SECURITY
EXHIBITION + CONFERENCE

in partnership with

ASIAL
AUSTRALIAN SECURITY INDUSTRY
ASSOCIATION LIMITED

21-23 AUGUST 2024 | ICC SYDNEY

PARTNERSHIP
OPPORTUNITIES

Increase your brand exposure at the leading Australian Security event

ORGANISED BY

diversified
COMMUNICATIONS ● AUSTRALIA

CO-LOCATED WITH

INTEGRATE

WHY SPONSOR?

Whether you are looking to stand out from the crowd, align your brand with industry leaders or simply trying to create brand awareness – Security sponsorship opportunities provide multiple platforms to cut through the noise.

LEAD GENERATION
85% of our exhibitors in 2023 were satisfied with the quantity of visitors. Boost your profile across a variety of our channels onsite and online, ensuring our targeted audience are more likely to help you achieve your business objectives.

BUILD BRAND AWARENESS
Maximise your marketing reach and be seen amongst 5000+ security professionals. There is no better platform to grab the attention and make an impact on key decision makers in the industry – all under one roof.

LAUNCH PRODUCTS & SERVICES
78% of our visitors said their main reason to attend Security was to find new products and innovations. In a constantly evolving industry, ensure our visitors know about your latest solutions for security professionals.

THOUGHT LEADERSHIP
Cement yourself as an industry thought leader and help the industry keep our communities safe. Showcase your insights and expert knowledge through our conference and seminars.

CREDIBILITY
Security is Australia's most comprehensive marketplace for security professionals. Associate your brand with the premier event for the nation's industry, plus be seen among leading associations in Security's network.

DELIVERING ROI
Don't just take it from us, 94% of exhibitors in 2023 were satisfied with the quality of visitors, and 97% consider Security important for their business

SPONSORSHIP PACKAGES

Opportunity	Brand Awareness	Lead Generation	Thought Leadership	Exclusive	Price	
Headline Sponsor	✔	✔	✔	✔	$40,000.00	SOLD
Gold Sponsor	✔	✔		✔	$18,000.00	
Silver Sponsor	✔	✔		✔	$10,000.00	
Registration Sponsor	✔			✔	$20,000.00	SOLD
Central Networking Bar	✔	✔			$15,000.00	SOLD
Security ASIAL Conference Sponsor		✔	✔	✔	$15,000.00	
Security ASIAL Conference Catering		✔	✔	✔	$12,000.00	
Sponsor Gala Dinner Major Sponsor	✔	✔		✔	$24,000.00	SOLD
Gala Dinner Entertainment Sponsor	✔	✔		✔	$10,000.00	
Gala Dinner Awards Sponsor	✔	✔		✔	$8,000.00	
Lanyard Sponsor	✔			✔	$20,000.00	
Be Seen First Package		✔			$2,150.00	
Insights Bundle Digital Package			✔		$7,110.00	
Product Launch Digital Package		✔			$6,200.00	
Digital Signage Spotlight	✔				$1,000.00	
Spotlight Bundle Digital Package	✔				$6,000.00	
Event Awareness Bundle Digital Package	✔	✔			$9,200.00	

PREMIUM PACKAGE

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.

SOLD

$40,000
+GST

INCLUSIONS:

Branding:

• Company logo / acknowledgement in all relevant Integrate & Security digital promotion (email, website, social media etc.)

• Company logo / acknowledgement on all promotional print activity for Integrate & Security

• 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

• 2x 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

• 4x social media posts pre-show on Integrate & Security channels

• 1x Banner advert in event app

• Premium leaderboard ad banner on Integrate and Security website for 3 months

• 1x Feature leaderboard banner in one selected eDM in the lead up to the event

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

• Opportunity to have a separate sponsor branded build near the Exhibition entrance

• **Additional:** Access to the Integrate & Security pre-registered visitor database via an opt-in option during registration. (Subject to visitor opting-in).

PREMIUM PACKAGE

REGISTRATION
SPONSOR

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.

INCLUSIONS:

Branding:

• 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 planst

At Event:

• Company logo included on signage of Registration Area

• Company branding and messaging at 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

SOLD

$20,000
+GST

PREMIUM PACKAGE

GOLD SPONSOR

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

PREMIUM PACKAGE

SILVER SPONSOR

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

INCLUSIONS:

• Your logo and link on the Security website

• Your logo on the Security exhibition entrance feature

• Your logo included in Security print promotional activity

• Your logo and link in Security email campaigns

• 1 x Banner advert in event app

• Opportunity to host a workshop or presentation at the show

• Standard leaderboard ad banner on Security website for 3 months

• 1 x blog post on Industry News page on Security website

• 2x social media posts on Security channel of choice in the lead up to the event

INCLUSIONS:

• Your logo and link on the Security website

• Your logo on the Security exhibition entrance feature

• 1 x Banner advert in event app

• 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

$20,000
+GST

SECURITY ASIAL
CONFERENCE
SPONSOR

Delivering 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.

IN PARTNERSHIP WITH

ASIAL
AUSTRALIAN SECURITY INDUSTRY
ASSOCIATION LIMITED

INCLUSIONS:

• 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

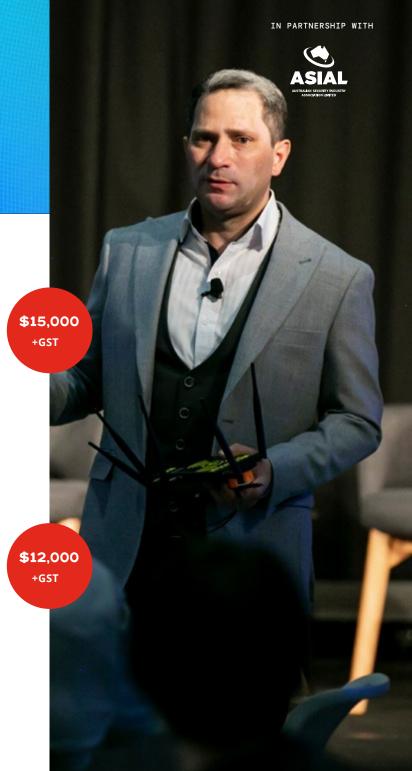• Speaking slot in the conference (as part of panel or keynote presentation)

• Company profile featured on Security website

• 1x Feature leaderboard banner in one selected eDM in the lead up to the event

• 4x complimentary conference passes (full access)

$15,000
+GST

CONFERENCE
CATERING SPONSOR

INCLUSIONS:

• 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

• 2x complimentary conference passes (full access)

$12,000
+GST

GALA DINNER
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.

INCLUSIONS:

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

• 2x 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

• 1x Table (10 seats) for use by your company– Name/Place cards on your table for each sponsor guest

SOLD

$24,000 +GST

GALA DINNER
ENTERTAINMENT SPONSOR

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.

INCLUSIONS:

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 on dinner menu cards

• Acknowledgement of your sponsorship by the dinner MC

• Company logo / acknowledgement on Exhibition Entrance Feature signage

• 4x seats for use by your company table for each sponsor guest

$12,000 +GST

GALA DINNER
AWARDS SPONSOR

Align your brand with innovative 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.

INCLUSIONS:

Branding:

• Company logo / acknowledgement in all relevant Awards 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

• 2x 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

• 2x seats for use by your company

$8,000 +GST

CENTRAL
NETWORKING BAR

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. Co-sponsorship opportunity.

INCLUSIONS:

Branding:

• Company logo/acknowledgment in all relevant Feature digital promotion

• Company logo/profile featured and linked on the sponsor and partners page on the Integrate and Security websites and event app

• Company logo highlighted on floor plans across the show floor on the Central Bar

• Company logo to feature on large LED screen above the bar

• Company logo to appear on digital Menus at Central Bar
• Opportunity to provide video for inclusion in large LED bar

- To be approved in collaboration with Diversified.

• 1x social post at the event on channel of your choice

• 1x in app push notification during the event

SOLD

$15,000
+GST

LANYARD
SPONSOR

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.
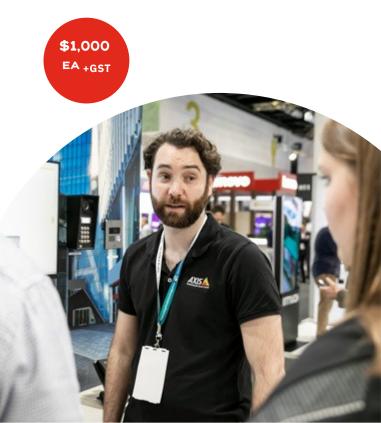
INCLUSIONS:

Branding:

• 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

$20,000
+GST

DIGITAL
SIGNAGE

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.

INCLUSIONS:

• 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

$1,000
EA +GST

NETWORKING DRINKS SPONSOR

To be held at the end of day one at the central bar. The Networking Drinks is a unique opportunity for exhibitors across both Integrate and Security to connect and network.

INCLUSIONS:

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

• 2x 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

• Acknowledgement as the sponsor by the MC during the Audio Visual Industry Awards presentation which forms part of the networking drinks

• 1x push notification from the official Event App

$10,000
+GST

BE SEEN FIRST PACKAGE

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

INCLUSIONS:

Branding:

• Company logo & stand location highlighted on the Exhibition entrance floorplan signage

• Company logo & stand location highlighted on the Exhibition floorplan available on the official app

• Company logo & stand location highlighted on the Exhibition floorplan directional carpet decals – 3 across the exhibition floor

• 1x push notification from the official Security Event App – content to be supplied by sponsor, approved by Diversified

$2,150
EA +GST

DIGITAL
OPPORTUNITIES

Security offers year-round communication channel to a targeted and qualified security audience. make the most of our channels with these digital options.

Channel	Advert	Price	Availability
Website	Website Premium Leaderboard	$2,500.00	9
	Website Standard Leaderboard	$2,000.00	9
	Website via Exhibitor Manual: Featured Exhibitor	$750.00	9
	Website via Exhibitor Manual: Featured Exhibitor	$750.00	9
eDM	Category eDM Premium Leaderboard	$2,500.00	10
	eDM Standard Leaderboard	$2,000.00	10
	eDM MREC Advert	$1,900.00	10
	Featured Product Highlight	$1,000.00	6
	Sponsored article - with image	$1,500.00	5
Solus eDM	Solus eDM	$5,000.00	5

DIGITAL PACKAGES

Not sure where to start? We have put together a range of digital packages that will give you the best exposure based on your branding needs, no matter the budget.

Event Awareness Bundle

For those who want to raise awareness of their presence and products at the event

Inclusions:
• 1 x solus eDM

• Website premium leaderboard - this leaderboard offers prominent advertising as the top visited pages of the Integrate website. Your banner will appear as 1 of up to 3 banners.

• Featured Exhibitor Directory Highlight – Your brand will be displayed at the top of the website exhibitor directory in the lead up to the event

• Email MREC Advertisement - Your product will be the first banner advertisement in one selected eDM, linking to your provided URL

$9, 200 + GST

Limited to 2 packages per year

Insights Bundle

For those who want to be more aligned to thought leadership awareness

Inclusions:

• Website standard leaderboard - this leaderboard offers branding on the top visited pages of the Integrate website, with the exception of the home page. Your banner will appear as 1 of up to 3 banners.

• Sponsored Article - your content piece will be featured as a sponsored article in a selected email. This features an article teaser with an image of your choosing, linked to the 'Industry News' on the Security website, and including a URL of your choice.

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

• Email MREC Advertisement - Your product will be the first banner advertisement in one selected eDM, linking to your provided URL

$7,300 + GST

Limited to 5 packages per year

Product Launch Bundle

Designed for specific product highlights i.e., new product

Inclusions:

• Website premium leaderboard - this leaderboard offers prominent advertising as the top visited pages of the Security website. Your banner will appear as 1 of up to 3 banners.

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

• Featured Product Directory Highlight – Your product will be displayed at the top of the website product directory in the lead up to the event

• Featured Product Highlight - your product (new or existing) will feature as 1 of 6 products highlighted in a in a selected pre-show OR onsite eDM, linking to content article hosted on the Integrate website OR chosen URL

$6,200 + GST

1 package sold
2 packages remaining for 2024

Spotlight Bundle

For those who just want a quick impact on the visitor database

Inclusions:

• Website premium leaderboard - this leaderboard offers prominent advertising as the top visited pages of the Integrate website. Your banner will appear as 1 of up to 3 banners.

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

• Sponsored Article - your content piece will be featured as a sponsored article in a selected email. This features an article teaser with an image of your choosing, linked to the 'Industry News' on the Integrate website, and including a URL of your choice..

$6,000 + GST

1 package sold
4 packages remaining for 2024

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CONTACT US

Talk to our team today to secure your place and future business opportunities with the Security Exhibition & Conference.

1300 DIVCOM (1300 348 266)

securityexpo@divcom.net.au >

securityexpo.com.au >

TAILOR A PACKAGE

Can't quite find what you are looking for? Or would like to combine activity to give your brand maximum exposure?

Our team is available to walk you through the options that best fit your business objectives.

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f in #Security24