



17-19 AUGUST 2022 | ICC SYDNEY

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[Branding/Sponsorship >](#)

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Grow your Brand Potential

at Australia's Leading Security Event

diversified
COMMUNICATIONS • AUSTRALIA

CO-LOCATED WITH

INTEGRATE



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Security Exhibition & Conference

RETURNS TO SYDNEY IN 2022

For over three decades the Security Exhibition & Conference has been the most established and respected trade event for the security industry in Australia. It brings together the full spectrum of manufacturers, distributors, security professionals and end users to connect and create profitable opportunities.

For three days, the security industry clears their calendar to be sure they are present at this not-to-be-missed event of the year. Over 6,000 visitors and exhibitors converge to source, negotiate, network and learn in the most captive business environment surrounded by the region's best showcase of innovative products and solutions.



+12%
5,754
TOTAL VISITOR ATTENDANCE

6,193
TOTAL UNIQUE ATTENDANCE
(including exhibitors, speakers & media)

8.9%
INCREASE IN UNIQUE ATTENDANCE
from previous Sydney show

"The Security Expo & Conference is the premier networking opportunity for the security industry in Oceania."

KAI KING WONG, AXIS COMMUNICATIONS

Get Involved

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Converging Industries

Two Events in One >



Two Events in One

Recent global challenges have sped up the integration of the security and AV industries. In response, 2022 will see two of Australia's leading technology events co-located - Integrate and The Security Exhibition & Conference.

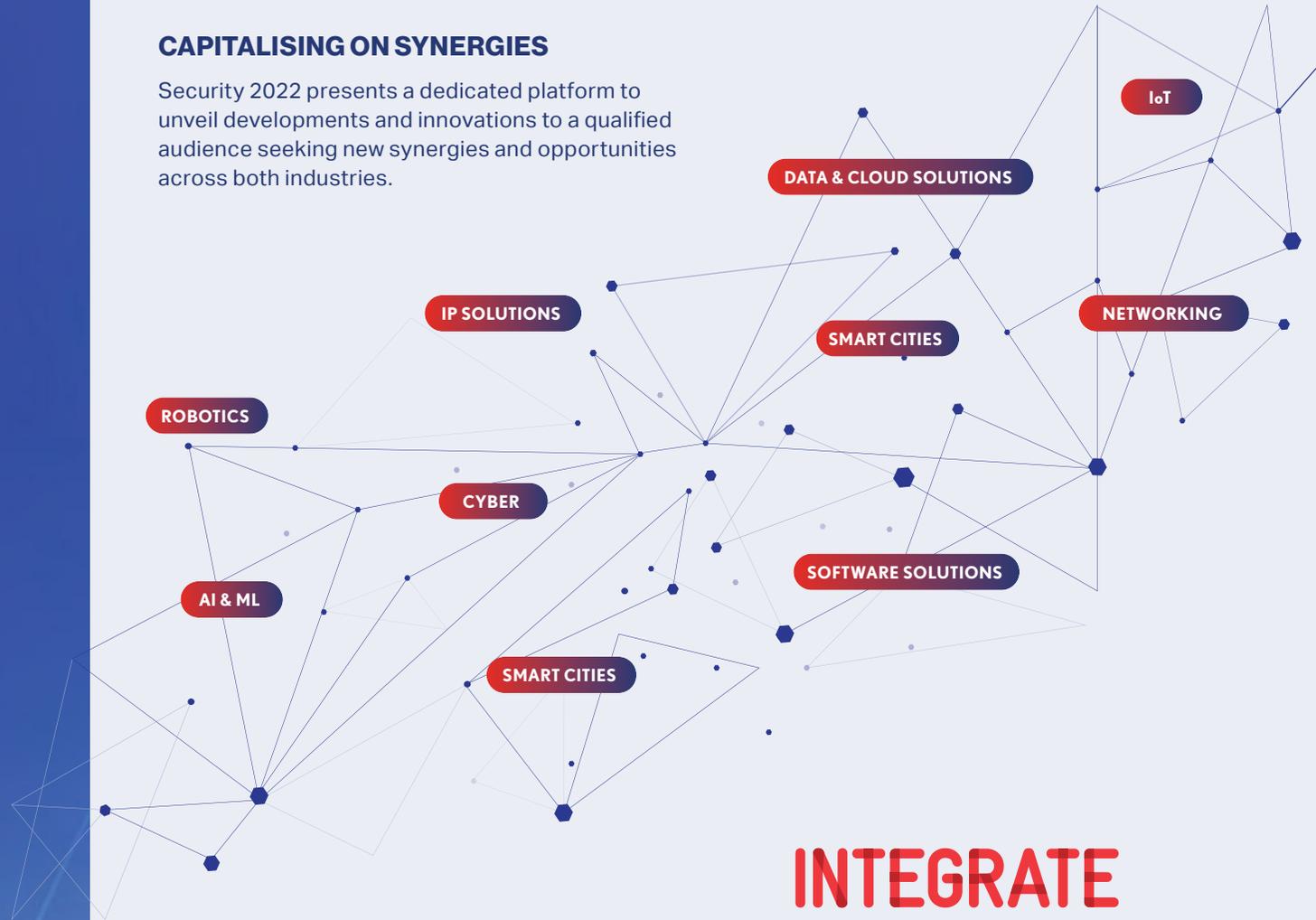
EXTEND YOUR REACH

With the increasing demand for smart solutions across both physical security and integration, the co-location of these two premier events for the Security and AV industries is a natural fit, broadening your reach to a much wider market. Many of our visitors increasingly seek solutions across both security and integration elements, and suppliers continue to meet the rising demand for Artificial Intelligence and smart technologies. Reach a larger, stronger community of visitors:

- End Users
- Consultants
- Core AV
- Security Installers
- Integrators

CAPITALISING ON SYNERGIES

Security 2022 presents a dedicated platform to unveil developments and innovations to a qualified audience seeking new synergies and opportunities across both industries.



Integrate has been Australia's leading event for Pro & Commercial Audio Visual and interactive technologies for over a decade. This annual event not only showcases the latest in AV products and solutions, but provides a launch pad for global brands to test innovative AV technologies to a qualified and buyer market, looking for the ultimate in immersive experiences.

INTEGRATE

6,500+ Visiting professionals

1,000+ Exhibiting brands

40% End user attendance



Onsite Audience

The entire purchasing supply chain uses the Security Exhibition & Conference as their annual opportunity to get up to date with technologies, stay ahead of the game, and source the products they will specify for the year.

The exclusive Security ASIAL Conference held alongside the exhibition is also attended by leading local and international end users, consultants, government representatives and more from across the security landscape.

Lead Industry Partner



EXTEND YOUR REACH

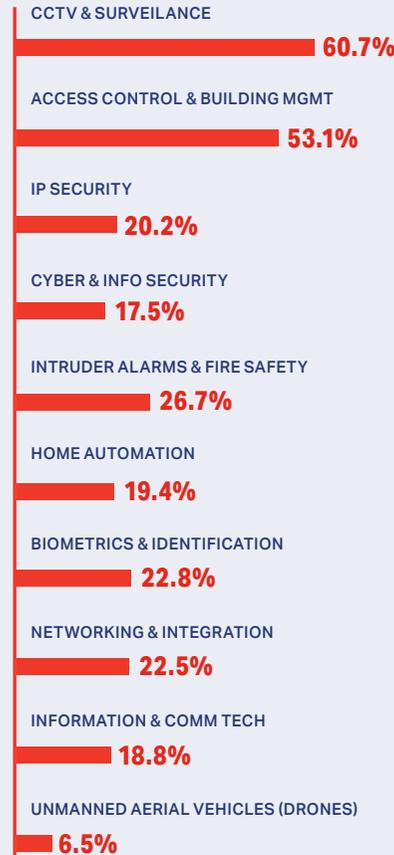
Plus, extend your reach through the co-location of Security & Integrate; take advantage of the increasingly converging industries and market to the growing community of professionals seeking the latest products and solutions across both physical security, AV and integration

INTEGRATE & SECURITY JOB FUNCTIONS

- End User/Corporate
- Security Management
- Installer
- Consultant
- Integrator
- Operations Manager
- Live Events
- Manufacturer
- Distributor
- Public Servant
- Core AV

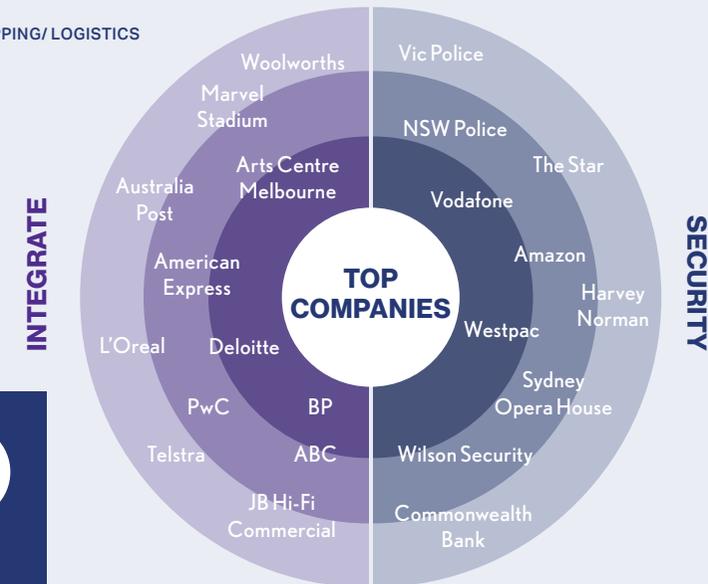
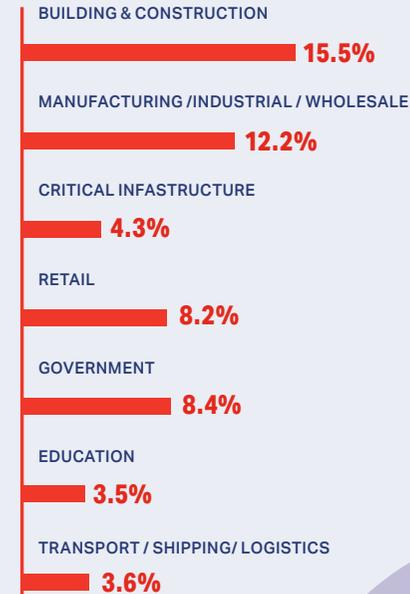
SECURITY VISITORS

TOP PRODUCT INTEREST



SECURITY VISITORS

TOP INDUSTRY SECTORS



Reach this onsite audience >



Online Audience

Over the past three decades, Security has built a qualified readership audience of key decision-makers from across the Asia Pacific region. Security connects our audience to new markets via communications channels including the Security Focus regular touchpoint, website and new customised digital opportunities.

From security managers and integrators, to installers, key manufacturers and distributors, Security is where the community converges.

19,000+
SECURITY FOCUS
SUBSCRIBERS
(including national & international)

246,000+
WEBSITE VIEWS
PER YEAR

45,000+
WEB USERS PER YEAR

69,000+
WEB SESSIONS PER YEAR

3,900+
SOCIAL MEDIA COMMUNITY

10,700+
GOOGLE CLICKS



SECURITYEXPO.COM.AU

Our Audience spans the following sectors:



Banking/Finance



Healthcare



Entertainment/
Hospitality



Building &
Construction



Critical Infrastructure



Education



Government



Retail



Transport/Shipping/
Logistics



Manufacturing/
Industrial/Wholesale



Product Interests

- IP Security
- Unmanned Aerial Vehicles (Drones)
- Networking & Integration
- Locks, Safes & Hardware
- Intruder Alarms & Fire Safety

Reach this online audience >



- Information & Communication Tech
- Home Automation
- Cyber & Information Security
- Clothing, Equipment & Personnel
- CCTV & Surveillance
- Biometrics & Identification
- Barriers, Bollards & Perimeter Protection
- Monitoring & Control Room Equipment & Services
- Access Control & Building Management



Grow Your Business

And Secure Prime Leads With Us

The Security Exhibition & Conference is the the best annual opportunity for you to generate leads, enrich existing client relationships and discover new business opportunities.

Security brings together Australia's largest gathering of industry professionals, looking for products and solutions to tackle their challenges and improve their security function. This event offers you the chance to put your brand front and centre with security's most powerful influencers.

WHAT OUR EXHIBITORS THINK

96% were satisfied with the Security Exhibition

91% consider the security exhibition important for their business

96% were satisfied with the quality of visitors to their stands

REASONS TO EXHIBIT



Increase Brand Awareness

As a year-round industry hub and Australia's main stage for the latest products and solutions, Security offers you a uniquely effective platform to promote your products and services. Position your brands in front of the people who matter.



Generate New Sales leads

Security is the opportunity for your business to generate leads over three high yield days and showcase your products to influential industry buyers.



Maintain Industry Presence

Security is Australia's most comprehensive marketplace for industry professionals, consultants and decision makers, all looking to discover products and solutions for their next projects. Launch new innovations, enrich your existing relationships and keep a step ahead of your competitors.



Extend Your Reach into Converging Industries

The co-location of Security and Integrate is set to significantly enhance Australia's leading AV and Integration and Security events, becoming the only exhibition in Australia to service both industries. Reach a broader community of end users, consultants, core AV and security installers and integrators who are interested in these solutions that sit across both industries.



Exhibit in 2022

Exhibiting is just one way to be involved with the Security Exhibition & Conference. You can amplify your exposure with bespoke sponsorship & promotional opportunities that will enhance your engagement with Australia's security industry.

From pre-show promotion to onsite activations, our team can work with you to tailor an experience that meets your specific brand objectives.

EXHIBITING OPTIONS

Stand Options	2022 Price
Space Only	\$545 per sqm
Space & Shell Scheme	\$610 per sqm
Corner Exposure	\$100 per exposed corner
Marketing Package	\$550
PLI	\$40

Extend Your Marketing Reach

With a host of year-round communications, partner events and online channels, the Security Exhibition & Conference is an industry content hub year-round. Our exhibitors receive more than just a stand presence once a year; our integrated marketing campaign delivers a constant channel to reach Australia's security community. From promotion and branding opportunities on our website engagement through our social channels or sharing content, Security is an important part of your marketing mix.



Lead Industry Partner



Registration Sponsor



Silver Sponsors



Educational Product Spotlight Sponsor



Media Partners



Peace of mind guarantee

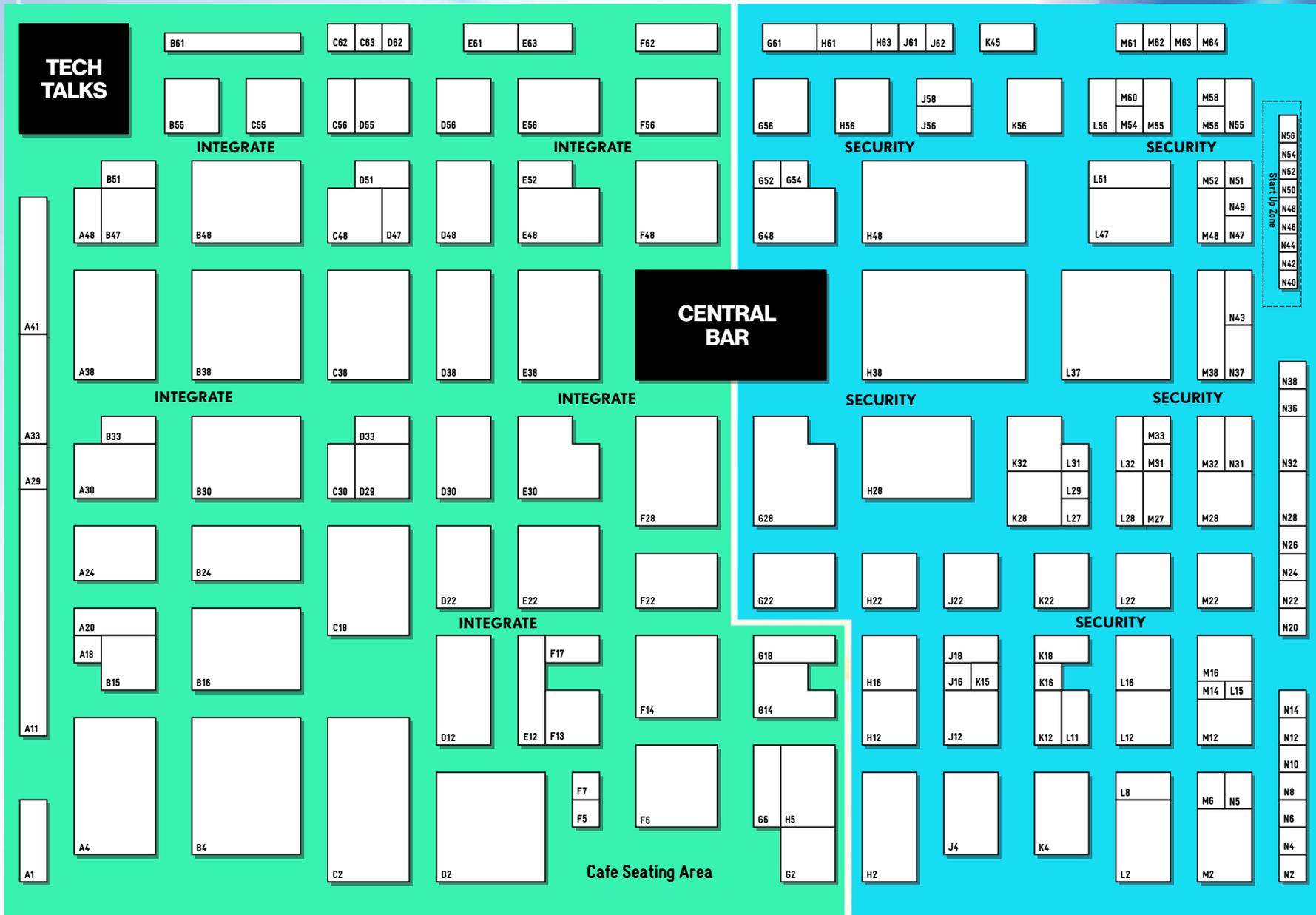
We're committed to doing right by you and while we are always working towards a COVIDSafe event, we understand how things can change quickly.

If it turns out the event in 2022 is cancelled, we will offer a transfer of your booking to another show, or a full refund of all payments made. Refer to T&Cs in your stand contract.





Floorplan



Entrance
INTEGRATE

Entrance
SECURITY

Get the most up to date floorplan >



Branding Opportunities

Increase Your Brand Exposure at the leading Australian Security and AV events in 2022.

From Headline Sponsorships to capture maximum brand exposure across both shows, education alignments to increase your presence as an industry thought leader and unique and bespoke packages tailored to fit your business needs, discover the opportunities available for your brand at Security 2022.

JUMP TO

[Headline Sponsorship >](#)

[Onsite Sponsorship >](#)

[Digital Opportunities >](#)



5,700+
VISITING PROFESSIONALS



6,500+
VISITING PROFESSIONALS

INTEGRATE

WHY BE A SPONSOR?

BUILD BRAND AWARENESS IN A DIFFICULT TO REACH TARGET MARKET

GAIN ACCESS TO A DIVERSE RANGE OF CONTACTS THROUGH THE SECURITY & AV NETWORK

RECONNECT YOUR BRAND WITH THE INDUSTRY FOR THE FIRST TIME IN OVER 2 YEARS

GAIN CREDIBILITY THROUGH ASSOCIATION WITH PREMIER EVENTS FOR THE AV & SECURITY INDUSTRIES

HELP LAUNCH PRODUCTS OR SERVICES THROUGH A TARGETED TRADE MARKETING CAMPAIGN



HEADLINE SPONSORSHIPS

Headline Sponsor

This exclusive sponsorship across both Integrate and Security offers ultimate brand association and maximum exposure. Your brand will be front and centre with high visibility across major promotions and the main entrances of the exhibition, where all attendees arrive and leave from.



What's included?

Branding:

- Company logo / acknowledgement in all relevant Integrate & Security digital promotion (email, website, social media etc.)
- Company logo / acknowledgement highlighted on all promotional Integrate & Security floorplans
- Company logo / profile featured and linked on the sponsor section of the Integrate & Security websites
- 2 x blog posts on the Integrate & Security websites (content to be provided by sponsor)
- Feature article inclusion in 1 x Integrate campaign email and 1 x Security campaign email
- 2 x social media posts pre-show on Integrate & Security channels

At Event:

- Company logo / acknowledgment as the Headline Sponsor on the Sponsors & Partners page on the official event app
- Company logo / acknowledgement on Integrate and Security Exhibition Entrance Feature signage
- Company logo / acknowledgment on official Integrate & Security floor plan signage
- Company logo / acknowledgement on directional Integrate & Security signage throughout the venue foyer
- Opportunity to have a separate sponsor branded build near the Exhibition entrance

Post Event (Up To 2-Months):

- Company logo and profile featured and linked on the sponsor section of the Integrate & Security websites
- Company logo / acknowledgment in all relevant Integrate & Security print activity
- Company logo and acknowledgement in all relevant Integrate & Security digital activity (email, website, social media etc.)
- 2 x social media posts on Integrate & Security channels
- Additional: Access to the Integrate & Security pre-registered visitor database via an opt-in option during registration. (subject to visitor opting-in).

\$34,500
+GST



HEADLINE SPONSORSHIPS

Gold Sponsor

1 sponsorship available for Security, the Gold package offers corporate branding rights on:

What's included?

- Your logo and link on the Security website
- Your logo on the Security exhibition entrance feature
- Your logo included in Security trade magazine advertisements
- Your logo and link in Security electronic direct mail campaigns
- Advertisement in event app
- Your logo on conference collateral and signage
- Opportunity to host a workshop or presentation at the show
- Premium leaderboard ad banner on Security website for 3 months
- 1 x blog post on Industry News page on Security website
- 4 x social media posts on Security channel of choice in the lead up to the event



\$18,000
+GST

Silver Sponsor

1 sponsorship available for Security, the Silver package offers corporate branding rights on:

What's included?

- Your logo and link on the Security website
- Your logo on the Security exhibition entrance feature
- Advertisement in show app
- Your logo on conference collateral and signage
- 1 x blog post on Industry News page on Security website
- 2 x social media posts on Security channel of choice in the lead up to the event



\$10,000
+GST



HEADLINE SPONSORSHIPS

Registration Sponsor



\$10,000
+GST

Exclusive across both Integrate and Security. The Registration Sponsorship offers intimate brand association with both brands. Your brand is seen by all visitors as they register online and as they enter the event onsite.

What's included?

Branding Pre-Event:

- Exclusivity as the registration sponsor for both Integrate and Security
- Company logo included on the online registration page
- Company logo featured on e-badge
- Company logo and hyperlink on the sponsor section of the Integrate and Security websites
- Company profile featured on the Integrate and Security websites
- Company name highlighted on the registration area on promotional floor plans

Branding Onsite:

- Company logo included on the front of the Registration Desks
- Company branding and messaging on the large front panel of the main registration desk
- Company logo included at registration entry desk, registration pods and entry directional signage
- Company logo included on the 'Sponsors and Partners' board at the main entrance to the event

Lanyard Sponsor



\$15,000
+GST

Exclusive across both Integrate and Security. Lanyards are worn by every visitor, delegate and exhibitor at the show as their identification to enter the event. This high visibility opportunity features your company logo on each lanyard maximising your brand impact at the event.

What's included?

Branding Pre-Event:

- Exclusivity as the lanyard sponsor across both Integrate and Security
- Company logo included on all lanyards
- Opportunity to select the colour of the lanyard (subject to colours available)
- Company logo and hyperlink on the sponsor section of the Integrate and Security websites

- Company profile featured on the Integrate and Security websites
- Company logo included on the 'Sponsors and Partners' board at the main entrance to the show
- Company to retain ownership of any unused lanyards for future use



ONSITE SPONSORSHIPS

Networking Drinks Sponsor

This event will be co-sponsored. To be held at the end of the first day of the exhibition and conference. The Networking Drinks is a unique opportunity for exhibitors across both Security and Integrate to connect after the first day of the exhibition. This is the first time exhibitors from each respective show will be able to mingle together as one. Tickets to this event are complimentary to exhibitors.



What's included?

Branding:

- Company logo/acknowledgment in all relevant Networking Drinks digital promotion
- Company logo/profile featured and linked on the sponsor and partners page on the Integrate and Security websites and event app
- 2 x social media posts pre-show on channel of choice

At Event:

- Company logo/acknowledgment at the exhibition entrance digital signage
- Company logo/branding at the Networking Drinks large LED signage
- Opportunity for additional branding within the event space (pull-up banners, etc) to be approved by Diversified, at the sponsors own cost
- 10 x FOC tickets for use by your company



\$10,000 EA
+GST

Limited to two sponsors



ONSITE SPONSORSHIPS

Central Bar Sponsor

Co-sponsorship opportunity. The Central Bar is the core of the show and occupies the most prominent position on the floor plan, accessible from all corners of the exhibition. This high traffic feature offers significant exposure for your brand and association with a hub of activity. The bar is the main meeting point for visitors and exhibitors offering hot food, drinks and entertainment throughout the show.



What's included?

Branding:

- Co-sponsorship and co-naming rights of the Central Bar
- 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 and Integrate websites
- Company logo / acknowledgement highlighted on the Central Bar as 'Co-Sponsored by' on promotional floorplans
- 1 x editorial piece and company logo included in 1 x email (sponsor to choose either Security or Integrate, content and artwork to be provided by sponsor)
- 3 x social media posts pre-show
- Central bar feature in an existing campaign eDM with your branding and logo featured

At Event:

- Company logo highlighted on the Central Bar as 'Co-Sponsored by' on all promotional floorplans
- Company logo / acknowledgment on the Sponsors & Partners page on the official Security Exhibition and Integrate app
- Company logo / acknowledgement on Exhibition Entrance Feature signage
- 2 x social media posts during show
- Opportunity to contribute video content to the Central Bar screen installation/feature (content to be approved by Diversified)



Limited to two sponsors



ONSITE SPONSORSHIPS

Security ASIAL Conference Sponsor

Delivering three days of expert insight and analysis, the Security ASIAL Conference features a comprehensive program of 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.



What's included?

- Recognition as a sponsor of the Security ASIAL Conference on the Security website, online promotional material and onsite signage
- Company logo and link on sponsors page of the Security website
- Speaking slot in the conference (as part of panel or keynote presentation)
- Company profile featured on Security website
- Feature leaderboard banner in one selected eDM in the lead up to the event
- Logo inclusion on show website, in attendee marketing promotions related to the education series and onsite signage
- 4 x complimentary conference passes (full access)



POA



ONSITE SPONSORSHIPS

Security ASIAL Conference Catering Sponsor

Delivering three days of expert insight and analysis, the Security ASIAL Conference features a comprehensive program of speakers including renowned industry experts and international academics.



What's included?

Sponsorship of the Security ASIAL Conference Catering puts your business front of mind with our most valuable visiting audience of End Users, Consultants, Government representatives and more.

Your brand will have consistent alignment with the only conference program curated by the industry's lead association.

Your branding will be featured:

- At the VIP Lounge for a fully catered lunch on day one
- At conference breaks adjacent to the session rooms
- Via lunch vouchers for days two and three
- On intermittent conference slides.
- On the Security and ASIAL websites
- In any delegate promotional campaign



\$9,500
+GST

For all 3 days



ONSITE SPONSORSHIPS

Gala Dinner

The Security Gala Dinner is the annual opportunity for the industry to unite, recognise and celebrate the achievements from the year. To be held on the second evening of the Security Exhibition, the dinner brings together 500 security professionals and their clients from across the country.



Major 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.

What's included?

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
- 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 on your table for each sponsor guest

\$22,500

+GST



ONSITE SPONSORSHIPS

Gala Dinner

Continued



Entertainment Sponsor

\$9,500

+GST

What's included?

Branding:

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

New Product Award Sponsor

\$7,500

+GST

Presented at the Gala Dinner, the annual New Product Awards celebrate innovation and excellence in the Australian security industry. Align your brand with cutting edge technology and maximise your brand exposure. As new products are the primary reason visitors attend the Security Exhibition, the awards are heavily promoted both before, during and after the event.

What's included?

Branding:

- 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
- Sponsorship recognition in all mentions of the awards
- 2 x social media posts pre-show

At Event:

- Company logo / acknowledgement on Exhibition Entrance Feature signage
- Opportunity to address dinner attendees and present the New Product Awards
- 2 x seats for use by your company



ONSITE SPONSORSHIPS

More Branding Opportunities

Highlights Video Sponsor

As the sponsor of the official visitor and exhibitor highlights videos for either Security or Integrate, your investment will last long after doors close. The videos are distributed by email to the entire visitor and exhibitor database as well as social media channels.



Branding Inclusions Pre-Event:

- Exclusivity as the highlights video sponsor
- Company logo on the opening and closing slide of the event highlight reel. Listed as 'Video brought to you by [Company Logo]'
- Company included once in the highlights video – either a spokesperson comment, shot of the stand or a shot of a product including brand
- Video distributed by email to entire visitor and exhibitor database
- Brand exposure via YouTube/Vimeo channels
- Company logo and hyperlink on the sponsor section of either the Security or Integrate website
- Company profile featured on the Security website
- Company logo included on the 'Sponsors and Partners' board at the main entrance to the show

\$7,500

+GST

x2 available

App Sponsor

Exclusive across both Integrate and Security. This year we're partnering with our Registration supplier, EventsAir, to produce an app that combines the traditional visitor app with the lead scanning functions of the exhibitor app. This means that the Official App, will become a significantly more powerful tool for all event attendees.



In addition, with only digital listing of exhibitors available onsite this year, via the website, app and signage, the app will be one of the core places for visitors to locate and view exhibitor products and profiles.

Sponsorship of the Official App includes:

- Branding on the app splashscreen
- Sponsor banners on internal pages of the app
- Listing as app sponsor on official event websites, app and digital signage.

\$7,000

+GST



ONSITE SPONSORSHIPS

More Branding Opportunities

Be Seen First Package

Put your company front of mind with the influential buyers that attend the Security Exhibition before they even get to your stand. This enhanced marketing opportunity sees your brand stand out from competitors, providing you with additional exposure.

What's included?

- Company logo & stand location enlarged & highlighted on the Exhibition entrance floorplan signage
- Company logo & stand location enlarged and highlighted on the Exhibition floorplan available on the official app
- Company logo & stand location enlarged & highlighted on the Exhibition floorplan directional carpet decals – 3 across the exhibition floor
- 1 x push notification from the official Security Event App – content to be supplied by sponsor, approved by Diversified

\$2,000

+GST

2 available for Integrate

Onsite Digital Signage Package

Located in various locations around the exhibition floor, free standing digital screens capture the attention of key decision makers while they are in a purchasing frame of mind, ensuring multiple points of exposure for your specific messaging.

What's included?

- Rotating 2 minute video advert on 3 digital screens across the exhibition
- Content to be supplied by you subject to approval by Diversified
- Potential to be seen 1,800 + times during the 3 day event

\$750

+GST

5 available for Integrate

Sanitising Stations

Your company branding on 4x sanitising stations placed across various locations on the exhibition floor.

\$7,500

+GST

x2 available

Charge Bar Stations

Company logo / profile featured and linked on the sponsor section of the Security and Integrate websites. Thanks to 'Company logo' featured on the front & back of an upright charge station – strategically positioned on the show floor

\$7,500

+GST

x2 available

Meeting Room & Demo Hire

On Application

Hire a meeting room to conduct business in. Speak to a team member about setting it up.



Digital Opportunities

CONNECT WITH THE INDUSTRY YEAR ROUND

Our in-house marketing team utilise multiple channels to reach a targeted audience of security professionals. We engage with the industry throughout the year through a sophisticated, integrated campaign.

From product promotion opportunities on our website, engagement through our social channels or sharing content via our email campaigns, make Security part of your marketing mix.

ACTIVE SOCIAL CAMPAIGNS VIA:



Website Opportunities >

Content Opportunities >

eDM Advertising >

Learn more about our online audience >





Website Opportunities

BANNER ADVERTISING

Security's digital platforms offer year-round engagement. Our website alone receives over 240,000 views each year.

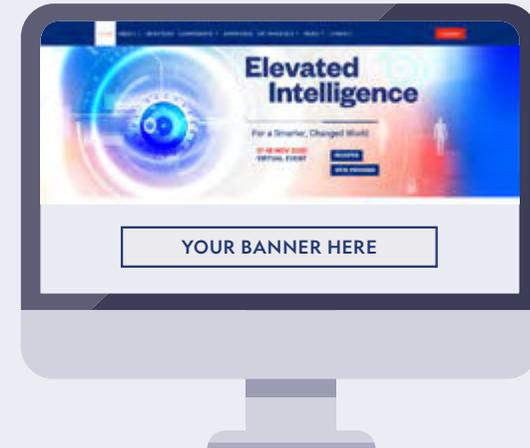
Cut through the noise - take advantage of this premium exposure to your target market while they are online more than ever before.

Premium Leaderboard

For premium exposure, this leaderboard offers branding on the top visited pages of the Security website.

Your banner will appear as 1 of up to 3 banners prominently displayed on the home page as well as various inner pages.

\$2,500 + GST

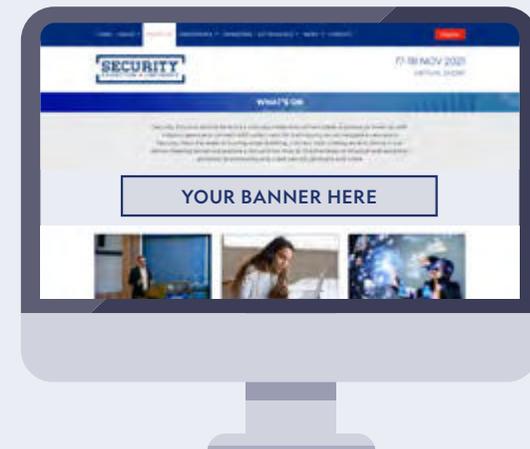


Standard Leaderboard

For prominent exposure, this leaderboard offers branding on the top visited pages of the Security website, with the exception of the home page.

Your banner will appear as 1 of up to 3 banners prominently displayed on various inner pages, including the Industry News section.

\$2,000 + GST



[More Website Opportunities >](#)



All content to be provided by client



Website Opportunities

FEATURED ADVERTISING

Security's digital platforms offer year-round engagement. Our website alone receives over 240,000 views each year.

Cut through the noise - take advantage of this premium exposure to your target market while they are online more than ever before.

Featured Exhibitor

Have your exhibitor profile pinned at the top of the exhibitor directory page on our website during the exhibition campaign, while the exhibitor directory is live (3 months), ensuring your company is the first visitors will see when browsing the page. Maximum 3 Featured Exhibitors at one time.

\$500 + GST



Featured Product

Maximise your exposure by featuring one of the products you will be showcasing at the expo exhibition product directory is live (3 months), where it will be pinned and highlighted at the top of the directory page. Maximum 3 Featured Products at one time.

\$500 + GST



All content to be provided by client



Content Opportunities

BANNER ADVERTISING

The Security eDM presents the latest industry insights, unique editorial, partner and association announcements and industry product highlights.

Delivered directly to 14,000+ industry professionals around Australasia and beyond, it is a proven industry source of quality security news.



Premium Leaderboard

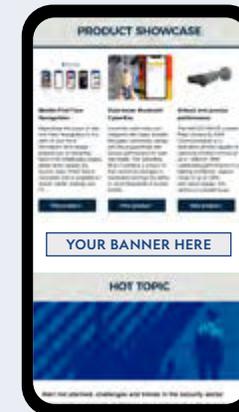
Your artwork will be the first leaderboard banner advertisement in one selected eDM blast, linking to your provided URL.

\$2,500 + GST

Standard Leaderboard

Your artwork will be the second leaderboard banner advertisement in one selected eDM blast, linking to your provided URL.

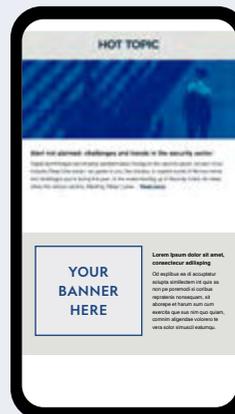
\$2,000 + GST



MREC Advert

Your artwork will be the first MREC banner advertisement in one selected eDM blast, linking to your provided URL.

\$1,900 + GST



[More Content Opportunities >](#)



All content to be provided by client



Content Advertising



Featured Product Highlight

Your product (new or existing) will feature as 1 of 3 products highlighted in a selected eDM blast, linking to further detail hosted as Industry News on Security's website, including a URL of your choice.

\$1,000 + GST
(limited per issue)



Sponsored Article (Editorial or Advertorial) No image in eDM

Your content piece will be featured as a sponsored article in one selected eDM blast.

This sponsorship features an article teaser, linking through to the full content hosted as Industry News on Security's website, including a URL of your choice.

\$1,300 + GST
(limited per issue)



Sponsored Article (Editorial or Advertorial) Inc. image in eDM

Your content piece will be featured as a sponsored article in one selected eDM blast.

This sponsorship features an article teaser with an image of your choosing, linking to the full content hosted as Industry News on Security's website, including a URL of your choice.

\$1,500 + GST
(limited per issue)



Industry Update Feature

Industry Update Feature Your product (new or existing) or your company update (press release, announcement etc.) will be featured as 1 of 3 highlights in the Industry Updates section in one selected eDM blast, linking through to further detail hosted as Industry News on Security's website - the article on the website will be attributed to you and can link through to a URL of your choice. All content to be provided by client.

\$750 + GST



Trending Article Spot

Upgrade from Industry Update Feature or Sponsored Article Spot - Pin your article to the top of the Security Industry News Page for maximum exposure.

\$500 + GST
(lasts for 1 month, 1 available per month)



SOLUS eDM

Solus emails are a great way to expand your marketing reach outside your own list and connect with our highly qualified, highly engaged security audience.

Send your message without interruption to the Security reader database via a solus eDM blast, with your branding included.

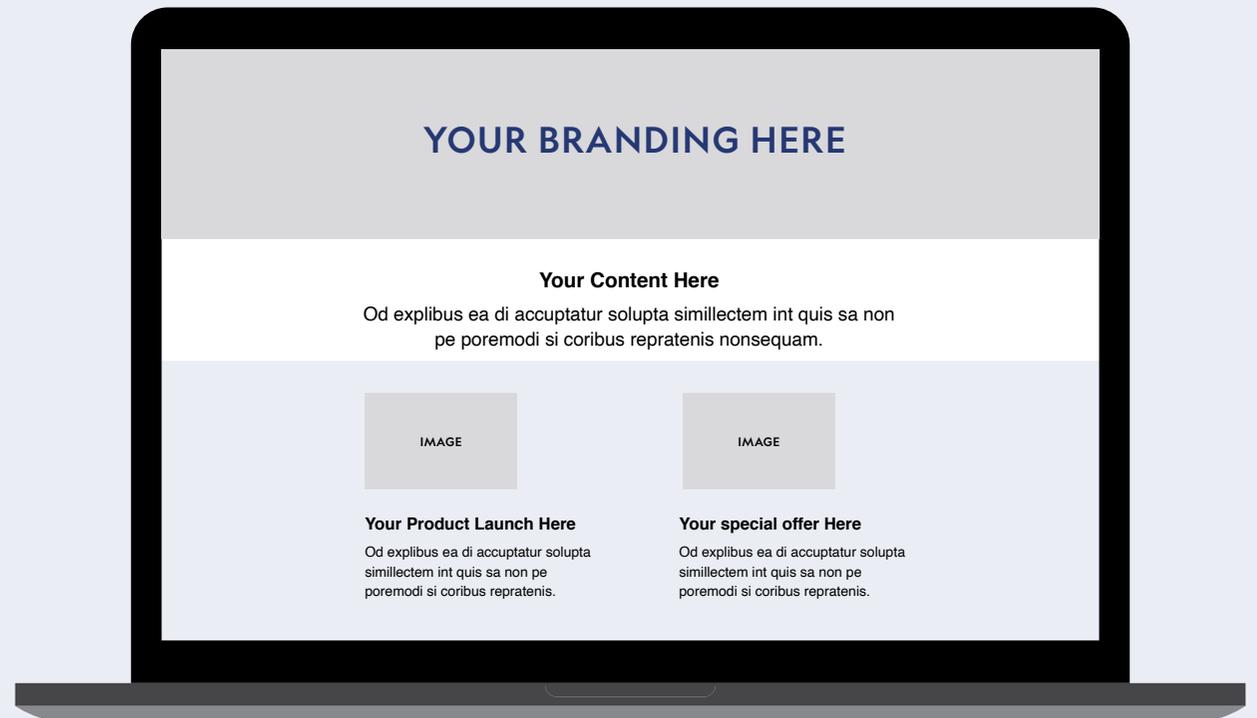
BESPOKE AUDIENCES

This opportunity includes the option to segment and send to specific audiences based on your brand's needs, including specific product verticals, job titles or geographical locations.

Suggested topics to promote via solus eDMs include:

- Product Launches
- Special Deals
- Content Pieces
- Topical Advertorial
- Promote your online event or training

\$5,000 - \$7,500 + GST





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