



The 2nd Annual

# GLOBAL BORDER SECURITY CONFERENCE & EXPO

May 21-22, 2008 - Austin Convention Center - Austin, TX

## Corporate Event Sponsor

- One of your senior executives to address the conference
- 5 complimentary Conference Program registrations
- A full-page, 4-color advertisement in the Official Show Directory
- A hyperlink from the show website to your own website
- Mention as **Corporate Event Sponsor** in all press releases
- Your company logo featured in a national advertising campaign
- Your company logo featured in:
  - Direct mail campaign
  - Exhibit Hall entranceway
  - Show Directory and Buyer's Guide
- Show website home page and sponsor page
- Distribution of your press kits in the Press Room
- Unlimited postings of press releases on the show website
- Unlimited amounts of VIP Expo Only registrations with your logo
- Pre-registration and post-show mailing lists

For sole sponsorship: \$25,000.00

## Corporate or Organizational Sponsor

- One of your senior executives to address the conference
- 5 complimentary Conference Program registrations
- A full-page, 4-color advertisement in the Official Show Directory
- A hyperlink from the show website to your own website
- Mention as **Corporate Sponsor** in all press releases
- Your company logo featured in a national advertising campaign
- Your company logo featured in:
  - Direct mail campaign
  - Exhibit Hall entranceway
  - Show Directory and Buyer's Guide
- Show website home page and sponsor page

- Distribution of your press kits in the Press Room
- Unlimited postings of press releases on the show website
- Unlimited amounts of VIP Expo Only registrations with your logo
- Pre-registration and post-show mailing lists

For one of three corporate sponsorship opportunities: \$20,000.00

## **Food Function Sponsorships**

### **Global Border Security Excellence Luncheon (Exclusive)**

- Your company/product information on each chair at the Awards Luncheon
- Highlighted mention at the event as being the **Awards Luncheon Sponsor**
- Your logo displayed electronically on each side of the podium
- A senior executive from your company to make the introductory remarks
- 3 complimentary conferences passes
- Your company logo featured in a national advertising campaign
- A full-page, 4-color advertisement in the Official Show Directory
- A hyperlink from the show website to your website
- Your company logo featured in:
  - Direct mail campaign
  - Exhibit Hall entranceway
  - Show Directory
  - Show home page and sponsor page
- Distribution of your press kits in the Press Room
- Postings of your press releases on the show website
- Unlimited amounts of VIP Expo only passes imprinted with your company logo

For sole sponsorship of the Global Border Security Excellence Luncheon:  
\$20,000.00

### **Cocktail Networking Reception (Exclusive)**

- Invitation from senior executive from your company inviting attendees to reception
- Prominently displayed signs on the exhibit floor
- Recognition in the Official Show Directory
- Unlimited amounts of VIP Expo only passes
- Distribution of your press kits in the Press Room
- 2 complimentary conference passes
- Complimentary 10x20 booth

- Full-page, 4-color ad in Official Show Guide
- Ten passes reception
- Post-show registration list

For sole sponsorship of the VIP at the Texas State Capital: \$30,000.00  
 or two co-sponsors of the VIP Reception at the Texas State Capital:  
 \$15,000.00/each

### **Lunch Box (Exclusive)**

- Your logo on signage in the lunchroom
- Your company/product information on each chair at the **Luncheon**
- A senior member of your company to introduce the Keynote speaker
- Recognition in the show Directory and Buyer's Guide
- A hyperlink from the show website to your website
- Distribution of your press kits in the Press Room
- Your press releases posted on the show website
- Unlimited amounts of VIP Expo only passes imprinted with your logo

For sole sponsorship of the Lunch Box: \$7,500.00

### **Refreshment Breaks**

- Your logo on signage at four different coffee breaks
- Opportunity to provide your own giveaways or promotional items

For sole sponsorship of three (3) coffee breaks: \$9,000.00.

## **Signs/Banners**

### **Hanging Aisle Sign**

- Total of eight (8) locations available, one per aisle
- *Cost includes sign production and labor to install. Exhibitor must supply logo artwork for production.*

For sponsorship with company logo in bottom corner of sign: \$2,000.00 per sign

## **Lobby Banner**

- Several sizes to choose from
- Horizontal and Vertical orientations
- *Cost includes sign production and labor to install. Exhibitor must supply logo artwork for production.*

For sponsorship of banners: \$40 per square foot

## **Registration Products**

### **Exhibit Floor Tote Bags (Exclusive)**

- Sponsor may provide up to a 3-page insert for inserting into the bag.
- Provide tote bag with your company name, logo and website to the over 3,000 visitors to the conference and exhibition.
- *Cost includes the cost of the bags and imprinting of your company information. Show Management will distribute to all conference registrants and "exhibits-only" visitors.*

For sole sponsorship of the tote bags, with one color print of your company logo: \$9,000.00

## **Conference Products**

### **Conference Attendee Canvas Bag (Exclusive)**

- Your company name, logo or website on the handsome canvas bag that will be distributed to all 400 of the conference registrants
- *Cost includes the cost of the bags and imprinting of your company information. Show Management will distribute to all conference registrants.*

For sole sponsorship of the canvas bags, with one color print of your company logo: \$7,500.00

### **Conference Pen/Pad (Exclusive)**

- Your company name, logo or website on the cover of the pen & pad set that will be distributed to all 500 of the conference registrants

- *Cost includes the cost of the pen & pad sets and imprinting of your company information. Show Management will distribute to all conference registrants and "exhibits-only" visitors.*

For sole sponsorship of the pen & pad, with one color print of your company logo: \$3,000.00

## **Featured Area Sponsor**

### **Cyber Café**

- Your company name, logo or website displayed prominently on signage inside and outside of the Cyber Café
- Your company logo on ten (10) computers
- Listed as sponsor at the official show entrance
- Recognition in the Official Show Directory
- Opportunity to provide your own giveaways or promotional items

For sole sponsorship of the Cyber Café: \$12,000.00