



BORDER SECURITY EXPO

May 5-6, 2026 | PHOENIX, ARIZONA

Sponsorship Opportunities

Where Innovation Meets Mission



Amplify Your Brand Where Policy Meets Innovation

At Border Security Expo 2026, May 5–6 in Phoenix, Arizona, you'll connect with over 2,300 attendees, including high-profile government officials, law enforcement leaders, and industry innovators. With 234 exhibitors, representatives from 24+ federal and state agencies, and a conference program featuring nearly 50 of the most prominent agency leaders and subject-matter experts, BSE is the definitive event for aligning your brand with mission-critical priorities. Sponsorship delivers more than exposure—it's your gateway to hands-on engagement, strategic partnerships, and measurable impact across the border security ecosystem.

Mix and match sponsorship opportunities to build a custom package aligned with your marketing goals—or contact us to create a customized experience that maximizes your visibility and stays within budget.



HIGH-PROFILE SPONSORSHIPS

Pr **SOLD** Corporate Sponsor

1 Available

\$40,000 **AKIMA**

Position your company as a leader in the border security industry with this exclusive, high-profile sponsorship. This premier package delivers unparalleled visibility and influence, ensuring your brand stands out both before and during Border Security Expo 2026.

Sponsorship Benefits Include:

- Opportunity for a senior executive to deliver live welcome remarks or a pre-recorded video message (up to 60 seconds) before the Day 1 Opening Session
- Ten (10) full conference passes
- Premium position of company logo on the Border Security Expo website, onsite signage, mobile app, and event collateral
- Logo featured on all promotional emails sent to attendees and prospects
- Exclusive email sent to pre-registered attendees prior to the event; sponsor provides HTML, we handle the rest
- Welcome Reception (Monday night) designated high-top table and signage
- First choice on date and time for DHS matchmaking 15-minute appointment
- Front-row reserved seating in general session for both days of the conference (up to 10 people)
- Mobile app push notifications (x2)

HIGH-PROFILE SPONSORSHIPS

Platinum Sponsor

3 Available

\$30,000

Stand out as an industry leader with this prestigious sponsorship opportunity that provides exceptional exposure both before and during Border Security Expo 2026. This package is designed to position your company at the forefront of the industry, offering maximum visibility and engagement.

Sponsorship Benefits Include:

- Opportunity for a senior executive to deliver introductory remarks for a session on Day 1 or Day 2 of the conference
- Seven (7) full conference passes
- Logo on the Border Security Expo website, onsite signage, and in the mobile app
- Logo featured on all promotional emails sent to attendees and prospects
- Welcome Reception (Monday night) designated high-top table and signage
- Exclusive email sent to pre-registered attendees prior to the event; sponsor provides HTML, we handle the rest
- Mobile app push notification (x1)

HIGH-PROFILE SPONSORSHIPS

Gold Sponsor

Unlimited

\$15,000

This high-profile sponsorship offers high-level exposure before and during Border Security Expo and cements your position as one of the industry's premier companies.

Sponsorship Benefits Include:

- Five (5) full conference passes
- Logo on the Border Security Expo website, onsite signage, and in the mobile app
- Logo featured on all promotional emails sent to attendees and prospects

HIGH-PROFILE SPONSORSHIPS

Welcome Reception

\$19,000 (up to 2 sponsors) **or**
\$38,000 Exclusive

The Welcome Reception kicks off Border Security Expo 2026 as the first official gathering point for attendees, exhibitors, and agency leaders arriving in Phoenix. Hosted outdoors just steps from the Expo Hall, this reception sets the tone for high-value networking and meaningful connections before the show opens. Cocktails and hors d'oeuvres are included.

Sponsorship Benefits Include:

- (7) full-access conference badges for your team
- Your company logo featured on the official BSE website
- Logo recognition on all onsite Welcome Reception signage
- Logo included on all promotional emails related to the Welcome Reception
- Dedicated pre-event email to preregistered attendees highlighting the Welcome Reception and your sponsorship
- Dedicated in-app sponsor recognition
- Opportunity to provide logo-branded napkins or drinkware during the reception (production and shipping costs not included)



HIGH-PROFILE SPONSORSHIPS

Refresh & Recharge Breaks (2 Available)

\$10,000

Keep attendees refreshed, recharged, and ready to connect. As a Hospitality Sponsor, your brand will be featured at dedicated stations offering a variety of revitalizing treats—from fresh coffee and beverages to smoothies, popcorn, and ice cream, with selections curated from the official venue catering menu.

Sponsorship Benefits Include:

- Three (3) full conference passes
- Logo on the Border Security Expo website
- Logo featured on signage at serving stations
- Push notification in mobile app alerting attendees to your offering
- Cost of F&B included

Sample ideas include:

- Hydration Station with fruit-infused waters or electrolyte drinks
- Smoothie or Juice Bar (custom branded cups/napkins available at an additional charge)
- Sweet or Salty: afternoon treats such as popcorn, cookies or ice cream

This sponsorship offers high-impact visibility and a fun way to keep attendees satisfied.



HIGH-PROFILE SPONSORSHIPS

NEW: Wellness Warrior Sponsor (2 Available) **\$15,000**

Support the well-being of our attendees by providing an experience designed to restore focus, refresh the body, and recharge the mind. The Wellness Warrior Activation is a sponsored wellness activation where attendees can pause, reset, and re-energize during their day.

Activation ideas may include:

- Pop-Up Fitness Event
- Guided Breathwork or Mindfulness Exercises
- Tuesday Morning Wellness Run with opportunity to distribute promotional items
- (T-shirts, water bottles, or fitness giveaways)

Sponsorship Benefits Include:

- Two (2) full conference passes
- Logo on the Border Security Expo website
- Logo featured on signage at activation/station
- Push notification in mobile app alerting attendees to your offering
- Pre-event promotion of the event via email and social

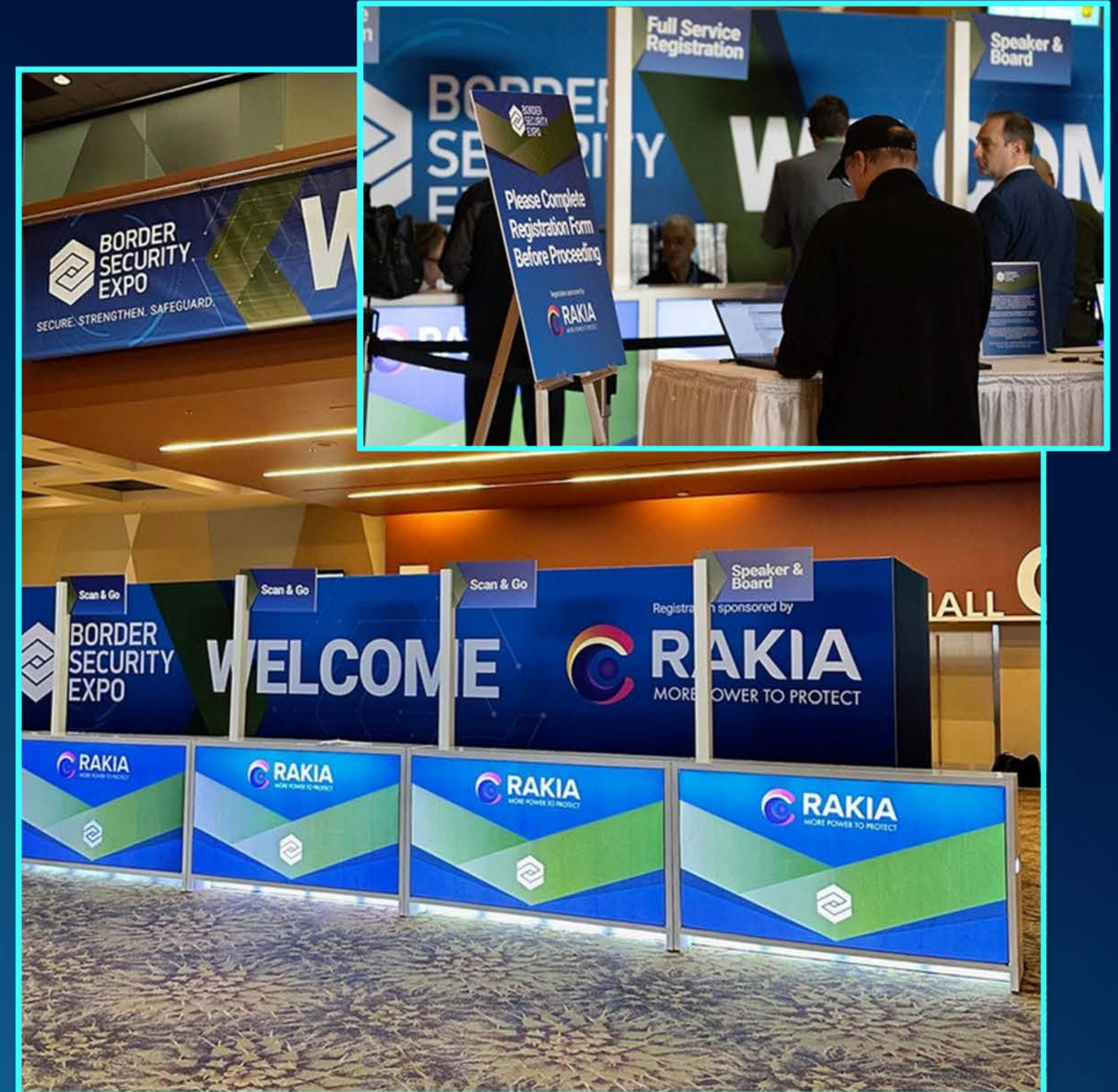
HIGH-PROFILE SPONSORSHIPS

Registration (1 Available) — \$30,000

Your company's banner ad (728 x 90) will be placed on the Registration Information page on the BSE website and once registered, attendees will again see your hyperlinked banner ad or image (up to 700 pixels wide) in their official confirmation emails.

Sponsorship Benefits Include:

- Logo Branding at registration, on all registration counters and onsite signage
- Logo on the BSE website
- Logo featured on all promotional emails sent to attendees and prospects
- Three (3) full conference passes
- Option to provide promotional items at registration (production and shipping costs not included)



HIGH-PROFILE SPONSORSHIPS

Opening Night In-Hall Happy Hour

\$10,000 (up to 3 sponsors) **or**
\$25,000 Exclusive

Put your brand in the spotlight during one of the most dynamic moments of the Expo. As hundreds of attendees and exhibitors gather in the Expo Hall to celebrate the opening day, your sponsorship ensures maximum visibility during this high-energy networking event.

Sponsorship Benefits Include:

- Logo on the website and all happy hour signage
- Logo featured on all promotional emails sent to attendees and prospects
- Option to provide logo-branded napkins or drinkware during the Happy Hour (production and shipping costs not included)
- Opportunity to have a specialty refreshment, promoted to all attendees
- 10 branded complimentary drink tickets to hand out to attendees during Day 1 of the Expo
- Two (2) full conference passes
- Push notification in mobile app alerting attendees to the start
- Cost of F&B included



HIGH-PROFILE SPONSORSHIPS

Connection Lounge (1 Available) — \$25,000

Be the sponsor of the go-to space where attendees can relax, recharge, and connect. The Connection Lounge is a fully furnished area featuring comfortable seating, charging stations, and workspaces, offering your brand prime visibility in a high-traffic hub.

Sponsorship Benefits Include:

- Logo on the website, lounge signage
- Logo featured on all promotional emails sent to attendees and prospects
- Option to provide branded water bottles and/or distribute promotional materials in the lounge (production and shipping costs not included)
- Wi-Fi upgrade is optional (additional pricing not included)
- Push notifications directing attendees to the lounge (1x daily)
- Bring your brand promotions, activations and engagement activities
- Three (3) full conference passes



HIGH-PROFILE SPONSORSHIPS

Breakout Room Sponsor

(4 Available) — \$15,000 each/room

As a Breakout Room Sponsor, your brand will be visible to key federal, state, and local government leaders, law enforcement professionals, and industry buyers as they participate in panel discussions on mission-critical border security topics.

Sponsorship Benefits Include

- Logo backdrop behind panelists on the breakout session stage
- Two (2) full conference passes
- Logo and company name listed on BSE 2026 website
- In-app placement on breakout room sessions you sponsor (e.g. “Sponsored by [Your Brand]” on session detail page)
- Logo on breakout session entrance signage



ONSITE BRANDING

Amplify your brand's impact and make every marketing dollar count. Place your company in front of influential decision-makers, including high-profile federal, state, and local government leaders, law enforcement officials, and key border security agencies.



Booth Happy Hour Sponsor — \$1,000

Position your company as a key highlight of the Opening Night Happy Hour on the Expo Floor. Attendees will be directed to your booth to enjoy your special offering, making your brand a must-visit destination during this lively event.

Benefits Include:

- Promotion to all attendees as a featured refreshment sponsor
- Mobile app push notification to alert attendees to your booth for the happy hour
- Opportunity to create a memorable branded experience
- Please note: Cost of beverages and services is not included

Power-up Charging Stations — \$8,500

Always crowded and constantly used by attendees, these branded charging stations provide visibility and utility. Includes 4 charging stations.

Attendee Bags (1 Available) — \$15,000 (minimum quantity: 500)

Event bags are always a popular item. These specially produced high-end bags for attendees are sure to be a keeper! Your company logo will appear on bags distributed at registration to all attendees, and you will have the option to include an insert in the bag itself. Sponsorship also includes your logo on the BSE website and onsite signage.

Two Options:

- **Option A:** Source your favorite bag! \$15,000 *cost of production + shipping not included, managed by the sponsor. Inserts/promotional items to be provided by sponsor.
- **Option B:** Turnkey experience! \$15,000 — Our team will select a bag and fulfill the entire order; you will only need to provide the sponsor logo and approval; *cost for production + shipping not included. Inserts/promotional items to be provided by sponsor.

ONSITE BRANDING

Bag Inserts (8 Available) — \$1,500

Make an impression when you put your company's information or promotional item into the hands of attendees for up to 1,000. Inserts must be approved by show management. Production and shipping cost of insert not included.

Lanyards (1 Available) — \$15,000

Everyone will see your company name and logo on the official lanyard that holds attendee badges at Border Security Expo. Sponsorship includes your logo on BSE website. Price does not include production or shipping of lanyards.

Water Bottle Sponsor (1 Available) — \$9,000 for 1,000

Make sure attendees know who is quenching their thirst with your logo on reusable water bottles available throughout the Exhibit Hall. Includes production of 1,000 bottles.*

*Water bottles pre-selected by show management. Inquire for pricing if sponsor provides own.

Notepad & Pen (1 Available) — \$7,500

Provide attendees with a practical and branded notepad and pen set to use during conference sessions. This exclusive sponsorship includes your logo on the BSE website and offers continuous visibility throughout the event.

Opportunity to supply your own notebooks and pens (minimum size 5"x7"; recommended quantity of at least 750).

DIGITAL MARKETING OPPORTUNITIES

NEW: Mobile App Sponsor (1 Available) – \$20,000

(Launch Opportunity for 2026)

Your brand will be featured prominently throughout the attendee app experience, from pre-show promotion to on-site engagement and post-event analytics.

Sponsorship Benefits Include:

- Prominent logo placement on the app splash screen and home dashboard
- Rotating sponsor banner featured across the event feed
- One (1) sponsored push notification per show day (Tuesday and Wednesday)
- Logo recognition on the BSE website and pre-show marketing materials
- Two (2) full conference passes
- Post-event analytics summary highlighting impressions and engagement

Position your brand at the center of the BSE 2026 digital experience.

Promotional Email (4 Available) — \$3,000/email

Build excitement by sending attendees a dedicated HTML email prior to Border Security Expo letting them know why they should stop by your booth. Sponsor provides HTML files; we deploy to pre-registered attendees.

HIGH-IMPACT BRANDING OPPORTUNITIES

Center Aisle Branding — \$10,000

Drive traffic to your booth with prominent footprints, these decals strategically placed down the length of the exhibit hall. Large aisle marking carpet decals (4'x4') will be spaced along the 20' center cross aisle and the two wide main entrance aisles.

Grand Lobby Skylight Banner Display — \$10,000/2 signs

Gain greater brand recognition and drive more attendees to your booth by sponsoring 2 Lobby Banner signs (32' x 5') in the Main (Registration) Lobby of the Convention Center. Cost includes sign handling and hanging. Production is available at additional cost.

Main Entrance Door Branding — \$10,000

Be the first brand attendees see upon arrival at Border Security Expo by placing your logo on the front doors with decals to the Phoenix Convention Center. Production/Installation included.



HIGH-IMPACT BRANDING OPPORTUNITIES

Signature Light Projection Sponsorship — \$2,500

Illuminate Your Brand with a High Impact Gobo Sponsorship!

Position your brand front and center with custom gobo projections that greet attendees in high-traffic areas. Whether displayed in the Lobby or Ballroom, this sponsorship guarantees unmatched visibility as attendees move through key spaces of the event. Includes one location placement (Lobby or Ballroom). Artwork needs to be provided and production fee not included.



Digital Entrance Display Sponsorship — \$2,000

Engage Attendees with Dynamic Video Content at the Expo Entrance!

Capture attention with high-impact digital advertising on video screens strategically placed at the Expo Entrance. Showcase your brand, products, or services in a visually compelling way that draws attendees as they enter the main exhibit hall.

Grand Lobby Hanging Banner Sponsorship — Call for pricing

Command Attention from the Moment Attendees Walk In!

Make an unforgettable impression with a hanging banner in the lobby, visible to all attendees as they enter the venue. This premium sponsorship ensures your brand is seen by every participant, exhibitor, and speaker, creating a lasting visual impact.

Ready to Elevate Your Brand?

Secure your sponsorship today!

Contact:

Tom Mapes

sales@bordersecurityevents.com

203.491.2400

**Ask us about custom sponsorship packages and
early commitment benefits.**

Scan to book an appointment

