

# Sponsorship Opportunities

**SECURITY**  
TODAY'S TECHNOLOGY  
TOMORROW'S POSSIBILITIES **NEXT**

February 9 - 11, 2020  
Royal Sonesta  
New Orleans, LA



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**SECURITY**  
**SYSTEMS** NEWS

February 9 - 11, 2020  
Royal Sonesta • New Orleans, LA

## SecurityNext: The ground-breaking security conference

The convergence of physical and IT security is forcing security professionals to rethink the way they provide – and many times design and maintain – products, systems and services. SecurityNext is designed to help integrators, consultants, end users and suppliers/manufacturers navigate, leverage and profit from the latest technologies, trends and products to stay ahead of the competition and improve the bottom line.

This full two-day event is packed with powerful education sessions, an exhibit hall showcasing leading security technologies and a reception honoring our “40 under 40” award recipients– prominent young security leaders from the integrator, consultant and end-user classes.

Sponsor SecurityNext to gain extensive brand exposure to who's-who of the industry and feature yourself as an industry expert.

**Sponsorships are limited. Reserve yours today!**

### Contact:

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#### New England States, Midwest & Eastern States, Eastern Canada, International

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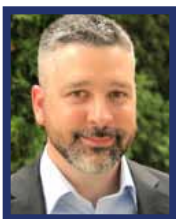
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## What attendees say about SSN conferences:



“There is a lot of work being done, and a lot of ideas being shared, starting in the room with the speakers and then finishing up here in the exhibit hall.”

**- Mike Lawway, Aronson Security Group**

“Some of the smartest people in the industry tend to be here.”

**- Jim Coleman, Convergent Technologies**



“The show has been very informative, very progressive in the state of the development of new technology in our segment.”

**- Joe Morgan, Axis Communications**



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## Sponsorship Opportunities:

	Basic	Bronze	Silver	Gold
Logo and company description on SecurityNext website	X	X	X	Top Spot
Logo in SecurityNext marketing emails	X	X	X	Top Spot
Logo on SecurityNext print ads	X	X	X	Top Spot
Announcement of sponsorship in SSN Newswire		X	X	X
Ads in SecurityNext Showcase e-newsletters		1	2	2
Ad on SecurityNext Website		Small Poster	Poster	Top Poster
Opening reception sponsor				X
Company listing in the conference program	X	X	X	Full Page
Ad in the conference program		1/3 Page	1/2 Page	Full Page
Logo in event booklet	X	X	X	Top Spot
Logo on event signage	X	X	X	Top Spot
Literature/promo item in event materials			X	X
Tabletop exhibit	X	X	X	X
Option to introduce conference session		X	X	X
# of conference registrations (value: \$795 each)	1	2	3	4
Post-show list of all attendees/exhibitors	X	X	X	X
	\$3,000	\$5,000	\$7,500	\$10,000

## Sponsorship Levels:

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### Basic Sponsorship

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#### Pre-show Marketing

- Logo placement and company description on SecurityNext website
- Logo on SecurityNext print ads
- Logo in SecurityNext marketing emails

#### Event Branding

- Company listing and description in the conference program
- Logo in event booklet
- Logo on event signage
- Tabletop exhibit
  - Includes: Table / Two chairs / Electricity / Basic internet
- Option to donate raffle item to be given away during "40 under 40" reception
- One conference registration (value: \$795)

#### Bonus Benefits:

- Post-show list of all attendees/exhibitors
- Invite your best customers and prospects for *only* \$550 each

**\$3,000**



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## Sponsorship Levels:

### Bronze Sponsorship

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#### Pre-show Marketing

- Logo placement and company description on SecurityNext website
- Logo on SecurityNext print ads
- Logo in SecurityNext marketing emails
- Announcement of sponsorship in SSN Newswire
- Ad in one SecurityNext Showcase e-newsletter
- Small poster ad on SecurityNext Website

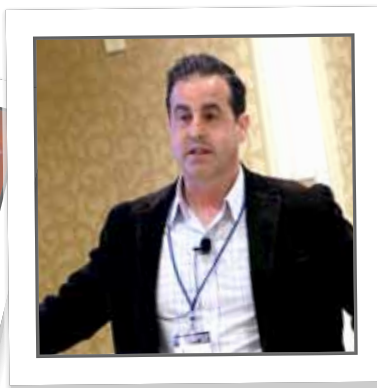
#### Event Branding

- Company listing and description in the conference program
- 1/3 page ad in the conference program
- Logo on event signage
- Tabletop exhibit
  - Includes: Table / Two chairs / Electricity / Basic internet
- Option to donate raffle item to be given away during "40 under 40" reception
- Option to introduce a conference session and speak for two minutes
- Two conference registrations (value: \$795 each)

#### Bonus Benefits:

- Post-show list of all attendees/exhibitors
- Invite your best customers and prospects for *only* \$550 each

**\$5,000**



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## Sponsorship Levels:

### Silver Sponsorship

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#### Pre-show Marketing

- Logo placement and company description on SecurityNext website
- Logo on SecurityNext print ads
- Logo in SecurityNext marketing emails
- Announcement of sponsorship in SSN Newswire
- Ad in two SecurityNext Showcase e-newsletters
- Poster ad on SecurityNext Website

#### Event Branding

##### Event Branding

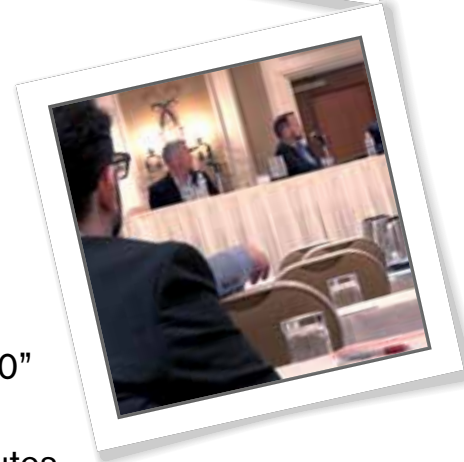
- Company listing and description in the conference program
- Half page ad in the conference program
- Logo in event booklet
- Logo on event signage
- Placement of literature/promo item in event materials
- Tabletop exhibit
  - Includes: Table / Two chairs / Electricity / Basic internet
- Option to donate raffle item to be given away during "40 under 40" reception
- Option to introduce a conference session and speak for two minutes
- Three conference registrations (value: \$795 each)

#### Bonus Benefits:

- Post-show list of all attendees/exhibitors
- Invite your best customers and prospects for *only* \$550 each

*Three sponsorships available*

**\$7,500**



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## Sponsorship Levels:

### Gold Sponsorship

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#### Pre-show Marketing

- Top logo placement and company description on SecurityNext website
- Top logo on SecurityNext print ads
- Top logo in SecurityNext marketing emails
- Announcement of sponsorship in SSN Newswire
- Ad in two SecurityNext Showcase e-newsletters
- Top poster ad on SecurityNext Website

#### Event Branding

- Sponsor of the Opening Night Reception
- Full page company advertorial in the conference program
- Full page ad in the conference program
- Top logo in event booklet
- Top logo on event signage
- Placement of literature/promo item in event materials
- Tabletop exhibit
  - Includes: Table / Two chairs / Electricity / Basic internet
- Option to donate raffle item to be given away during "40 under 40" reception
- Option to introduce a conference session and speak for two minutes
- Four conference registrations (value: \$795 each)

#### Bonus Benefits:

- Post-show list of all attendees/exhibitors
- Invite your best customers and prospects for *only* \$550 each

*Two sponsorships available*

**\$10,000**



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## A La Carte Sponsorships:

All a la carte sponsorships include one free conference registration (\$795 value), logo and company description on the sponsors page of the SecurityNext website and logo and company description in the conference program.

**"40 Under 40" Reception Sponsor** ..... \$2,500  
 Logo on reception signage



**Attendee Tote Bag Sponsor** ..... \$2,500  
 Logo on attendee bag

**Event Guide Sponsor** ..... \$2,500  
 Logo on front cover of event guide

**Padfolio Sponsor** ..... \$2,500  
 Logo on attendee padfolio

**Badge Sponsor** ..... \$2,250  
 Logo on attendee name badges

**Lanyard Sponsor** ..... \$2,250  
 Logo on attendee lanyards

**Keynote Sponsor, Day 1** ..... \$2,000  
 Logo on sign during keynote and logo in conference program near keynote description



**Keynote Sponsor, Day 2** ..... \$2,000  
 Logo on sign during keynote and logo in conference program near keynote description

**Breakfast Sponsor, Day 1** ..... \$1,500  
 Logo on breakfast sign



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## A La Carte Sponsorships, *con't.*:

**Breakfast Sponsor, Day 2** .....\$1,500  
Logo on breakfast sign

**Networking Lunch Sponsor, Day 1** .....\$1,500  
Logo on lunch sign

**Networking Lunch Sponsor, Day 2**.....\$1,500  
Logo on lunch sign

**Coffee Break Sponsor, Day 1** .....\$1,000  
Logo on break sign

**Coffee Break Sponsor, Day 2** .....\$1,000  
Logo on break sign

**Registration Confirmation Email Sponsor** .....\$750  
Ad in footer of the confirmation email sent to registrants

**Registration Desk Sponsor** .....\$750  
Logo on sign at registration desk



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