



SECURITY ASIA 2020
Incorporating: **FIRE & SAFETY**
International Exhibition & Conference
28 - 30 November 2020
Karachi Expo Centre-Pakistan

In conjunction with



Top 10 Reasons to become a Security Asia 2020 Partner

1. Unique opportunity to gain recognition and generate business leads with key decision makers of the industry.
2. Gain recognition and generate business leads from brands searching for support and solutions for their experience and engagement marketing goals.
3. Security Asia is especially targeted to a well-defined market of senior executives and decision makers, include: C-Level Executives, Managing Directors, VPs, Directors and other senior level executives.
4. A distinctive platform to demonstrate what sets your company apart from the rest.
5. Unique opportunity to develop new business leads with key corporate decision makers.
6. Be seen and heard by extensive audience through promotion on our website, social media networks, publishing material, onsite announcements etc.
7. Organizers are committed to ensure that our Partner's investment has been spent wisely.
8. Your competitors will be here – so should you!
9. The Event is going to raise the standards of management and organization to a much higher level far surpassing the expectations set by Security Asia from 2001 - 2019.
10. Specially designed ambience and environment for business deals and negotiations. Arrangements of meeting rooms, discussion corners and presentation theatres for exclusive business talks and knowledge exchange.

Why It's Better to Book Early

1. Limited Partner Positions

In 2020, we'll be limiting the number of Partnership opportunities. This ensures we will only be working with the very best solution providers who can deliver exciting and innovative content. Make sure you are one of them.

2. The early you book, the prominent your spot

The early you book, the prominent your spot will be at the exhibition floor. It will enhance your company's corporate profile.

3. Integrated Marketing campaign

Your company's presence at the Event should be viewed by your target market via our integrated marketing campaign that will attract and generate potential clients from your target market. The earlier you book, the sooner we start promoting your company to your target market.



Security Asia Secretariat

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Partnership Benefit Chart

Benefits	Diamond Partner US\$ 75,000	Platinum Partner US\$ 50,000	Gold Partner US\$ 25,000	Silver Partner US\$ 15,000	Bronze Partner US\$ 8,000
Promotion & Recognition through Various Media Platform					
Placement of Podium Outside Banners at Karachi Expo Centre*	2	1	1	1	-
Placement of Main Building Panel at Expo Centre *	1	1	-	-	-
Placement of Outer Grill Panels at Expo Centre *	10	8	6	4	2
Placement of Vinyl Banners at Expo Centre *	4	3	2	1	1
Placement of Corridor Panels at Karachi Expo Centre*	4	3	2	1	1
Incorporation of Color Advt. in the Exhibition's Catalogue (CD Version)*	5	4	3	2	1
Facilitation for Press Releases	✓	✓	✓	-	-
Facilitation of Interviews	✓	✓	✓	-	-
Profile of Partner organization will be published in Exhibition's Catalogue*	500 words	400 words	300 words	200 words	200 words
Exhibition Space					
Allocation of space in Exhibition hall at prime location	180sqm	135sqm	72sqm	36sqm	18sqm
Electrical Access (15 Amp)	✓	✓	✓	✓	✓
Onsite Signage & Recognition					
Recognition of Partner logo on the Partner banner *	✓	✓	✓	✓	✓
Recognition of Partner logo on the main Entrance backdrop*	✓	✓	✓	✓	✓
Recognition of Partner logo on Main Reception backdrop*	✓	✓	✓	✓	✓
Recognition of Partner logo on the Registration backdrop*	✓	✓	✓	✓	✓
Recognition of Partner logo on Guest of Honor Desk*	✓	✓	✓	✓	✓

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Keynote Speaking Slot					
Optional: keynote speaking slot. (No Sales pitch, all speakers, topics and content will be reviewed by conference organizer)	30-minutes	15-minutes	-	-	-
Conference Bag					
Opportunity to include a promotional item in conference Bag (item provided by Partner)	✓	✓	✓	-	-
Opportunity to include corporate advertising in Conference Bag (insert provided by Partner)	✓	✓	✓	✓	✓
Promotion & Recognition through Pintables & E-marketing Collators					
Company Profile and Biography on Event Website*	✓	✓	✓	✓	✓
Acknowledgement as Partner in Event Promotional Material	✓	✓	✓	✓	✓
Recognition of Partner Logo on 200,000 trade passes*	✓	✓	✓	✓	✓
Acknowledgement as Partner in Event Social Media Pages	✓	✓	✓	✓	✓
Banner and Hyperlink of Partner on Event Website	✓	✓	✓	✓	✓
Exhibition & Conference Passes					
Security Asia Trade Passes	10,000	7,500	5,000	3,000	1,500
Security Asia Exhibition VIP Passes	200	150	100	75	50
Security Asia Conference Delegate Passes	20	15	10	6	3

NOTE:

****13% VAT (VALUE ADDED TAX) APPLICABLE ON TARIFF**

Rates mentioned above apply to a single event & are subject to change without any prior notice