

www.bordersecurityexpo.com



BORDER SECURITY EXPO

May 21-23, 2024 | EL PASO, TEXAS

Secure. Strengthen. Safeguard.



Exhibitor Prospectus

Border Security Expo returns to El Paso for “Border Week” –

which brings together the largest and most important gathering of border leaders with the all the pageantry around the celebration of the 100th Anniversary of the Border Patrol.

This is your singular chance to meet with all the important stakeholders who will be in El Paso for Border Week.



BY THE NUMBERS

Registered participants who were there to explore, compare, and invest in the best solutions for their specific needs and challenges

1,700

Federal and state agencies in attendance, making Border Security Expo the best place to gain access to this hard-to-reach, highly qualified audience

182

46

30

Exhibitors showcasing the latest products and technologies from industry leaders like Airbus, Anduril, AT&T, Axon, Dell, Elbit America, General Dynamics, Glock, Hexagon, Mistral, Motorola, Panasonic, SAIC, Teledyne Flir, and Verizon

Agency leaders and industry experts providing critical updates and insights that help you align your offerings with the federal government's current and expected needs

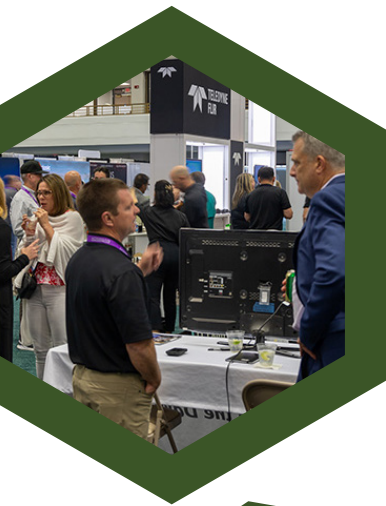
WHY EXHIBIT?

Border Security Expo is the largest and longest-standing event of its kind designed specifically for federal, state, and local law enforcement and private industry professionals affiliated with border security.

When you exhibit here, you will have an unparalleled opportunity to place your brand in front of high-ranking policy leaders, operational commanders, procurement officers, on-the-ground agents, local law enforcement, and industry experts who come to Border Security Expo to explore the most advanced technologies and solutions to support their critical missions.

Need more reasons to join us?

1. Almost all CBP leadership attends each year, providing you the opportunity to connect with key leaders and decision makers.
2. Leadership from several federal agencies working on border issues are also in attendance. You'll meet leaders from DEA, ICE, Coast Guard, and a host of others—only at Border Security Expo.
3. El Paso is home to thousands of men and women responsible for half of the southern border, the CBP El Paso Sector, as well as the El Paso Intelligence Center (EPIC), the Border Patrol Special Operations community, Ft. Bliss, and Joint Task Force-North (JTF-N).



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MEET YOUR MARKET

Border Security Expo attracts attendees representing all stakeholders in the industry—from policy makers and industry experts to on-the-ground agents and local law enforcement. *

79%

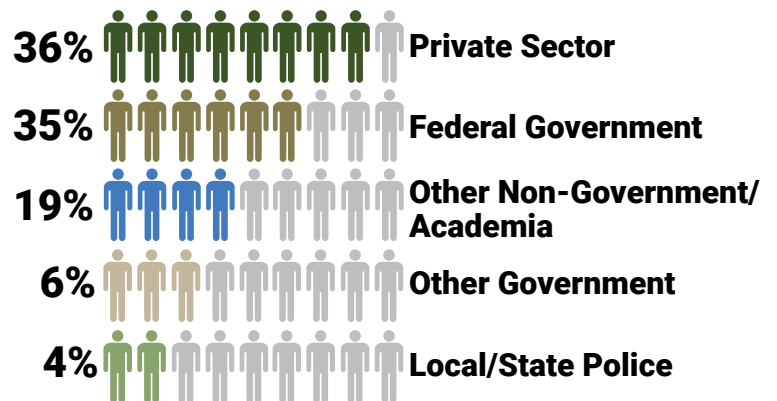
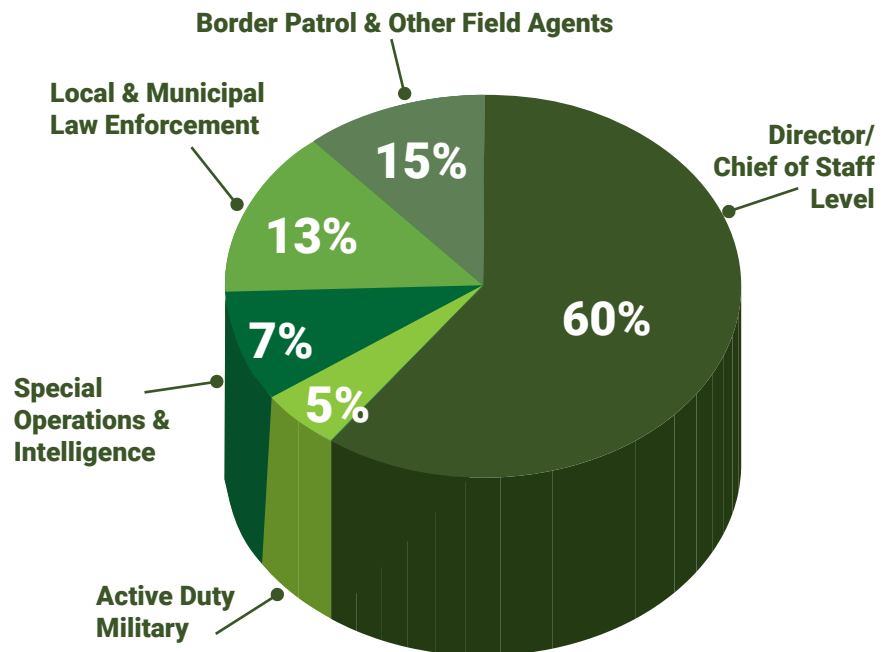
of attendees influence, recommend, or make final purchasing decisions

89%

of attendees plan on returning to BorderSecurity Expo 2024

96%

of attendees visit the exhibit hall for 2 or more hours



2023 Registration Data and Post-Show Surveys

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A WHO'S WHO OF BORDER SECURITY

There's only one place to showcase your products and services to an exclusive, hard-to-reach audience of high-profile federal, state, and local government buyers: Border Security Expo 2024.

Check out just a few of the agencies who have attended in the past:

Customs & Border Protection

- Air and Marine Operations
- Border Patrol
- Law Enforcement Safety & Compliance
- Office of Intelligence
- Program Management Office Directorate

Department of Homeland Security

- Federal Protective Service
- Immigration & Customs Enforcement
- Joint Wireless Program Management Branch
- Office of Biometric Identity Management
- U.S. Citizenship & Immigration Services

Other Federal Agencies & U.S. Military

- Air Force
- Army
- Coast Guard
- Department of Defense
- Department of Justice
- Department of State
- Drug Enforcement Administration
- Federal Aviation Administration
- Federal Bureau of Investigations
- Navy

State & Local Agencies

- South Texas HIDTA
- Southwestern Border Sheriffs
- Texas Department of Public Safety
- Texas National Guard



Border Security Expo proved to be a great event that was heavily attended by important influencers and packed with relevant and actionable subject matter.

– Border Security Expo 2023 Attendee

... just to name A FEW. There's simply no better place to network and build relationships directly with your target audience.

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WHO EXHIBITS?

Border security and law enforcement agencies are looking to our exhibitors for the technologies and services that can act as force multipliers to the increased challenges at the border. As the demands of the border increase, so too, do the needs for the most innovative technologies and products, including:

- Access Control
- Armor Products
- Armored Vehicles
- Barriers
- Biohazard Detection Systems
- Biometrics Products & Services
- Command & Control Systems
- Control Monitors
- Documentation Authentication Systems
- Electronic Identification Systems
- Electro-Optic Imaging
- Entry/Exit Screening Systems
- Fingerprinting Technology
- GPS Systems
- Guards & Bomb Sniffing Dogs
- Intelligence Sharing
- Intrusion Detection Systems
- Law Enforcement Training
- Motion Detectors
- Perimeter Protection
- Public Security & Safety
- Radar Systems
- Retinal Scanning
- Rugged Terrain Vehicles
- Scanning Systems
- Sensors
- Surveillance Cameras
- Systems Integration
- Unmanned Aerial Vehicles/Systems
- Unmanned Ground Vehicles
- Voice Recognition Systems
- Wireless Communications
- Wireless Equipment/Technology

Ensure YOUR products and technologies are part of THEIR solution.

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Top 3 Reasons Attendees Come Back Year After Year

LEARN about new
technology and services

NETWORK with exhibitors and
border security professionals

HEAR the latest updates
from federal leaders



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RESERVE YOUR BOOTH TODAY!

Take advantage of this unique opportunity to showcase your products and services to an exclusive audience of high-profile federal, state, and local government buyers. Choose the booth option that best fits your marketing goals and budget.

Booth Fees (space only rates)

100-399 sq. ft.: \$38/sq. ft.

400-799 sq. ft.: \$37/sq. ft.

800+ sq. ft.: \$33/sq. ft.

Government agencies: \$32/sq. ft.

Vehicles: \$25/sq. ft.

What's Included in Booth Fees?

- High draped back wall (8 ft.), and 3 ft. high draped side rails (in-line booths)
- Standard 7"x 44" booth sign (in-line booths)
- A complimentary company listing on BorderSecurityExpo.com and in the printed onsite Show Guide (deadlines apply)
- Four exhibitor badges/100 sq. ft.

Note: Booth floor covering is mandatory and must be provided by the exhibitor (not included in the booth fee)

Contact us to learn more and to secure your exhibit space.

Tom Mapes

+1.203.491.2400

tom.mapes@bordersecurityevents.com

Turnkey Booth Package

10x10 booth package: \$4,900

10x20 booth package: \$8,800

Includes everything listed under Booth Fees—PLUS

- Carpet, one 6' table, two chairs, one wastebasket, nightly vacuuming, electrical drop

No substitutions may be made to the booth package furnishings. Additional items may be added at the exhibitor's expense. Packages are only available for 10x10 and 10x20 booths.

Bonus! Purchase a booth package and add on a 4-color full-page ad in the official Show Guide for only \$1,000—a \$200 savings!

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