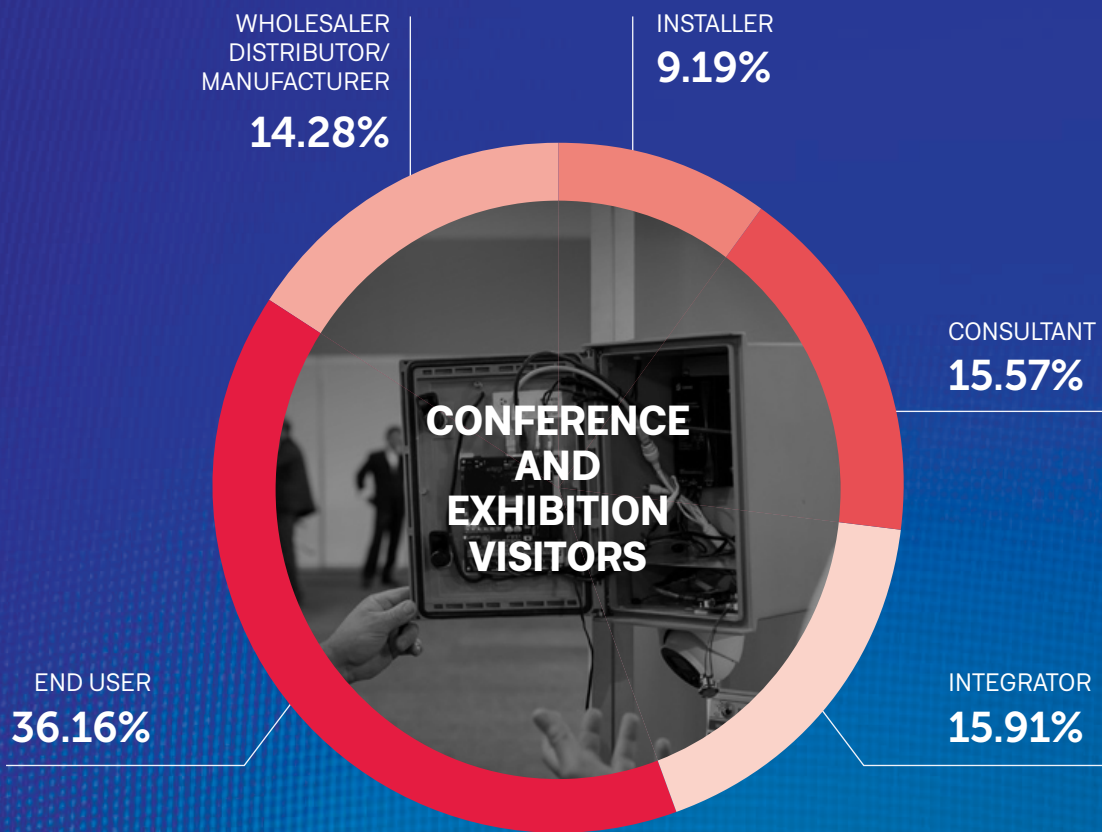
(per podcast)

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





ASIAL Conference (21–22 August 2024)

If you are looking to stand out from the crowd or create brand awareness with cut-through mediums, sponsoring the ASIAL Security Conference is a highly effective way. Delivering expert insight and analysis, the ASIAL Security Conference features a comprehensive program of over 20 speakers including renowned industry experts and international academics. Become a sponsor and reach attendees including leading local and international End Users, Consultants, Government representatives and more.

DELIVERABLES

CONFERENCE SPONSOR

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

PRICE

\$15,000 + GST

(Subject to availability)

CATERING SPONSOR

- Recognition as the catering sponsor of the Security ASIAL Conference on the Security website and onsite signage
- Branding in VIP Lounge and at Conference breaks
- Recognition on break slides at Conference
- Recognition on the Security and ASIAL websites and in delegate promotional campaign
- 2 x complimentary conference passes (full access)

PRICE

\$12,000 + GST

(Subject to availability)

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



ASIAL PRESENTS

AUSTRALIAN SECURITY INDUSTRY AWARDS 2024



Outstanding Security
Performance Awards



ASMF
Australian Security
Medals Foundation

BROUGHT TO YOU BY



ASIAL
AUSTRALIAN SECURITY INDUSTRY
ASSOCIATION LIMITED

SPONSORSHIP GUIDE 2024

Each year the Australian Security Industry Awards are given to the most outstanding organisations and individuals at a special awards dinner. There are many benefits of being an Awards Sponsor, as well as driving your brand, you position your company with quality and show you are committed to the private security industry.

#SECURITYAWARDS

SPONSORING FOR SUCCESS

The Australian Security Industry Awards are an excellent opportunity for successful brand awareness and audience reach. ASIAL offers a variety of options with exceptional deliverables for sponsors. Increase your visibility and exposure to attract business with the following sponsorship packages.





ASIAL AWARDS LEAD SPONSOR

Maximise your branding as the Lead ASIAL Awards sponsor

PRE-EVENT BENEFITS

- Acknowledgement as Lead Sponsor on ASIAL & OSPAs promotional materials for the awards including:
 - ASIAL's *Security Insider* Magazine;
 - ASIAL's First Alert and other e-Newsletters and OSPAs e-Newsletters;
 - Company logo and URL on ASIAL & OSPAs websites;
 - ASIAL social media platforms (Twitter, Facebook and LinkedIn) & OSPAs social media.

AT THE EVENT BENEFITS

- Eight complimentary tickets* to the dinner with priority seating;
- Branded banner at entrance to dinner venue (to be supplied by the sponsor);
- Acknowledgement on holding slides;
- Acknowledgement during ASIAL President's welcome address;
- Opportunity for a representative to present 2 minute sponsor's welcome address;
- Inclusion of logo on menu and event running order, which will be placed on each table;
- One complimentary Award Category sponsorship.

POST EVENT BENEFITS

- Acknowledgement in post event feature published on the ASIAL website;
- Sharing of this story in ASIAL's Member e-Newsletter;
- Sharing of this story on ASIAL's Facebook, Twitter and LinkedIn accounts;
- Acknowledgement in the post event feature published in *Security Insider* Magazine.





OSPAS AWARDS LEAD SPONSOR

Maximise your branding as the
Lead OSPAs Awards sponsor

PRE-EVENT BENEFITS

- Acknowledgement as Lead Sponsor on ASIAL & OSPAs promotional materials for the awards including:
 - ASIAL's *Security Insider* Magazine;
 - ASIAL's First Alert and other e-Newsletters and OSPAs e-Newsletters;
 - Company logo and URL on ASIAL & OSPAs websites;
 - ASIAL social media platforms (Twitter, Facebook and LinkedIn) & OSPAs social media.



AT THE EVENT BENEFITS

- Eight complimentary tickets* to the dinner with priority seating;
- Branded banner at entrance to dinner venue (to be supplied by the sponsor);
- Acknowledgement on holding slides;
- Acknowledgement during ASIAL President's welcome address;
- Opportunity for a representative to present 2 minute sponsor's welcome address;
- Inclusion of logo on menu and event running order, which will be placed on each table;
- One complimentary Award Category sponsorship.



POST EVENT BENEFITS

- Acknowledgement in post event feature published on the ASIAL website;
- Sharing of this story in ASIAL's Member e-Newsletter;
- Sharing of this story on ASIAL's Facebook, Twitter and LinkedIn accounts;
- Acknowledgement in the post event feature published in *Security Insider* Magazine.



PRICE

SOLD!

convergent®

AWARD CATEGORY SPONSOR

PRE-EVENT BENEFITS

- Acknowledgement as a category sponsor on the ASIAL website;
- Acknowledgement as a category sponsor through ASIAL's social media channels.

AT THE EVENT BENEFITS

- Acknowledgement on the night as a category sponsor;
- Opportunity to present an award on the night;
- One complimentary ticket to the awards dinner (additional tickets can be purchased, subject to availability).

POST EVENT BENEFITS:

- Acknowledgement in the post event feature published in *Security Insider Magazine*, on the ASIAL website and distributed through ASIAL's e-Newsletter and social media channels.

Price \$2,750 + GST per Award category

(Subject to availability)



Sponsor an Award Category and shine a spotlight on your company. The deliverables are substantial and give your organisation a wide industry reach and association with winners.



ASIAL Australian Security Industry Awards for Excellence

1. Electronic Security Installation Over \$500,000 **SOLD**
2. Electronic Security Installation Under \$500,000
3. Diversity and Inclusion **SOLD**
4. Individual Achievement – Protective Services **SOLD**
5. Individual Achievement – Technical Security **SOLD**
6. Integrated Security Solution Over \$500,000 **SOLD**
7. Integrated Security Solution Under \$500,000
8. Product of the Year – Access Control Systems **SOLD**
9. Product of the Year – Alarm Systems **UNDER CONTRACT**
10. Product of the Year – Video Surveillance Systems (CCTV IP SYSTEMS) **SOLD**
11. Product of the Year – Physical Security
12. Security Equipment Manufacturer/Distributor/Supplier
13. Unsung Hero – Electronics Security Sector **SOLD**
14. Unsung Hero – Protective Services Sector **SOLD**



Outstanding Security Performance Awards (OSPAs)

1. Outstanding Female Security Professional **SOLD**
2. Outstanding Guarding Company
3. Outstanding In-house Security Manager/Director
4. Outstanding Contract Security Manager/Director
5. Outstanding Security Consultant **SOLD**
6. Outstanding Security Partnership **UNDER CONTRACT**
7. Outstanding Security Team **SOLD**
8. Outstanding Training Initiative **UNDER CONTRACT**
9. Outstanding Young Security Professional **SOLD**

In the event that the judging panel at their discretion determine not to award a recipient in a category that is sponsored, the organisers reserve the right to allocate the sponsor with a different award category.

Category sponsorship availability is correct at publication.



Your 2024 MC - Lehmo

A multi-talented and highly experienced performer, Lehmo has worked on radio, television and the stage for over two decades. He is also one of Australia's most well-travelled comedians who has worked in all corners of the globe. Lehmo's live work has seen him headline at comedy clubs in the USA, UK, Ireland, South Africa, Singapore, Malaysia, Hong Kong and Thailand.

He also stars in the Logie-winning and critically acclaimed Working Dog TV production Utopia which airs on the ABC and Netflix.

ENTERTAINMENT SPONSOR

Showcase and acknowledge your company and receive great deliverables as the Australian Security Industry Awards exclusive Entertainment Sponsor.

PRE-EVENT BENEFITS

- Acknowledgement as a sponsor on promotional materials for the Awards including;
 - *Security Insider* Magazine;
 - ASIAL website;
 - ASIAL's social media platforms (Facebook, LinkedIn and Twitter);
 - First Alert e-Newsletter.



AT THE EVENT BENEFITS

- Two complimentary tickets to the awards dinner;
- Acknowledgement/branding on the dinner holding slides;
- Acknowledgement in the ASIAL President's welcome address;
- Branded centrepieces on each of the tables (centrepieces to be provided by the sponsor);
- Inclusion of your logo on the dinner menu as entertainment sponsor;
- Opportunity for a representative to present two Award Categories (categories to be determined closer to the event date).



POST EVENT BENEFITS:

- Acknowledgement in the post-event feature published in *Security Insider* Magazine and shared via ASIAL's social media platforms (Facebook, LinkedIn and Twitter);
- Complimentary full-page advert in *Security Insider* magazine (artwork to be provide by the sponsor).

Prce \$5,500 + GST

(Subject to availability)

UNDER CONTRACT





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AUSTRALIAN SECURITY INDUSTRY
ASSOCIATION LIMITED

2024 EVENTS SCHEDULE

Date	Day of week	Event	City	Venue
29 February	Thursday	TAS breakfast	Hobart	Rydges, North Hobart, Tasmania
6 March	Wednesday	QLD breakfast	Brisbane	Victoria Park, Herston
12 March	Tuesday	VIC breakfast	Melbourne	Savoy Hotel, Little Collins, Melbourne
13 March	Wednesday	NSW breakfast	Sydney	Pullman, Sydney Olympic Park
14 March	Thursday	ACT breakfast	Canberra	Ramada Diplomat, Griffith
20 March	Wednesday	SA breakfast	Adelaide	Rydges, South Park
21 March	Thursday	WA breakfast	Perth	DoubleTree by Hilton Perth, Northbridge
30 May	Thursday	QLD breakfast	Brisbane	Victoria Park, Herston
12 June	Wednesday	NSW breakfast	Sydney	Pullman, Sydney Olympic Park
19 June	Wednesday	VIC breakfast	Melbourne	Savoy Hotel, Little Collins, Melbourne
21-23 August		Security 2024 Exhibition, Conference and Gala Dinner	Sydney	ICC Sydney
5 September	Thursday	TAS breakfast	Hobart	Rydges, North Hobart, Tasmania
19 September	Thursday	SA breakfast	Adelaide	Rydges, South Park
20 September	Friday	WA breakfast	Perth	DoubleTree by Hilton Perth, Northbridge
25 September	Wednesday	ACT breakfast	Canberra	Ramada Diplomat, Griffith
24 Oct 2024	Thursday	Awards	Melbourne	Park Hyatt Melbourne
8 November	Friday	QLD Breakfast	Brisbane	Victoria Park, Herston
27 November	Wednesday	AGM / NSW breakfast	Sydney	Pullman, Sydney Olympic Park
4 December	Wednesday	VIC breakfast	Melbourne	Savoy Hotel, Little Collins, Melbourne

GUARDHOUSE



ALARM.COM

INTERESTED AND WANT TO FIND OUT MORE? GET IN TOUCH TODAY!

Contact our marketing team at
contactus@asial.com.au or via their emails below.
www.asial.com.au



Katie Ashford
Strategic Marketing Manager
katie@asial.com.au



Brenda Jackson
Marketing Officer
brenda@asial.com.au



Bill Koukounaris
Marketing Coordinator
bill@asial.com.au

WHO WE ARE

Established in 1969, the Australian Security Industry Association Ltd (ASIAL) is the peak national body for security professionals in Australia.

Our members account for approximately 85% of the security industry, ranging from small, medium through to large corporate entities, individual security professionals and major users of security services.

Membership of ASIAL is a 'mark of distinction' – a symbol of quality and professionalism.



ASIAL
AUSTRALIAN SECURITY INDUSTRY
ASSOCIATION LIMITED

THE PEAK BODY
FOR THE SECURITY
INDUSTRY

