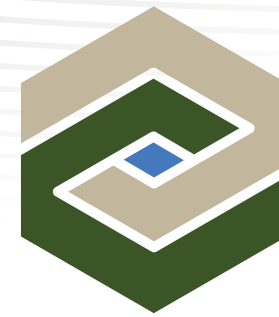
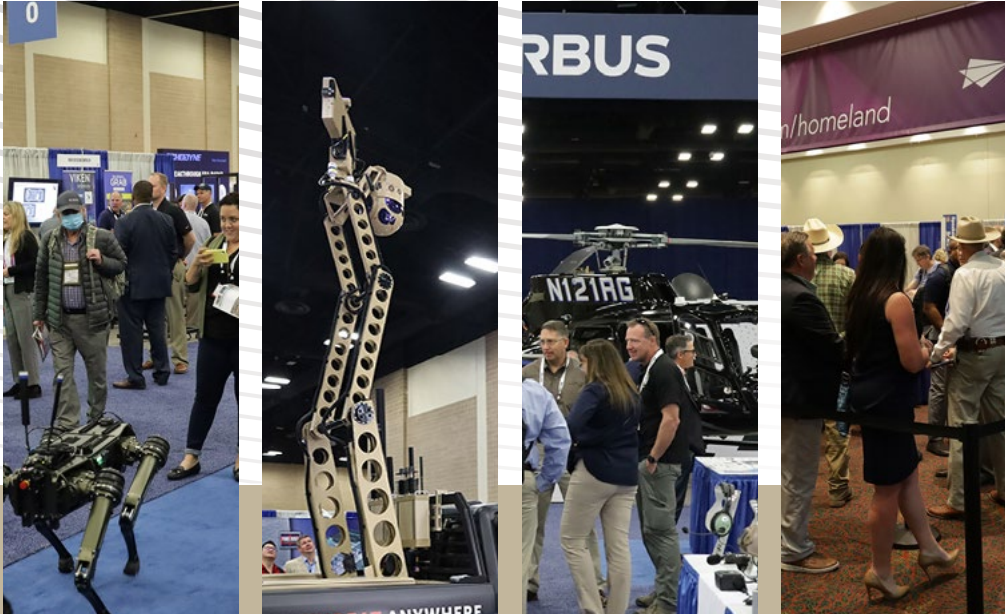


bordersecurityexpo.com/sponsor



BORDER SECURITY EXPO

May 10–11, 2023 | EL PASO, TEXAS

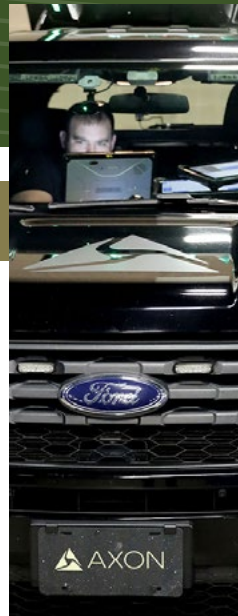
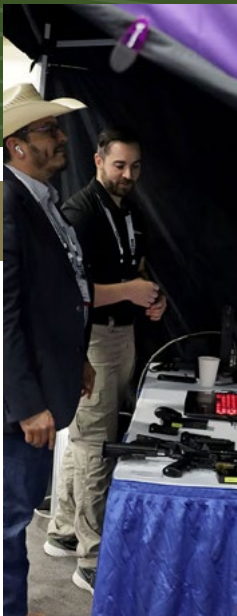
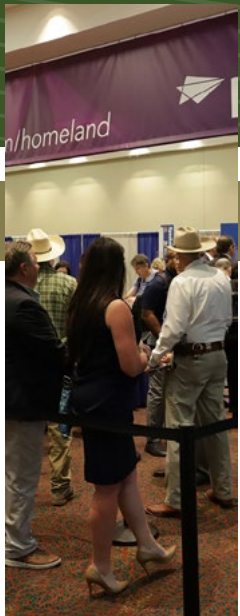
Sponsorship Brochure

NEW CITY. NEW FORMAT.
SAME MISSION.

Stretch Your Marketing Dollars

Maximize your marketing budget while reaching influential decision makers and spotlighting your brand portfolio as a Sponsor at Border Security Expo. Take advantage of this unrivalled opportunity to forge valuable relationships with high-profile federal, state, and local government leaders, law enforcement officials, and border security agencies.

Mix and match sponsorship opportunities to build the sponsorship package best suited for your marketing goals or contact us to customize a sponsorship package that will maximize your exposure and stay within your budget.



Tom Mapes
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203.491.2400

Keith Biersner
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703.763.4091

HIGH-PROFILE SPONSORSHIPS

All opportunities are exclusive unless otherwise noted.

SOLD

Prime Corporate Sponsor

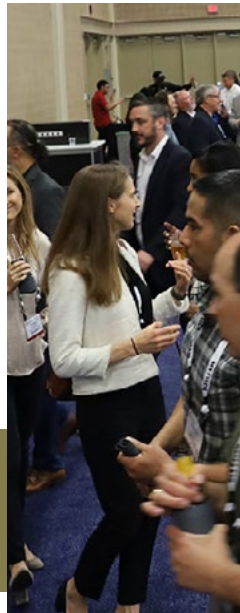
\$30,000

Sponsored by  **ANDURIL**

This exclusive, high-profile sponsorship offers maximum exposure before and during Border Security Expo and cements your position as one of the industry's premier companies. As the Prime Corporate Sponsor, we offer the unique spotlight of having one of your company's senior executives on the main stage welcoming and presenting the opening day keynote. In addition, one of your technical experts (non-sales/marketing) can represent your company as a panel participant (panel and topic to be selected by BSE program director and Advisory Board).

You'll also receive:

- Five (5) full conference passes
- Reserved lunch table with chairs
- Logo on the Border Security Expo website, onsite signage, and in the Show Guide
- Logo featured on all promotional emails sent to attendees and prospects
- Full-page ad in the Show Guide



Lunch Sponsor

\$20,000/day or \$35,000 exclusive

Leverage this chance to promote your brand to attendees during the lunches on Wednesday and Thursday. Sponsor will receive signage near the food stations and sponsor will have the opportunity to provide branded napkins and/or cups (production and shipping costs not included).

You'll also receive:

- Logo on the Border Security Expo website, on all luncheon signage, and in the Show Guide
- Designated luncheon table with chairs. Identified with onsite company logoed sign
- Three (3) full conference passes
- Full-page ad in the Show Guide

Opening Night Happy Hour

\$15,000

Make sure your brand is front and center during this busy time in the hall as hundreds of attendees and exhibitors gather to celebrate the opening day. Sponsor will receive signage on all bar stations strategically placed throughout the hall, plus:

- Logo on the website, on all happy hour signage, and in the Show Guide
- Option to provide logo-branded napkins or drinkware during the Happy Hour (production and shipping costs not included)
- 20 complimentary drink tickets to hand out to attendees during day 1 of the Expo
- Opportunity for one of your executives to provide short remarks at the opening plenary
- Two (2) full conference passes
- Full-page ad in the Show Guide

MAY 10-11, 2023 EL PASO, TEXAS

NEW! Connection Lounge

\$15,000

The Connection Lounge gives attendees a place to relax, charge up, and catch up with colleagues. The Lounge is a fully carpeted and furnished with charging stations and workspace.

Includes:

- Logo on the website, on all lounge signage, and in the Show Guide
- Option to provide branded water bottles and/or distribute promotional materials in the lounge (production and shipping costs not included)
- Full-page ad in the Show Guide

Registration

\$15,000

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.

Additional benefits:

- Banner at registration
- Logo on the BSE website, on all registration counters and onsite signage, and in the Show Guide
- Full-page ad in the Show Guide
- Two (2) full conference passes
- Option to provide promotional items at registration (production and shipping costs not included)

Press Room & Speaker Lounge

7,500

Get prime access to domestic and international members of the press who'll be present at Border Security Expo, as well as the thought-leading experts and keynotes who'll be speaking. Expand your brand with these exclusive benefits:

- Logo on the BSE website, on all press room & speaker lounge signage, and in the Show Guide
- Full-page ad in the Show Guide
- One (1) full conference pass
- Option to distribute promotional items or company information in the lounge (cost of production and shipping not included)

Coffee Breaks

\$6,500/day or \$10,000 exclusive

Grab attendee's attention while they get refreshed and refueled as the essential Coffee Break Sponsor! Your company will receive:

- Logo on the Border Security Expo website, on all coffee break signage, and in the Show Guide
- Opportunity to provide logo-branded cups and/or napkins (production and shipping costs not included)

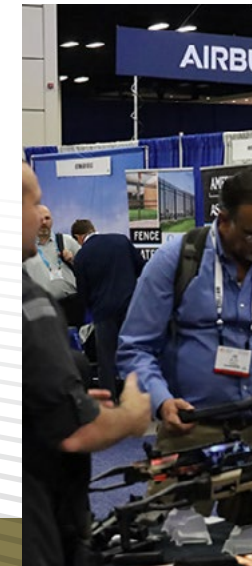
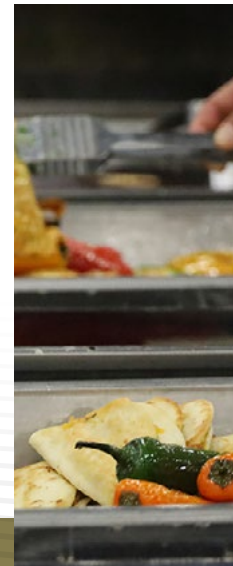
NEW! Breakout Session Sponsor

\$4,500/room

As a Breakout Session sponsor, you will have your branding in the chosen breakout room on the day of your choice (Wednesday or Thursday). Your brand will be seen by an audience of serious federal, state, and local government buyers and decision makers.

Sponsorship includes:

- Onsite signage outside of the room
- Special mention/thank you at the beginning of each session
- Full-page ad in the Show Guide
- Two (2) full conference passes
- Logo on the BSE website and in the Show Guide



ONSITE BRANDING

Charging Station

Always crowded and constantly used by attendees, these branded charging stations provide maximum visibility throughout the convention center.

\$8,000

Entrance Units

Gain maximum visibility by placing your company's product at the exhibit hall entrance.

\$7,500

SOLD

Attendee Bags

Sponsored by **servicenow**

Extend your visibility beyond the show by sponsoring the Attendee Bags. 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, on onsite signage, and in the Show Guide. Price does not include production or shipping of the bags. Inserts/promotional items to be provided by sponsor.

\$6,500

Bag Inserts

Make an impression when you put your company's information or promotional item into the hands of attendees. Inserts must be approved by show management. Eight (8) opportunities available. Production and shipping cost of insert not included.

\$1,200

Hotel Keycards

Put your brand directly in the hands of attendees every time they enter their hotel rooms. Custom-designed keys will be distributed at a selection of hotels; two keys per room.

\$6,000

SOLD

Lanyards

Sponsored by **SEV1TECH**

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, on onsite signage, and in the Show Guide. Lanyards to be provided by sponsor.

\$5,000

SOLD

Notepad & Pen

Sponsored by **World Wide Technology**

This practical notepad and pen combo, imprinted with your company's logo, will be handed out to every attendee at registration. This exclusive sponsorship also includes your logo on the BSE website, on onsite signage, and in the Show Guide. Price does not include production or shipping of pen and pad set.

\$5,000

Aisle Signs

Promote your company and increase booth traffic by sponsoring aisle signs. Cost includes production and hanging of sign with aisle number and company's name and logo.

\$5,000

DIGITAL MARKETING OPPORTUNITIES

Promotional Email

\$2,500/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. Four (4) opportunities available.

Online Retargeting Campaign

\$850/month

Take your marketing to next level with a retargeting campaign that targets BorderSecurityExpo.com visitors with your online advertising campaign across the Internet. Use this online campaign to target buyers before they visit your booth and follow up with a campaign to remind attendees about your company. You provide the graphics; we take care of the rest.

ADVERTISING OPPORTUNITIES

Center Aisle Decals **\$8,000**

Drive traffic to your booth with these prominent footprints strategically placed down the length of the exhibit hall. Ten (10) large carpet decals (4'x4') will be spaced along the 20' center cross aisle and the two wide main entrance aisles.

Entrance Doors Decals **\$5,000**

Be the first brand attendees see upon arrival at Border Security Expo by placing your logo on the front doors to the El Paso Convention Center.

Lobby Banner **\$3,500/sign**

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

Free-Standing Signs **\$1,200/sign**

Elevate your exposure and drive more booth traffic by promoting your company on highly visible free-standing signs. Your logo and message will stand out on these 3 ft. x 2 ft. signs that are strategically placed in high-traffic areas throughout the Expo. Price includes production of signs.

Column Wraps **Call for pricing**

Promote your brand, enhance a new product, or call attention to your booth number with a column wrap. Various locations are available throughout the El Paso Convention Center.

Hanging Banner **Call for pricing**

Place your brand front and center in the El Paso Convention Center. Please contact us for available locations and pricing.

Show Guide Advertising

Belly Band Wrap	\$2,500
Back Cover	\$2,500
Inside Front Cover	\$2,000
Inside Back Cover	\$2,000
Full-page Ad	\$1,200
Half-page Ad	\$800

Additional Company Listing	\$300 (online & print)
Logo Directory Listing	\$300 (print only)

Meeting Rooms **\$2,400 (1 day) or \$4,600 (2 days)**

These highly sought-after meeting rooms, located in the exhibit hall, offer flexibility and convenience when your booth is suddenly packed, and are great for setting up a controlled product display area in the exhibit hall. Package includes: 10' x 10' space with 10' perimeter walls, lockable door, carpet, 6' board table, (4) chairs, one electrical drop, and wastebasket. Additional furniture or services such as audio/visual or food & beverage are available at an additional cost.

Secure Your Sponsorship Today!

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