



■ Centro Citibanamex

16-18 April 2024



The most comprehensive exhibition of security and safety products and solutions in Latin America

www.exposeguridadmexico.com | www.exposeguridadindustrial.com



Sponsorships

Expo Seguridad offers a wide variety of marketing opportunities for your company to **stand out** and **increase traffic to your booth, website or social media**. Whether your company's goal involves presenting a new product or service, increasing brand awareness, or strengthening your bond with your customers, we invite you to consider the advantages of an investment in a marketing and sponsorship opportunity. Some additional benefits are:

- Strengthening your image
- Enhance your "Top of mind" position with customers
- Greater access and interaction with customer
- Strengthening your relationship with the market
- Differentiates you from competitors

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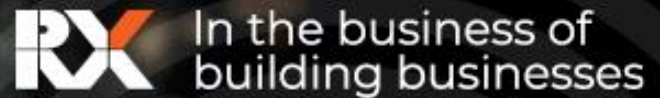
Powered by



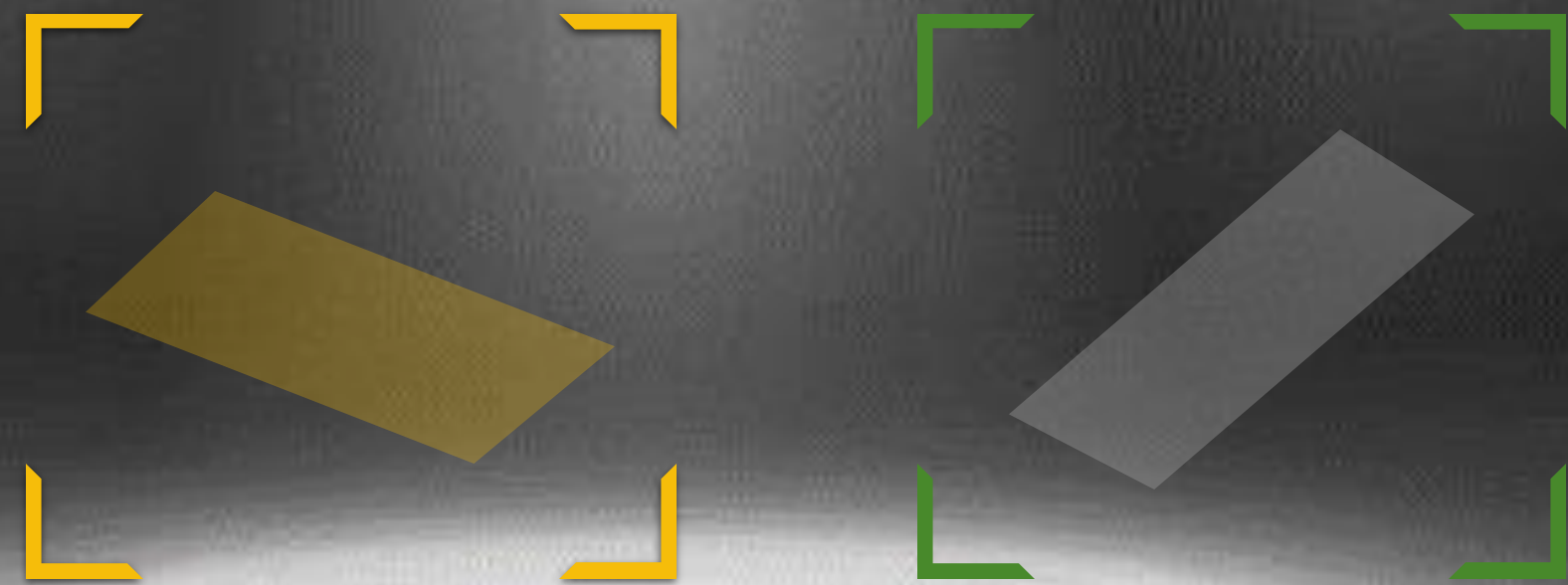
Premier Sponsor



Built by



PRESENTING



Description

As a Corporate Sponsor your brand will be displayed throughout the promotion campaign and event. The sponsorship includes:

Digital:

- Logo on website footer as Corporate Sponsor
- Banner on one e-mail invitation sendout
- Logo on the invitation campaign
- Upgrade to Atlas Gold
- Dashboard pro
- Emperia

Print:

- Logo on all ads promoting the show and the show directory cover
- Full page ad on the show directory
- Logo on show directory listing
- Logo on “Acknowledgement” ad page on show directory
- Logo on pocket map

Structures:

- Logo on event’s inauguration back
- Logo on institutional billboard sign outside Centro Citibanamex
- Logo on one column banner on the Centro Citibanamex lobby
- Logo on the structure displaying our floor plan
- Logo on entrance arches structure

- Logo may take up to 25% of the structure size
- Includes material and production
- All sponsored structures are subject to change in design
- Art/logo must be provided by the sponsor

*Select exhibitor

Benefits



Brand awareness

Availability

4

Founding Sponsor

Description

As a Founding Sponsor your brand will be displayed throughout the promotion campaign and event. The sponsorship includes:

Digital:

- Logo on website footer as Founding Sponsor
- Banner on one e-mail invitation sendout
- Logo on the invitation campaign
- Upgrade to Atlas Gold
- Dashboard pro
- Emperia

Print:

- Logo on all ads promoting the show and the show directory cover
- Full page ad on the show directory
- Logo on show directory listing
- Logo on "Acknowledgement" ad page on show directory
- Logo on pocket map

Structures:

- Logo on event's inauguration back
- Logo on institutional billboard sign outside Centro Citibanamex
- Logo on the structure displaying our floor plan
- Logo on entrance arches structure

- Logo may take up to 25% of the structure size
- Includes material and production
- All sponsored structures are subject to change in design
- Art/logo must be provided by the sponsor

*Select exhibitor

Benefits



Brand awareness

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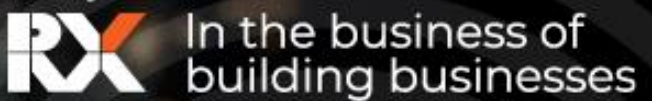
Powered by



Premier Sponsor



Built by



DIGITAL





Website banners



Description

- Home Page options:
 1. Carousel slide
 2. Medium rectangle 300X250
 3. Half page 300X600
 4. Leader board 728X90
 5. Small rectangle 200X100

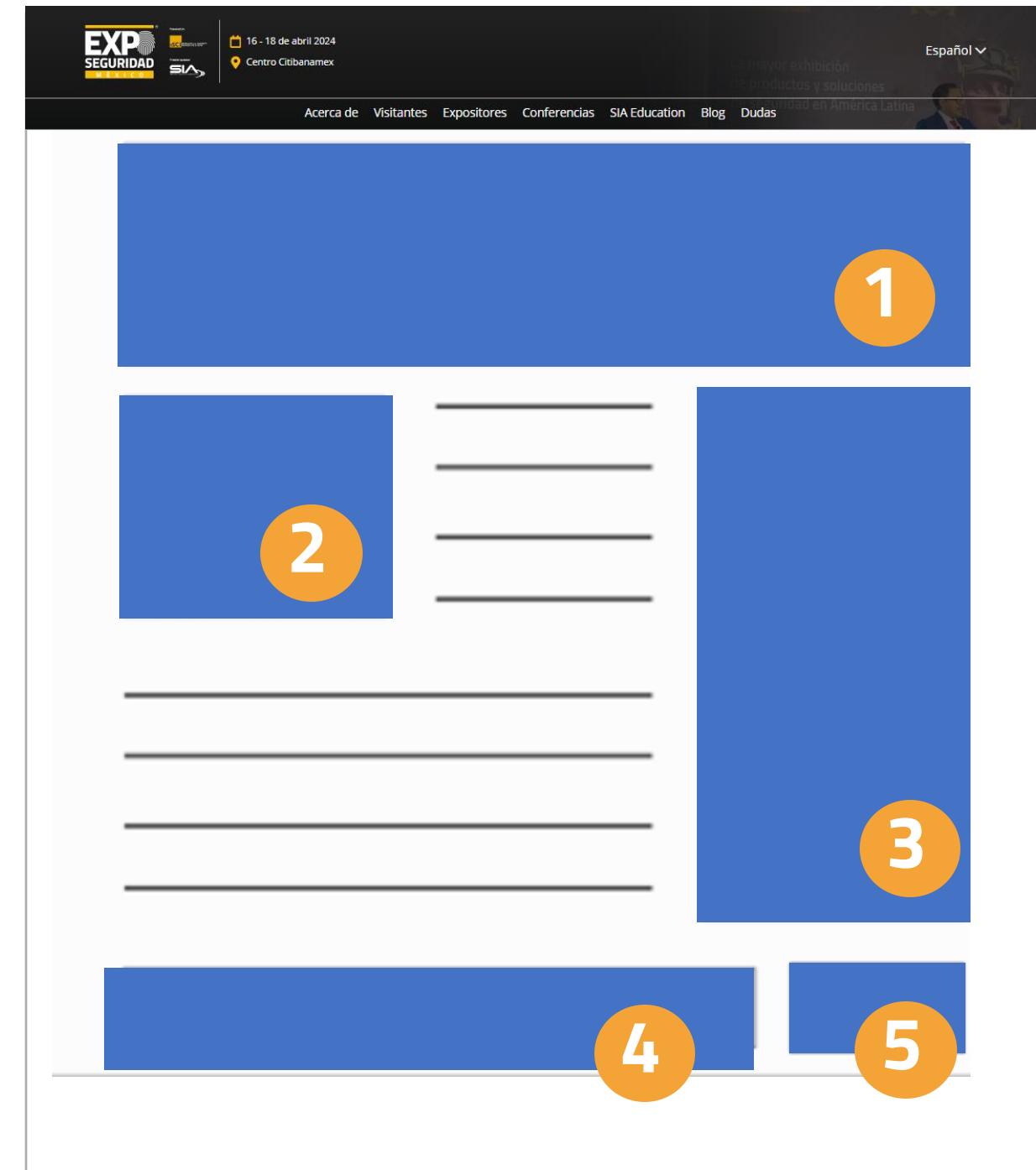
Benefits



Web traffic



Brand awareness





Description

Banner on one mailing campaign sendout

Benefits



Brand awareness



Web traffic

Banner on E-mail Campaign



EXP SEGURIDAD 21-23 | Abril 2020 [Regístrate aquí](#)

La mayor exhibición de productos y soluciones de seguridad en América Latina

Asistir SIN COSTO, ¡es muy fácil!
Se parte de la 18ª edición de Expo Seguridad México

Comienza ya tu registro

- 1 Valida tu e-mail
- 2 Responde el cuestionario
- 3 Y recibe tu confirmación
- 4 Recibe recomendaciones
- 5 Planea tu visita

[¡Regístrate ya!](#)

*Registro sin costo hasta el 17 de abril

www.exposeguridadmexico.com

El logotipo de Expo Seguridad México y Expo Seguridad Industrial son una marca de Reed Exhibitors México, S.A. de C.V., sujeto de sus leyes locales.

Si no desea ser parte de nuestra base de envío envíe un correo a despedicion@reedexpo.mx (este correo no podrá ser consultado para mostrarle nuestra lista de sus clientes). Consulte nuestros avisos de privacidad AQUÍ.

*Content must be fully approved 14 days before sendout



50/50 E-mail Campaign



Description

- Share 50% of the content on a segmented mailing sendout, it can be an html construction with images, texts, buttons, and links

Benefits



Brand awareness



Web traffic



*Content must be fully produced tested and programmed 14 days prior to the sendot

*All content including website, e-mail campaigns, social media and webinars will only be produced in Spanish



Mailing Campaign specifications



- Sendout to a relevant segment (by interest, industry or profile) of the complete data base, of a material of 600 X 600 pixels maximum, either in image or html format, in which the ESM header and footer are prominent, and the content of the mail is shared proportionally with information of the event.
 - In this option the content is shared 50-50.
 - The brand may share the subject line
- Make shipments to the complete data base with a 600 x 200 pixels banners in an institutional communication of ESM
 - In this option the content is 80% of the event and 20% of the sponsor.
 - The subject is determined by the show

*Content must be fully approved 14 days before sendout



Registration platform and confirmations



Description

Banner on the registration platform and the online registration confirmation email

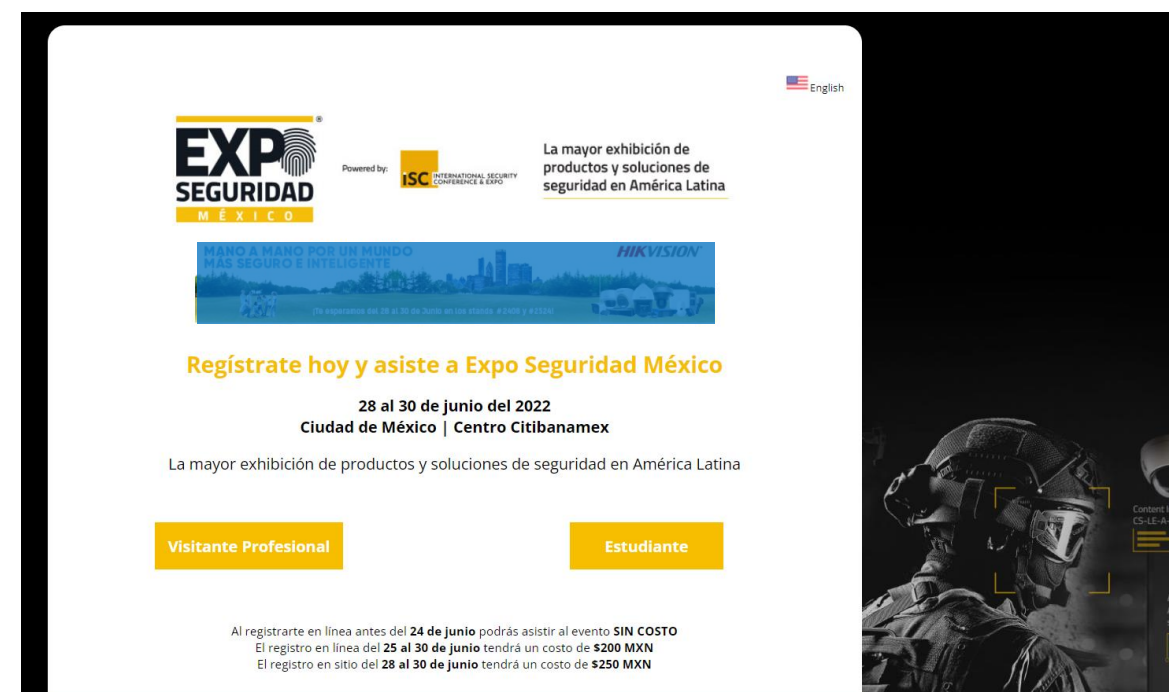
Benefits



Web Traffic



Brand awareness



ESM Expo Seguridad México
contacto@exposeguridad.com Fecha: 16-06-2022 13:28:0

Asunto: Gracias por registrarte, ¡Te esperamos!





Social Media Posts

Description

- Posting on social networks of the event, reaching out to end users and potential clients. (image and text must be provided by the sponsor and approved by the organizing committee)

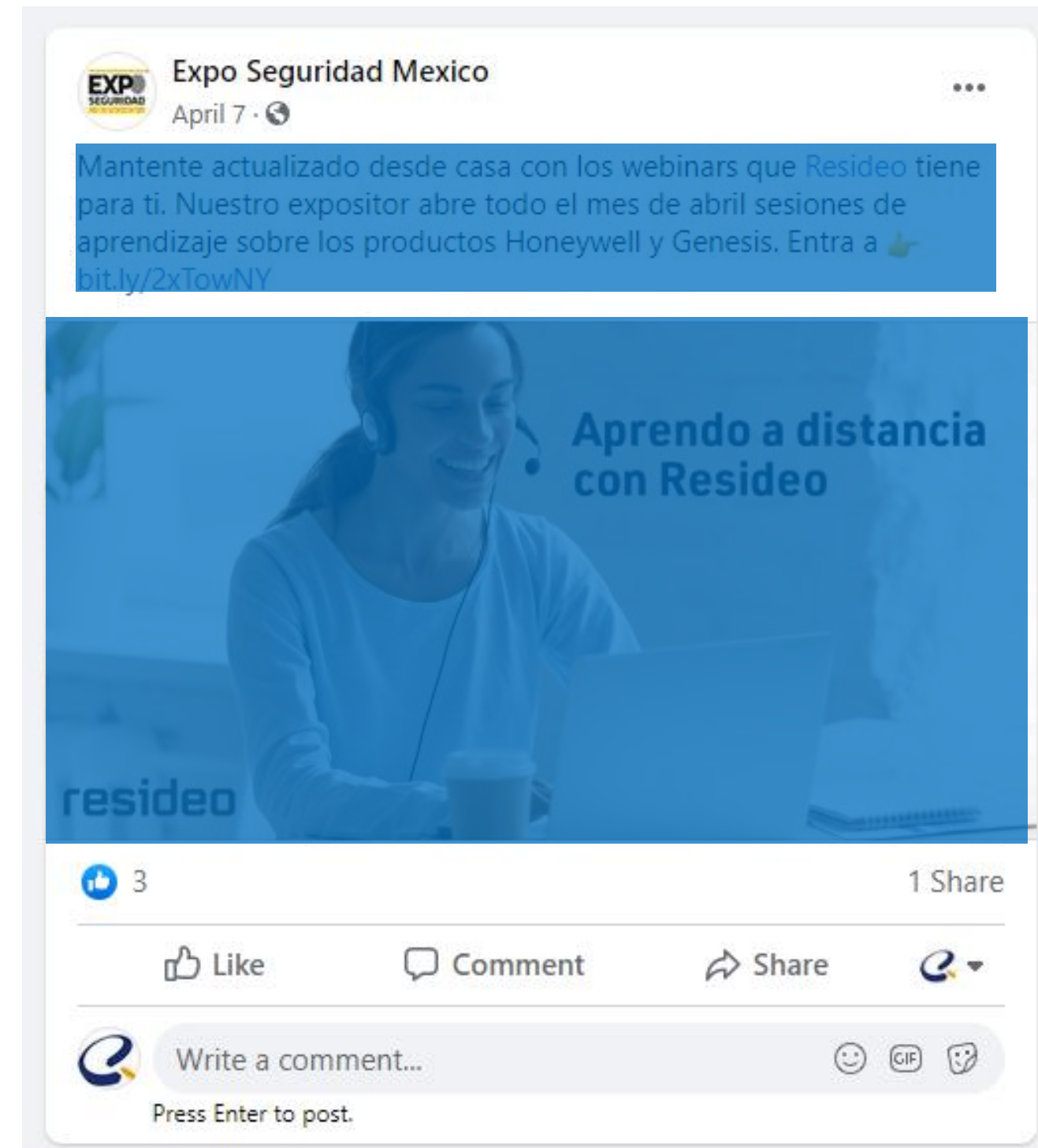
Benefits



Brand Awareness



Tráfico Web



*all content including website, e-mail campaigns, social media and webinars will only be produced in Spanish



Article on Blog section



Description

Curatorship of a text article, with images and links provided by the sponsor to include keywords, and strategic CTAs to improve SEO and illustrate.

It will be published in the Notes section of the website for 1 year

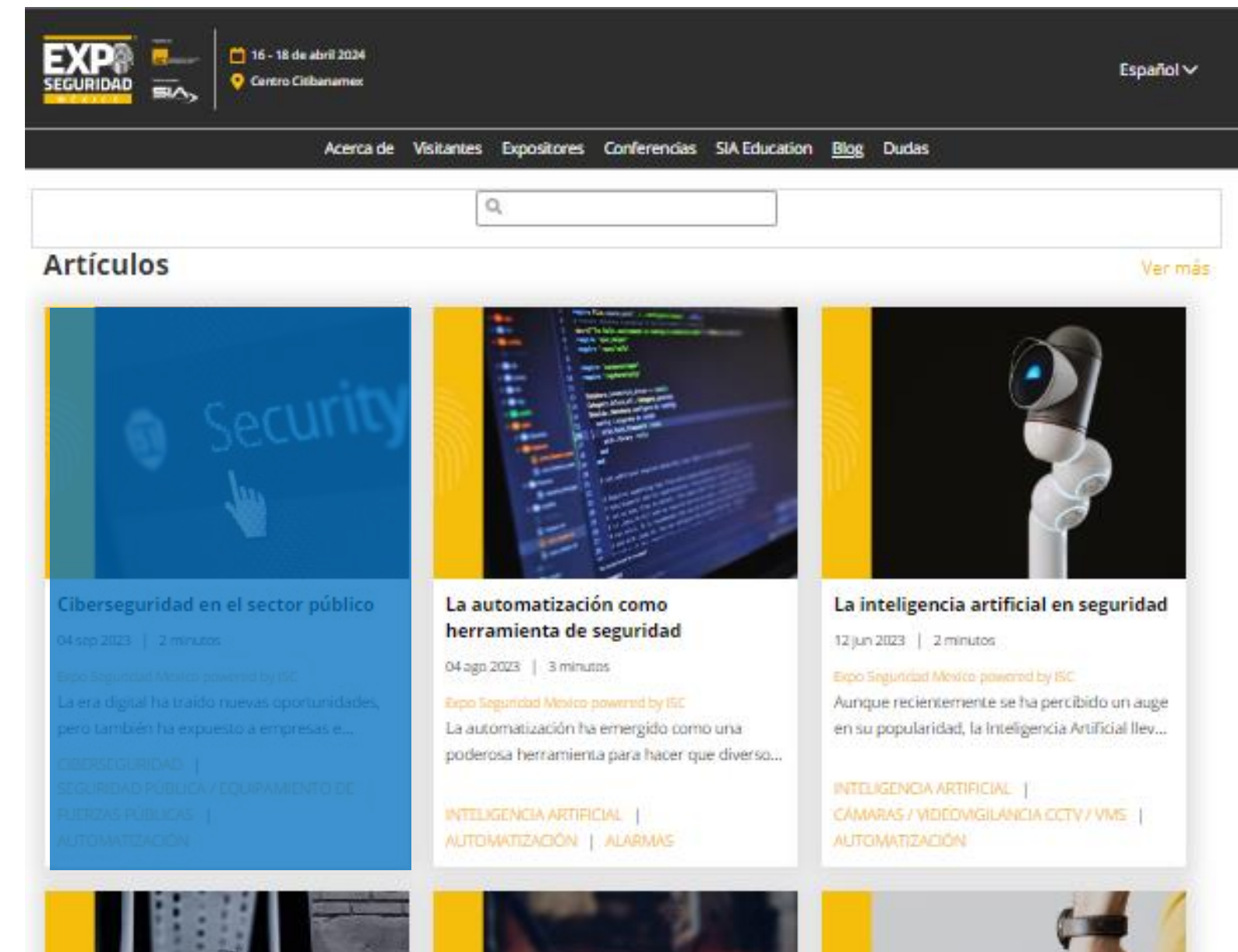
Benefits



Tráfico web



Brand awareness



*all content including website, e-mail campaigns, social media and webinars will only be produced in Spanish



EMPERIA



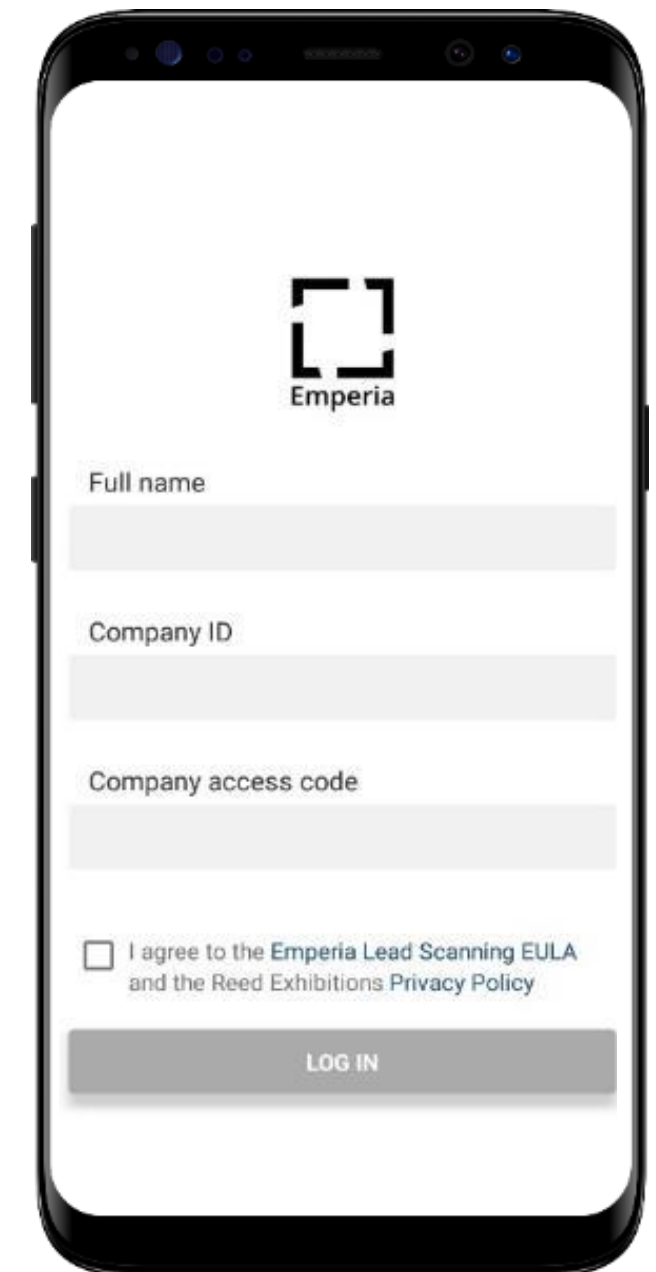
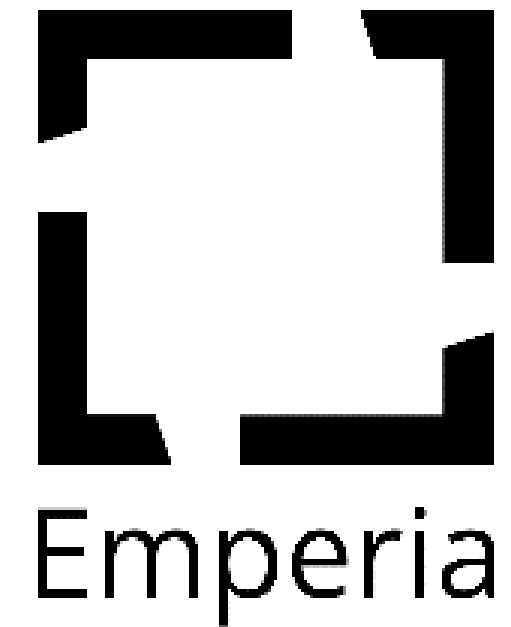
Description

- Lead retrieval app
- One license grants unlimited users
- Compatible with Android and ios
- Possibility to setup of extra questions fields

Benefits



Leads






Bronze Digital Listing



Description

- Exhibitor listed in the digital directory
- Profile with logo and company description
- Categorized to optimize search
- Product carousel, with pictures and product descriptions



ADISES Stand: 2014

Descripción
Mayorista en Soluciones de Seguridad Integrada, brindamos las mejores soluciones de seguridad electrónica para nuestros clientes, acercándolos a las mejores marcas en el mercado...

Marcas
Avigilon, VIVOTEK, Motorola radio, Pelco, Illustra, Dahua, Mileston...

Benefits



Web Traffic



Brand awareness



Leads



Silver Digital Listing



Description

Enhance your preview information
Upgrade available for up to 10% of all exhibitors

- Bronze Package
- Enhanced Profile shows your product on a preview
- Highlighted listing, shows up first on searches

Benefits



Web Traffic



Brand awareness



Leads

2X CLICKS on your profile

EXPOSITOR DESTACADO

EXPO SEGURIDAD ...

HID Global
Control de acceso, Software, Seguridad de Automatización de Maquinaria

Stand: 2429

Sitio web

Porque visitar nuestro stand

Conoce las mejores soluciones de identificación segura con la tecnología líder en control de acceso [Correo electrónico](#)

Descripción

HID Global aporta la tecnología que soporta las identidades seguras de personas, lugares y objetos alrededor del mundo. Hacemos posible que las personas realicen transacciones segur...

Mostrar 5 productos

HID Mobile Access
Control de acceso seguro y cómodo a través del celular para una mejor experiencia del usuario

Lectores HID Signo

HID FARGO CONNECT



Gold Digital Listing

Description

Boost your visibility

Upgrade available for 1 exhibitor per category

- Silver Package
- Gold Exhibitor profile will be randomly displayed on our Home Page.
- Company logo will appear on show directory and pocket map.

Benefits



Web Traffic




Brand awareness



Leads

3X CLICKS on your profile

EXPOSITOR DESTACADO



EXPO SEGURIDAD ...

Linev Systems US, Inc.

Patrocinador de Equipo para Prevención de Riesgos

Seguridad pública / equipamiento de fuerzas públicas,Prevención, detección y co...

Porque visitar nuestro stand

Please come visit our booth if your interested in learning more about our advanced security and A.I detection systems that have made us a world leading company.

Descripción

LINEV Systems has over 30 years of proven experience in X-Ray technologies, we are an eco-group of companies that specializes in class-leading x-ray systems that helps enforce safety and security.

Marcas

LINEV Systems US, Inc.


📍 Stand: 2737

🌐 Sitio web


✉ Correo electrónico

☎ 936.588.2064


Mostrar 5 productos



CLEARPASS CI



BV MAX



MIP-T



Exhibitor Dashboard

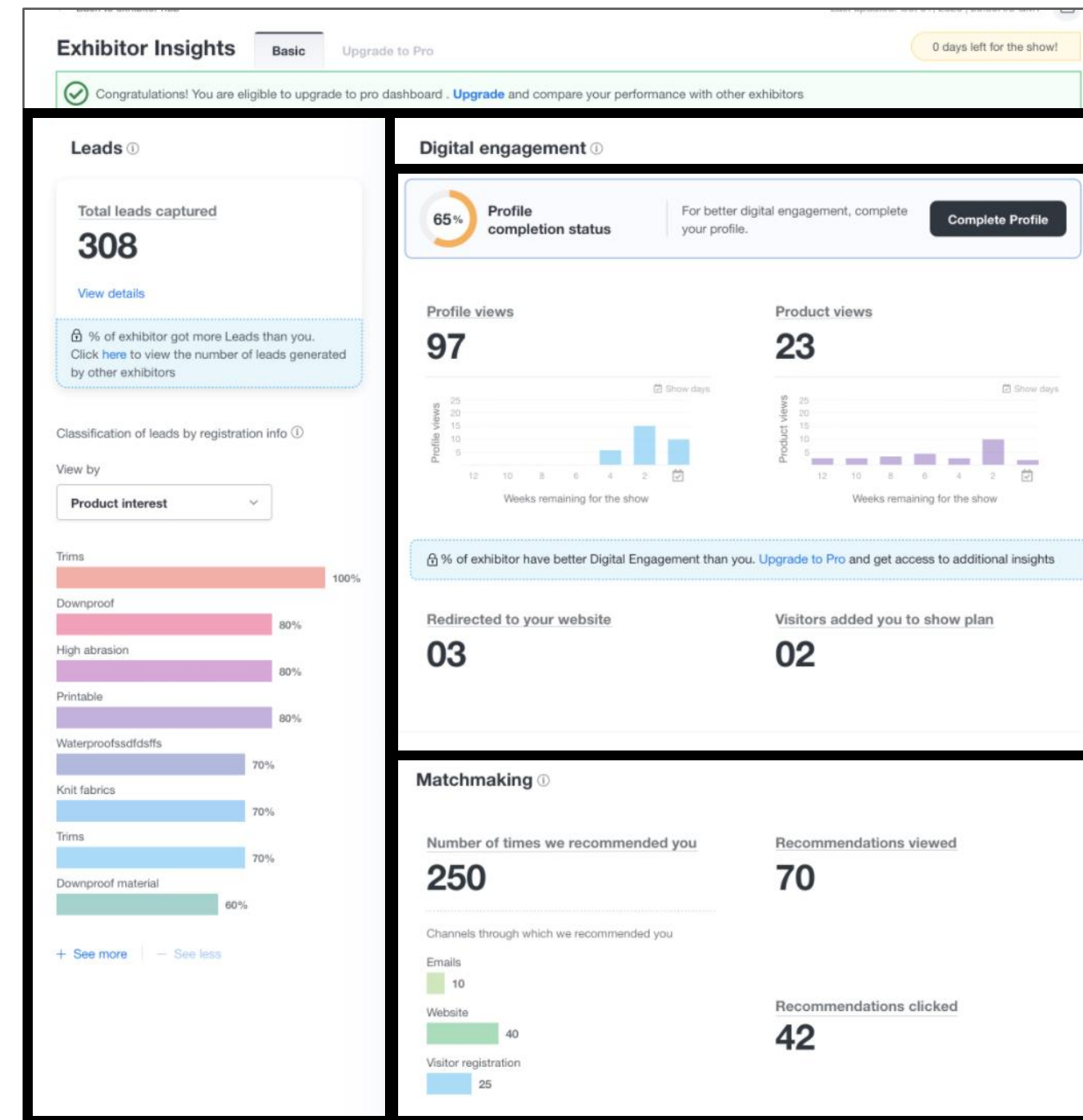
Description

This is a panel of metrics and applicable data that allows you to concentrate and analyze the behavior of Emperia readings and Atlas Digital Listing

Benefits



Business Intelligence



Views

Interactions

Recommendations



Exhibitor Dashboard Pro



Description

The pro version of the dashboard gives you access to additional metrics and a benchmark that allows you to see how your profile compares to that of other exhibitors.

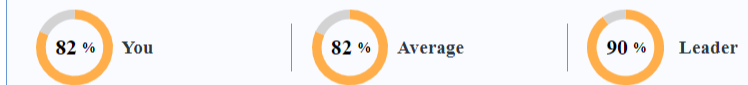
Benefits



Business intelligence

Digital engagement ①

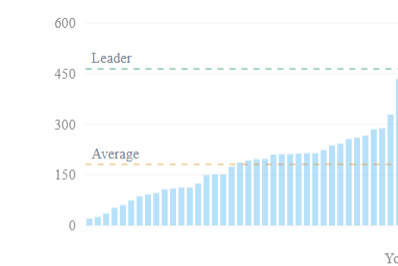
Profile completion status



Exhibitors with higher profile completeness % are likely to have more profile views and product views

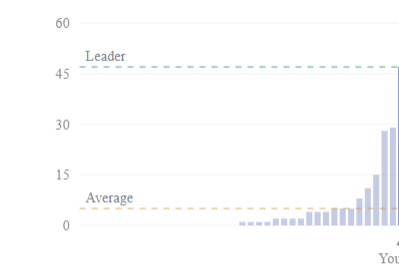
[Complete profile](#)

Profile views



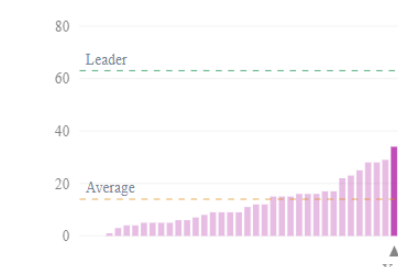
Did you know? You can boost your profile views and create visibility by keeping your profile updated.

Product views



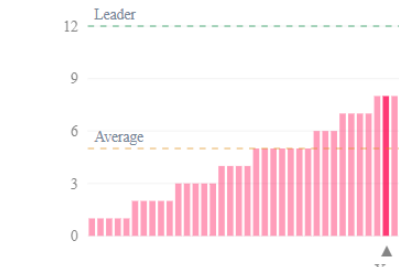
Did you know? You can boost your product views by updating your profile with details of all the products offered

Redirected to your website



Additional indicator of interest from visitors towards your company and products offered.

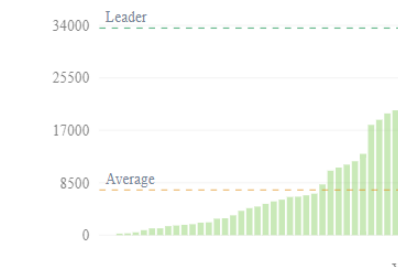
Visitors added you to show plan



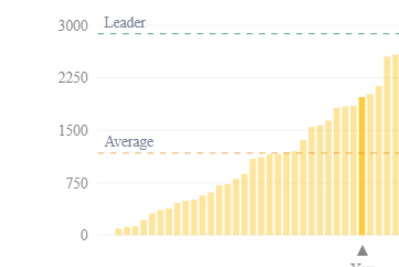
Yay! These visitors look forward to visiting your booth at the show. Keep Emperia handy to generate leads at the show.

Matchmaking ①

Number of times we recommended you



Recommendations viewed





Digital goodie bag



Description

Web App that allows exhibitors to offer incentives for visitors. After the show, the sponsor will receive: Name / Job Position / Company / E-mail of the visitors that showed interest and select their incentive

Benefits



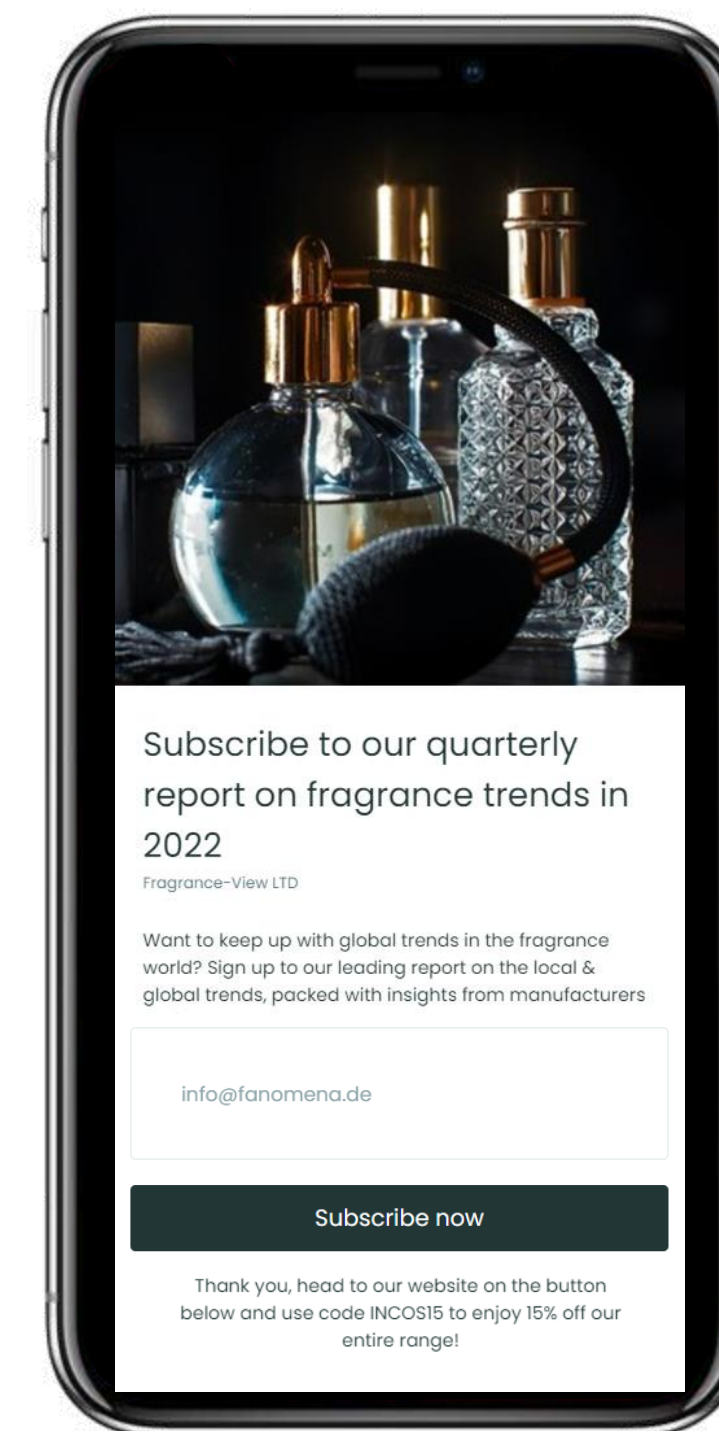
Brand awareness



Leads

1,177 avg
views per lead
(ISC West)

256
avg leads per
offer
(ISC West)



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SECURITY INDUSTRY ASSOCIATION

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RX In the business of
building businesses

PRINTS





Branding on badge holder, e-badge, and lanyard



Description

Logo in front of badgeholder

8 x 13 cm space on back of badge

Right to provide the event's lanyards

Benefits



Brand awareness



Booth Traffic





Directory



Description

This sponsorships are a great opportunity to make your brand stand out and remain present after the show

Benefits



Brand awareness



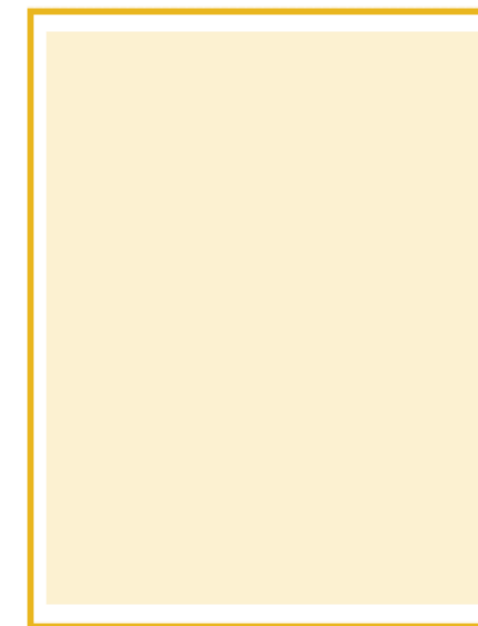
Showcase your new products and solutions



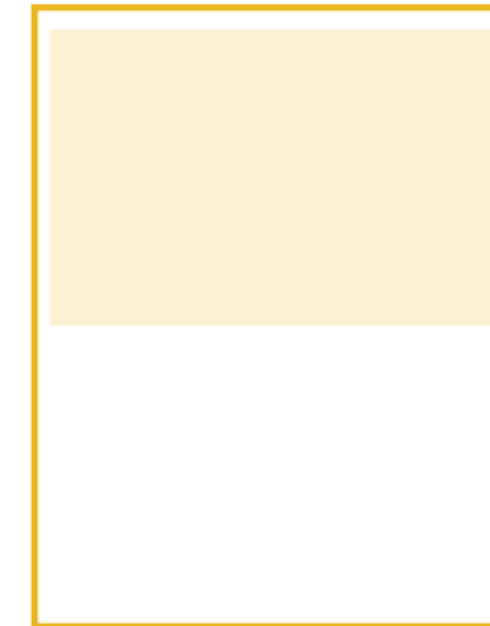
Generate awareness with the special positions



Potential clients use it as a **reference material for the entire year**



1. 1 Full Page Add



2. 1/2 Page Add

- Does not include design
- Pending organizing committee approval
- Includes Directory print and distribution



Directory



Description

This sponsorships are a great opportunity to make your brand stand out and remain present after the show

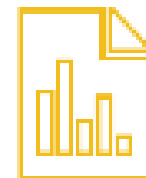
Benefits



Brand awareness



Showcase your new products and solutions



Generate awareness with the special positions



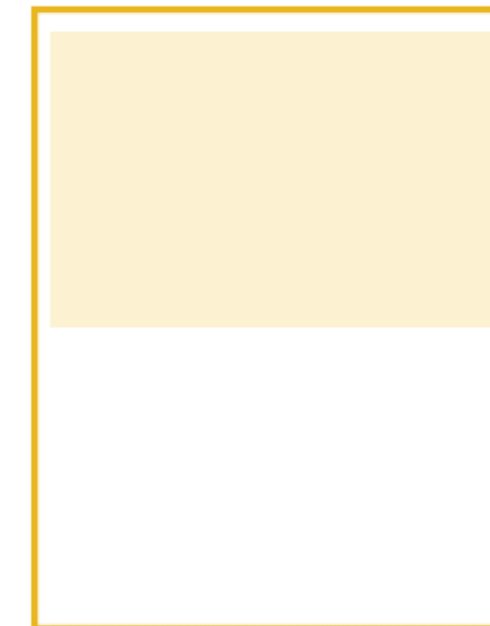
Potential clients use it as a **reference material for the entire year**

- Does not include design
- Pending organizing committee approval
- Includes Directory print and distribution



3. Back Cover

5. Logo on front Cover (peel off effect)



4. Inside front cover and

- **Page facing front cover**
- **Inside back cover**
- **Page facing the inside of the**
- **Back cover**



Directory



Description

This sponsorships are a great opportunity to make your brand stand out and remain present after the show

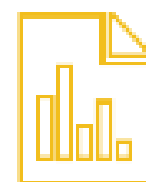
Benefits



Brand awareness



Showcase your new products and solutions



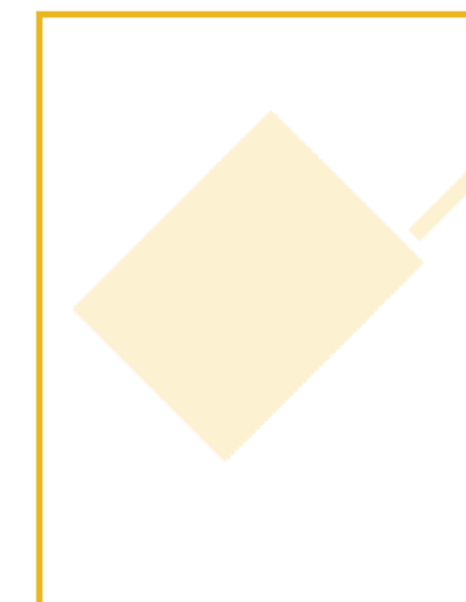
Generate awareness with the special positions



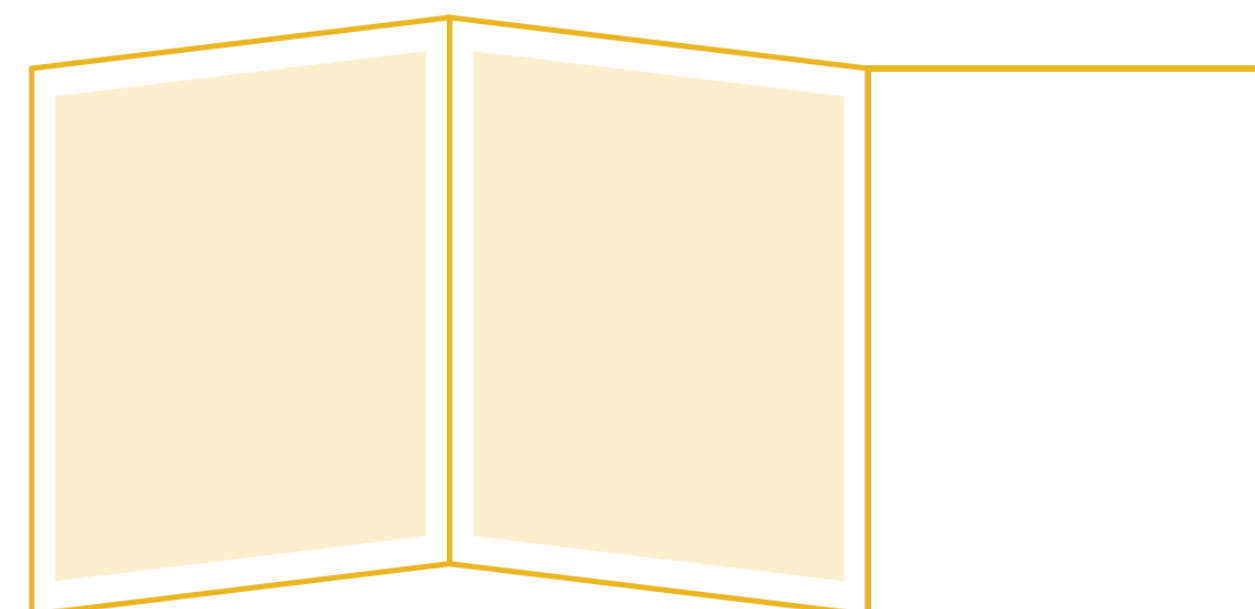
Potential clients use it as a **reference material for the entire year**



5. Belly Band*



6. Insert*



7. Double page gatefold on cover

- Does not include design
- Pending organizing committee approval
- Includes Directory print and distribution
- *Belly band and insert production not included



Printed event floor map



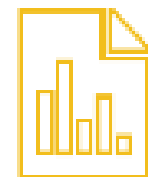
Description

This sponsorships are a great opportunity to make your brand stand out and remain present after the show

Benefits

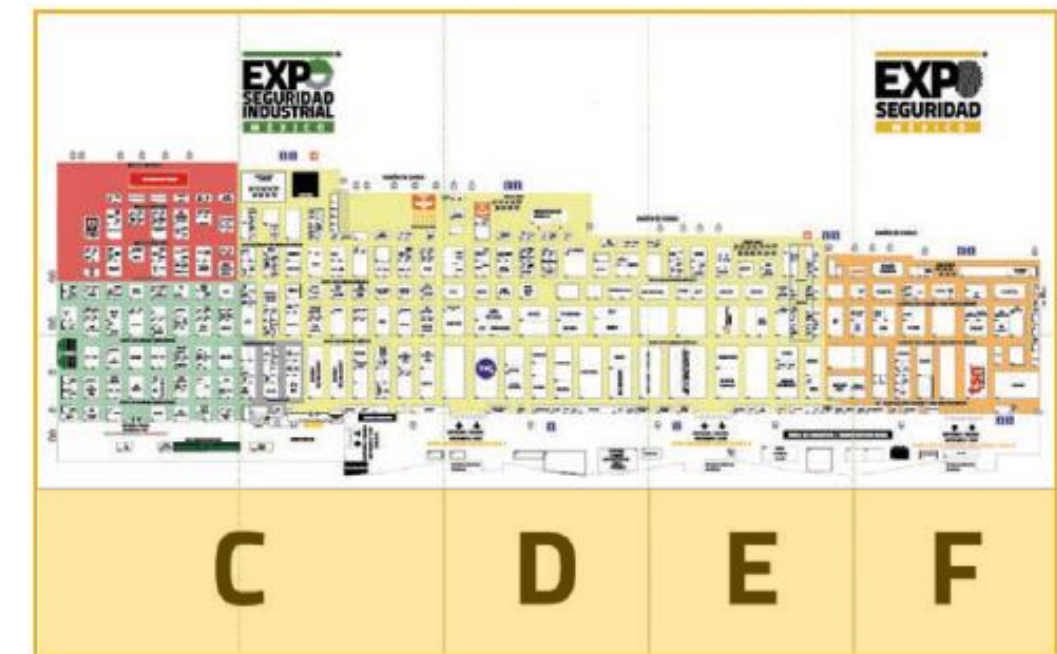


Showcase your new products and solutions



Generate awareness with the special positions

- Does not include design
- Pending organizing committee approval
- Includes Floor map print and distribution



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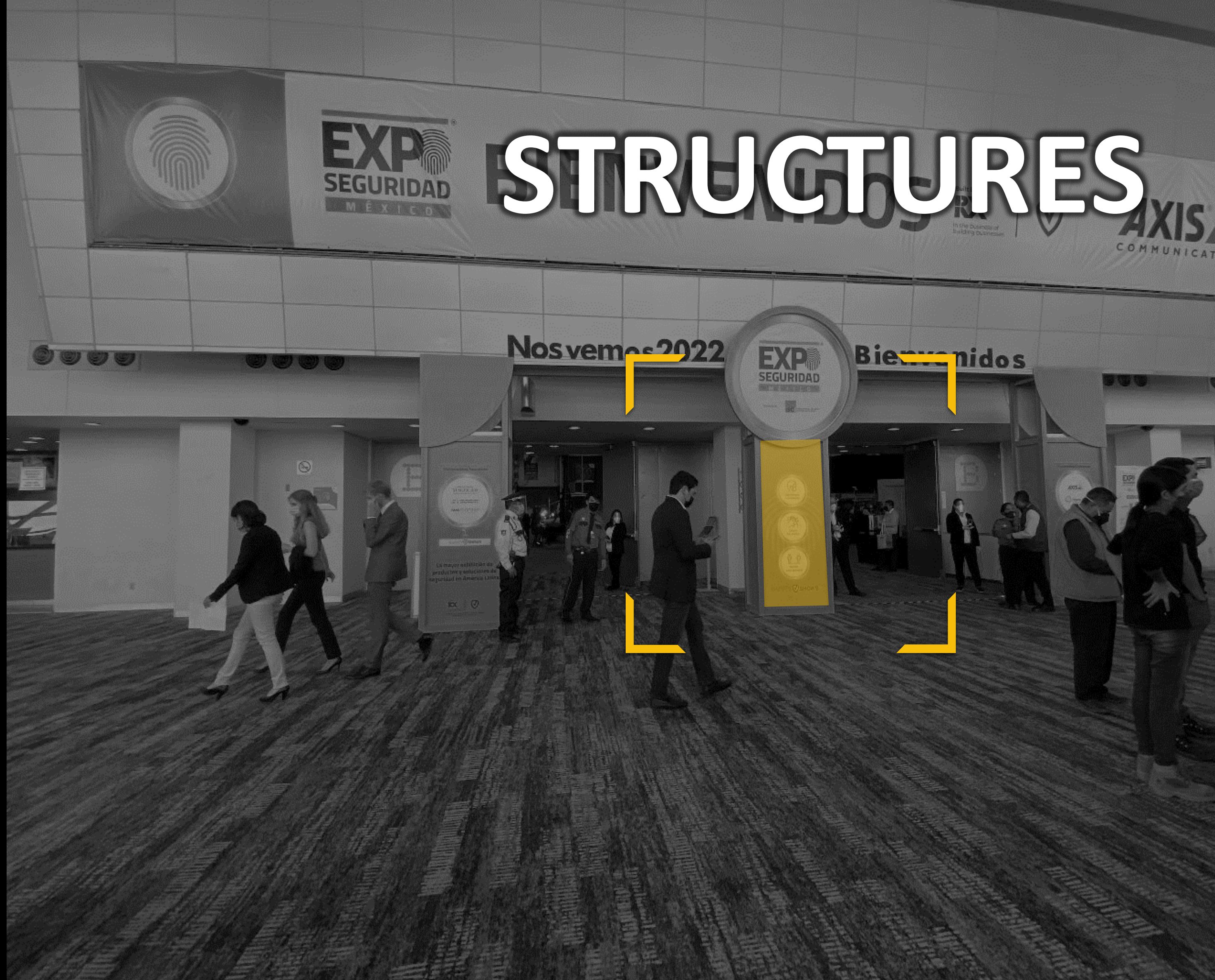
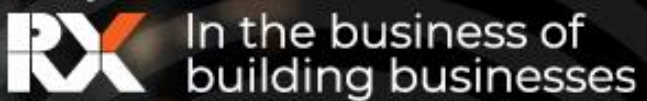
Powered by



Premier Sponsor



Built by





Center column on entrance arch

Description

The location of these structures create a sponsorship opportunity with great brand remembrance, perfect to invite attendees to visit your booth

Benefits



Booth Traffic



Brand awareness



Availability

Hall D, Hall D, Hall B, Hall C, Hall A

- Includes material and production
- Art must be provided by the sponsor
- All sponsored structures are subject to changes



Concierge desk



Description

Branding on the structure plus the right to distribute information or a gift (like a message to invite them over to your booth!)

Benefits



Booth Traffic



Brand awareness

Availability

Hall B, Hall C

- Includes material and production
- Art must be provided by the sponsor
- All sponsored structures are subject to changes





Escalators runner decals



Description

Get your brand displayed on the escalators leading to the exhibition floor with a vinyl decal on the space between both stairs at Centro Citibanamex.

Benefits



Booth Traffic



Brand awareness

Availability

Hall A, Hall B, Hall C



- Includes material and production
- Art must be provided by the sponsor
- All sponsored structures are subject to changes



Escalators glass vinyl



Description

Self-adhesive vinyls on glass stair railings. Each sponsorship may include both or just one flight of stairs (the one that connects the ground floor with the mezzanine and the one that connects the mezzanine with the lobby)

Benefits



Booth Traffic



Brand awareness

Availability

Hall A, Hall B, Hall C

- Includes material and production
- Art must be provided by the sponsor
- All sponsored structures are subject to changes





Escalator welcome arch

Description

Logo* on arch on top of the escalators at the exhibition floor level* With an acrylic brochure holder where we suggest you place an invitation to your booth

Benefits



Booth Traffic



Brand awareness

Availability

Hall A, Hall B, Hall C



*Logo may take up to 25% of the structure size

- Includes material and production
- Art must be provided by the sponsor
- All sponsored structures are subject to changes



Main Entrance Welcome Arch

Description

Completely brandable* concourse structure for the exhibiting brand

Benefits



Booth Traffic



Brand awareness

- Includes material and production
- Art must be provided by the sponsor
- All sponsored structures are subject to changes





Parking lot barrier

Description

Light material sleeve to cover the parking lot barriers on the 6 lanes covering both entrance and exits

Benefits



Booth Traffic



Brand awareness



- *Logo may take up to 25% of the structure size
- Includes material and production
- Art must be provided by the sponsor
- All sponsored structures are subject to changes

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Signage



Billboard



Description

Billboard outside the Convention Center

Benefits



Brand awareness

Availability

2



*Logo may take up to 25% of the art size

- Includes material and production
- Art must be provided by the sponsor



Hall Entrance Banner



Description

Include your company logo at the entrance “Welcome Banner” located above the main entrance of exhibition hall.

Benefits



Brand awareness

Availability

Hall B, Hall C, Hall A



- *Logo may take up to 25% of the art size
- Includes material and production
- Logo must be provided by the sponsor



Logo on column banners



Description

Logo on the banners hanging from the columns outside the exhibition floor

Benefits



Brand awareness

Availability

Hall B (6 columns), Hall C (5 columns), Hall A (5 columns)

*Logo may take up to 25% of the art size

- Includes material and production
- Logo must be provided by the sponsor





Boundary banner



Description

This signage opportunity is a great way to create brand and company awareness at the show.

Benefits



Brand awareness



Booth Traffic

Availability

2 Placed between Expo Seguridad Industrial - Expo Seguridad México and Expo Seguridad México – Law Enforcement



- Includes material and production
- Art must be provided by the sponsor
- All sponsored structures are subject to changes



Aisle banners



Description

Front and back view of the aisle number banners

Benefits



Brand awareness

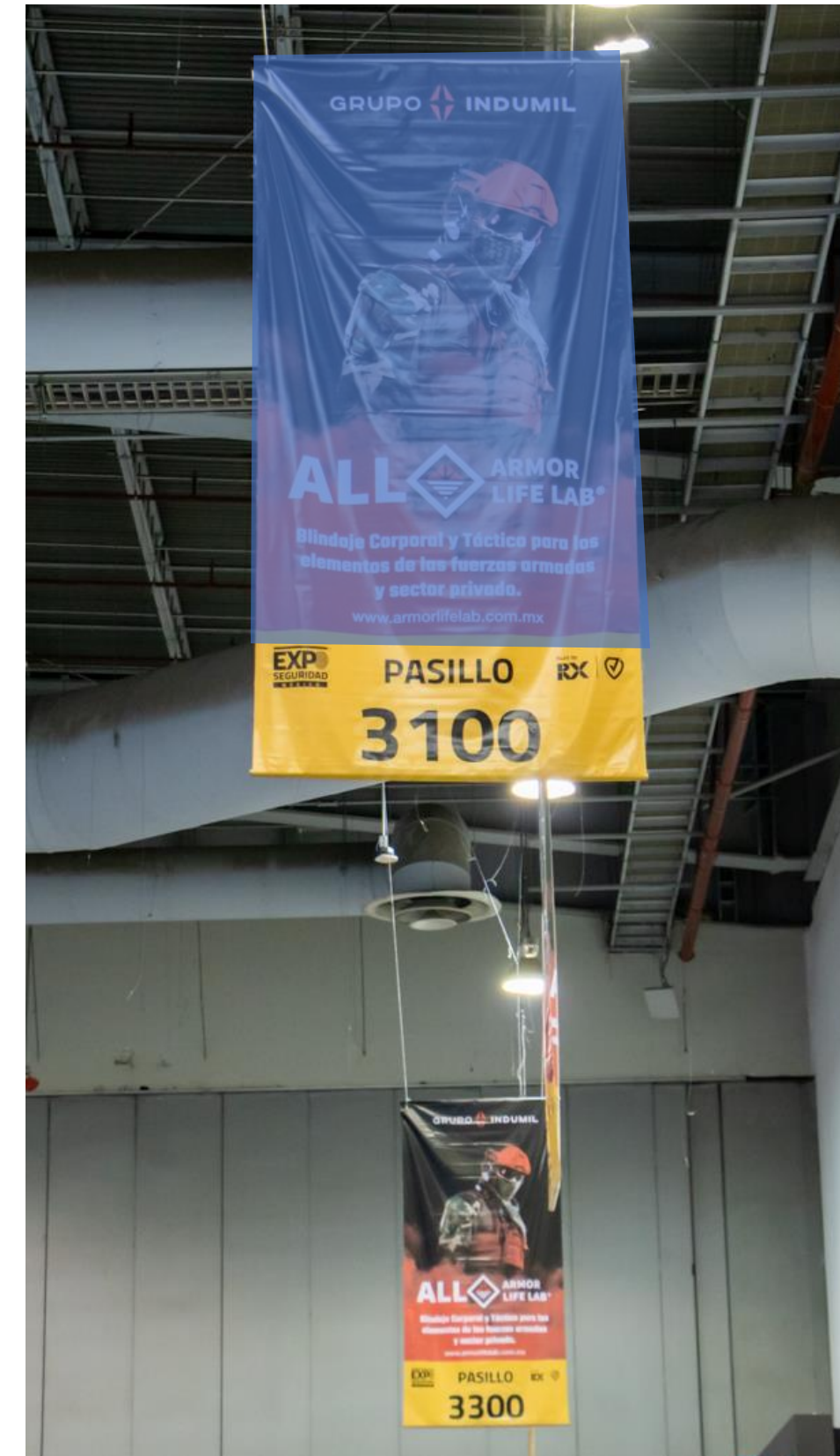


Booth Traffic

Availability

Hall A, Hall B, Hall C, and Hall D

- Includes material and production
- Art must be provided by the sponsor
- All sponsored structures are subject to changes





Exit Banner



Description

The visitor exit banner is located above the main exit of each Exhibition Hall.

Benefits



Brand awareness



Booth Traffic

Availability

Hall A, Hall B, Hall C

- Includes material and production
- Art must be provided by the sponsor
- All sponsored structures are subject to changes



Description

Lona tensada en los ventanales del vestíbulo afuera del piso de exhibición

Benefits



Brand awareness



Booth Traffic

*Cost includes material, production and placement

**Logos and company name should not cover more than 25% of the total area of the window

- Includes material and production
- Art must be provided by the sponsor
- All sponsored structures are subject to changes



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Premier Sponsor



Built by
RX In the business of
building businesses

CONTENT





Conference



Description

Get an expert or a brand spokesperson to share a success story or topic of interest to the industry (non-commercial), get the database of attendees to the presentation that will carry the branding of your company and the right to place a gift in each seat prior to the start of the session

Benefits



Brand awareness



Booth Traffic



Leads

Availability

Consult your sales executive





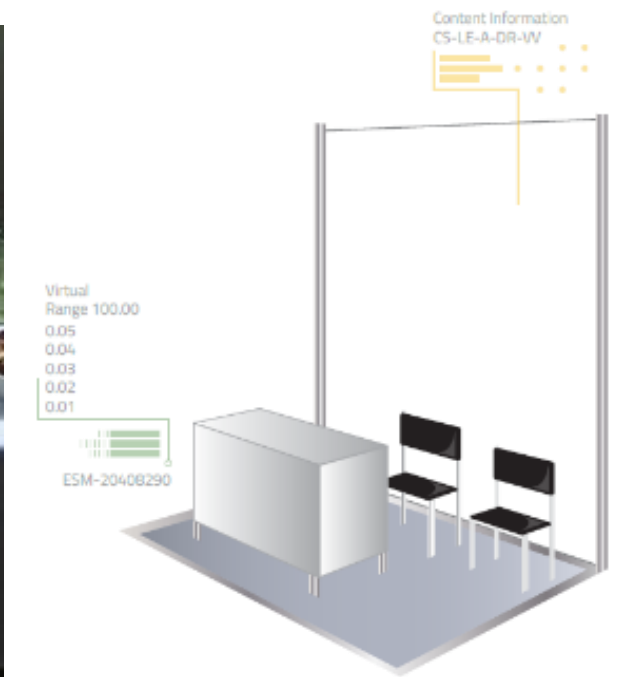
Coffe&Learn



Description

Present an expert or brand spokesperson to share a commercial topic of interest to the industry, obtain the database of attendees at the presentation that will carry the branding of your brand and the right to place a gift in each seat prior to the start of the session.

For extra impact, pamper the audience! consult with your sales executive about additional options to sponsor the coffee service, box lunch, branding of the area, or commercial presence at a countertop.



Benefits



Brand awareness



Booth Traffic



Leads



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CONFERENCE & EXPO

Premier Sponsor

SIA
SECURITY INDUSTRY ASSOCIATION

Built by
RX In the business of
building businesses

OTHERS





One to One : Face to face



Description

- Meet with potential buyers looking for products and services that your company offers.
1. Agenda with **8** business appointments.
 2. 20 min per session.
 3. Includes the right to bring along a gift to be delivered to the buyers.

Benefits



Leads





Hospitality Lounge



Description

Sponsor a hospitality area. Share with us the work of hosting the event and giving attendees a welcoming space for recreation, rest, and networking*

Benefits

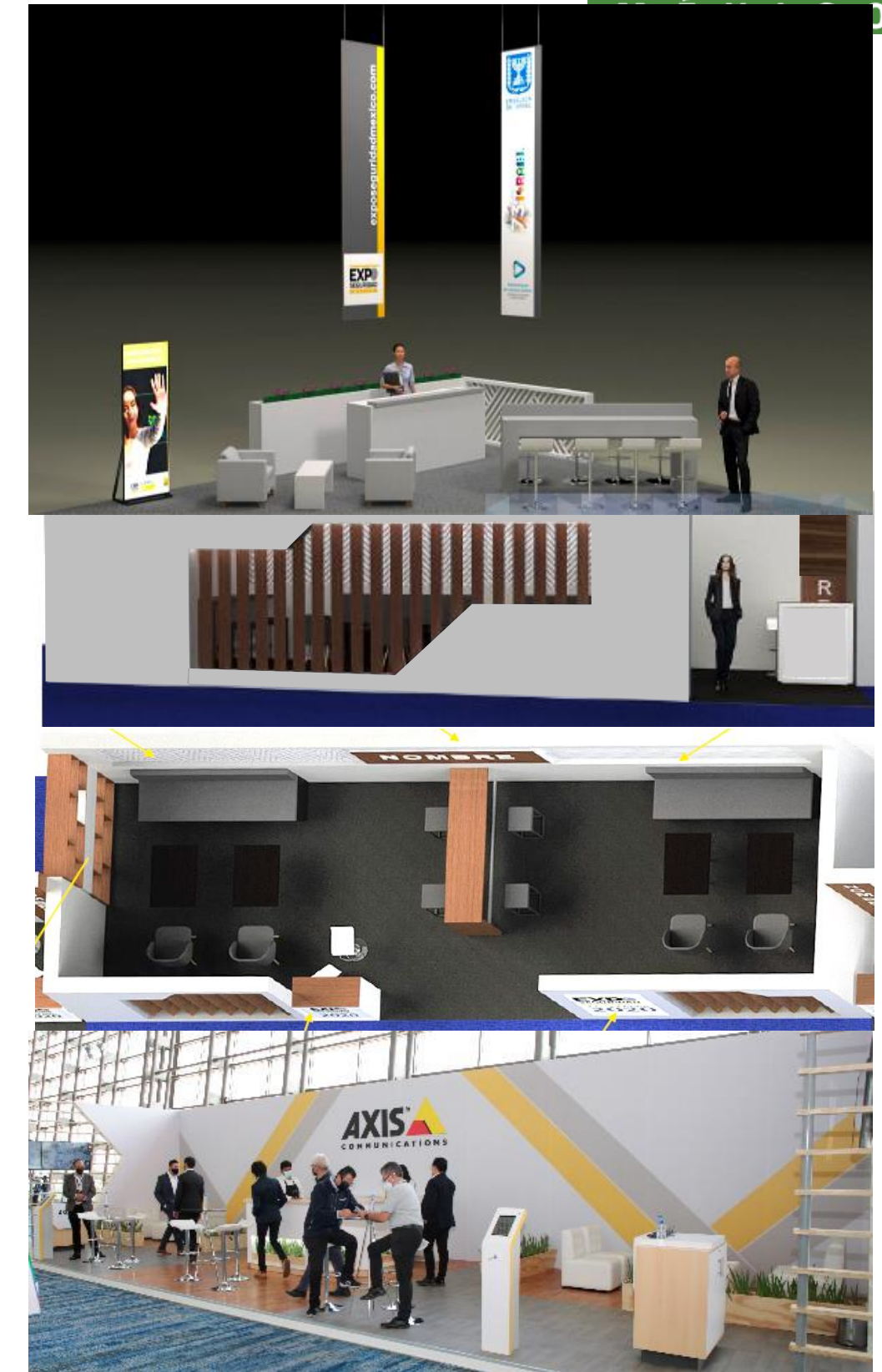


Brand awareness



Booth Traffic

*If you have a booth for commercial purposes at the event and you purchase an additional lounge while maintaining its objective of recreation and hospitality, you can have discounts on its footage.





Tote bags



Description

Distributed to attendees as they arrive and check in at registration. Feature your logo or any advertising on the outside of the bag.

Benefits



Brand awareness



Booth Traffic

Availability

Exclusivity for one company to feature any advertising on the outside design of the bag. Does not include material or production.





Carpet decals



Description

Lead attendees directly to your booth with carpet decals down the aisles. This sponsorship Includes production and installation of 20 decals. 20 pieces of 25X25cm or 5 square meters of self-adhesive vinyl.

Benefits



Brand awareness



Booth Traffic



- Includes material and production
- Art must be provided by the sponsor
- All sponsored structures are subject to changes



Opening ceremony



Description

- Company logo on back of the chair back covers at the inauguration, your brand will show on videos and pictures taken by the media during the ceremony!
- 2 banners on the sides of the Inauguration
- Mention of the Sponsorship in the web page and social media.
- The right to place a welcome gift on each seat for the guests attending the ceremony



Benefits



Brand awareness

Description

Let into your show room, factory, or to facilities that operate with your technology to 10 qualified buyers on a security or safety tour.

- 3 representatives of your company will be able to join the delegation
- Contact list of the 10 Hosted Buyers attending*
- Your company logo on a lunch box
- Right to provide a gift or souvenir to participants
- Right to give a message or information about your brand

Benefits



Brand awareness



Leads



*Qualified safety or security experts and end users from the following industries: Hospitality, Aerospace, Automotive, Mining and Hospitals