SPONSORSHIP OPPORTUNITIES 2021

BOLSTER YOUR BRAND. BUILD RELATIONSHIPS.

BorderSecurityExpo.com
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 and the 6th Annual Sharpshooter Classic & Demo Day. 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.

Expand your reach beyond the trade show floor as a Border Security Expo Sponsor. This event delivers tailor-made sponsorship options for you to:

- Uncover new business prospects
- Promote thought leadership
- Put your products directly in the hands of end users
- Build brand awareness through pre-show marketing campaigns
- Capture attendee loyalty
- Gain an edge over your competition

Mix and match sponsorship opportunities to build the sponsorship package best suited for your marketing goals and budget!
Corporate Event Sponsor

$25,000

This exclusive, high-profile sponsorship offers maximum exposure before and during Border Security Expo. As the corporate sponsor, one of your company’s senior executives has the opportunity to present pre-recorded introductory remarks at the opening day keynote—plus, 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
• Two (2) seats at the VIP table during the keynote luncheon
• Logo on the Border Security Expo website, all onsite signage, and in the Show Guide
• Full-page ad in the Show Guide
EVENTS & THOUGHT LEADERSHIP

Luncheon Sponsor $20,000
Leverage this chance to promote your brand to attendees during the luncheons on Wednesday and Thursday. Your brand will be the first thing they’ll see with your company’s information displayed on the chairs and you’ll have the floor as one of your senior executives offers introductory remarks preceding the Luncheon presentations. You’ll also receive:
• Three (3) full conference passes
• Two (2) seats at the VIP table during the luncheons
• Logo on the Border Security Expo website, on all luncheon signage, and in the Show Guide
• Full-page ad in the Show Guide

Opening Night Reception Sponsor $15,000
The Opening Night Reception is one of the highlights of Border Security Expo as hundreds of leaders representing domestic and international governments gather in the exhibit hall for networking and idea-exchange. Sponsorship includes:
• Opportunity for one of your executives to introduce a speaker during the conference
• Two (2) full conference passes
• Logo on the Border Security Expo website, on all reception signage, and in the Show Guide
• Full-page ad in the Show Guide
• Option to provide logo-branded napkins during the reception (cost of napkins not included)
Honoring the Memory Ceremony Sponsor $7,500
This year will mark the ninth year that Border Security Expo will memorialize the many brave law enforcement personnel lost in the line of duty during the Honoring the Memory Ceremony on Wednesday, April 28. Your support will be recognized with your company logo on the Border Security Expo website, on all Ceremony signage, and in the Show Guide. Additionally, your company executive will be invited to make introductory remarks to commence the event and you will receive one (1) full conference pass.

Coffee Breaks $5,000
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 napkins (production costs not included)
THEATER & MEETING ROOMS

Solutions Theater Sessions $750
Back by popular demand, the Solutions Theater offers companies a unique way to expand their visibility beyond the exhibit booth by offering a convenient 15-minute session about your innovative products and technologies. The Solutions Theater is centrally located in the exhibit hall for prime exposure and sessions are free to attend. Additional benefits include company logo on Solutions Theater signage, on the Border Security Expo website, and in the official Show Guide.
12 opportunities available.

Meeting Rooms $495 (1 hour) $595 (2 hours)
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.
Maximum time: 2 hours
Package includes: 12’ perimeter walls, lockable door, carpet, standard furniture package, one 150-watt outlet, and wastebasket. Other services such as audio/visual or food & beverage are available at an additional cost.
ONSITE BRANDING

Registration Sponsor $15,000

Reach the more than 1,500 influential border security professionals who register by becoming the registration sponsor. Your company’s banner ad (728 x 90) will be placed on the Registration Information page on the Border Security Expo 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:

• 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 logo-branded promotional items at registration (cost of production not included)

SECURE YOUR SPONSORSHIP TODAY!

Contact us to customize a sponsorship package that will maximize your exposure and stay within your budget.

Tom Mapes, Event Director
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ONSITE BRANDING

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 passes
• Option to distribute promotional items or company information in the lounge (cost of production not included)

Lanyards $5,000
See your company name and logo on the official lanyard that holds attendee badges at Border Security Expo. These lanyards are distributed to all attendees and are designed to be used throughout the events to display the required credentials. Includes: logo on BSE website, on onsite signage, and in the Show Guide. Lanyards to be provided by sponsor; must be approved by show management.
ONSITE BRANDING

Attendee Bags $6,500
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. This durable cloth bag will continue to be used by attendees long after returning to their offices. Sponsorship also includes your logo on the BSE website, on onsite signage, and in the Show Guide. Price does not include production of bag. Inserts/promotional items to be provided by sponsor.

Attendee Bag Insert $1,200
Make an impression when you put your company’s information or promotional item into the hands of qualified buyers. All attendees will receive a Border Security Expo tote bag at registration. Make sure your message is the first one they see! Inserts must be approved by show management. Production cost of insert not included.

Notepad & Pen $5,000
Attendees are always looking for something to write on—and write with—and this attractive notepad and pen combo, imprinted with your company’s logo, will fit the bill perfectly! Each conference attendee receives one 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 of pen and pad set.
ADVERTISING OPPORTUNITIES

**Lobby Banner**
$3,000/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.

**Hanging Aisle Signs**
$1,500/sign
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, logo or website.

**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.
ADVERTISING OPPORTUNITIES

Official Show Guide Advertising
The official Border Security Expo Show Guide is THE go-to directory for the entire conference and expo! Advertising in the Show Guide is one of the best ways to get your message directly in the hands of your audience and get optimal return on your marketing dollars. Check out these advertising opportunities:

- Back Cover $2,500
- Inside Front Cover $2,000
- Inside Back Cover $2,000
- Full-page Ad $1,200
- Belly Band Wrap $1,000
- Half-page Ad $800
- Additional Company Listing $300 (online & print)
- Logo Directory Listing $300 (print only)

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PUT YOUR PRODUCT TO THE TEST

The Sharpshooter Classic & Demo Day is a highly anticipated, day-long event featuring hundreds of active-duty Customs & Border Patrol agents, Coast Guardsmen, and local law enforcement competing in spirited shooting competitions to earn bragging rights for their teams.

As a Demo Day Exhibitor, participants will test-drive your products and technologies in real time at an outdoor firing range. Here’s your chance to put your products directly in the hands of active duty law enforcement and border security professionals—the perfect way for them to experience the benefits for themselves!

From static displays to interactive demos, the Sharpshooter Classic & Demo Day has something for everyone.
EXHIBIT OPPORTUNITIES

The Field Showcase
$1,800
Located in a prime location near the event entrance and food tent, all displays here will have dedicated and easily accessible space to showcase your newest and best vehicles, radar systems, lighting towers, etc. In addition, you’ll receive:
• One 6’ table and 2 chairs for your collateral
• Company logo on event signage, on the Demo Day page on the Border Security Expo website, and in the Show Guide
• Space for your company-branded pop-up tent

Tent Showcase
$850
Centrally located at the range, the large exhibit tent will provide a home to vendors looking for face-to-face interaction with active-duty field officers. As a vendor in the Tent Showcase, you’ll receive:
• One 6’ table and 2 chairs
• Company logo on event signage, on the Demo Day page on the Border Security Expo website, and in the Show Guide
SPONSORSHIP OPPORTUNITIES

Live Action Demo $500
From live fire activities and drone flights to off-road test drives, the Sharpshooter Classic & Demo Day now provides ample opportunities for attendees to get up-close and hands on with your border security products and technologies. Don’t miss this one-of-a-kind opportunity to showcase how your product or technology can help them in their jobs as well as provide you with valuable insight from actual end users. Please call for scheduling and space availability.

T-Shirt Sponsor $1,200
Place your brand on the back of every Sharpshooter Classic & Demo Day participant! These one-color t-shirts include the Demo Day logo on the front and your company message on the back. 500 shirts will be ordered; sponsor responsible for production of t-shirts. For an additional $500, you can also sponsor the shirts worn by all Demo Day Safety Officers on day of event.

Water Bottle Sponsor $1,000
Your company will be the official provider of bottled water, refreshing attendees as they debark from the buses and arrive at the Bandera Gun Club. Sponsorship includes your logo imprinted on bottles for all attendees and signage recognition.
SPONSORSHIP OPPORTUNITIES

**Lunch Sponsor**  
$2,000  
Lunch is provided to all attendees and is a great way to get in front of a highly qualified, attentive group. Your company will receive extensive signage recognition with Sharpshooter Classic & Demo Day participants and the option to provide branded napkins.

**Shooting Bay Sponsor**  
$750/bay  
Gain high-impact exposure by placing your company’s logo in the pistol and rifle bays during the Sharpshooter Classic. This sponsorship provides a great photo opp of your brand name in a live-action environment. Sponsor to provide the banners and/or signs; must be approved by show management.

**Banner Sponsor**  
$500/banner  
Strategically place your brand in the line of sight of potential buyers as a Banner Sponsor. There are numerous prime spots throughout the range to promote your company/products on one or more 3’ x 6’ banners. Sponsor to provide banner; must be approved by show management.

HURRY, OPPORTUNITIES ARE LIMITED. CONTACT US TO FIND THE RIGHT SPONSORSHIP FOR YOUR BUDGET AND GOALS!

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