

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

28-30
JUNIO
2022

Ciudad de México
Centro Citibanamex

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Rescue Information
CS-LE-A-DR-VV

Analysis points
20.22---962081

Content Information
CS-LE-A-DR-VV

Analysis points
20.22---962081



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To book a booth or get information on
our sponsorship options please
contact our sales team at: :
info@exposeguridad.com



June
28-29-30



Security Knowledge
Virtual Congress



Safety Knowledge
Virtual Congress

November
22-23-24



April 2022





About our last edition

2021, 18° edition

Expo Seguridad México is the most comprehensive Security showcase for products and solutions in Latinamerica gathering national and international manufacturers, distributors, integrators and end users

+ 4,400 VISITORS

Interested in security

- visitors from **34 countries**
- **37%** has a budget of over **\$50,000 USD**

+150 EXHIBITORS

91.4%

PURCHASING DECISIONS

- Approve
- Recommend
- Make the final decision

73.8%

- President
- CEO
- Managing Director
- Vice President
- Manager
- Area Director
- Head of Department
- Supervisor

70.7%

- Purchase during the event or within 6 months

The **most important security companies** exhibit

Conferences hosted by **industry experts**

Exhibitors of **different countries**

Products and solutions **specialized areas**

Product demonstrations

+3,600 m² of exhibition floor

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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PRESENTING





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Corporate Sponsor

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

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

Benefits



Brand
awareness

Availability

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

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



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DIGITAL





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Audiencias



105k



85k



20.3k



25k



5.7k



3.4k

Website visits per month | e-mail database | Channel subscribers | Facebook | Twitter | LinkedIn



29.2k



32.7k



20.3k



22k



5.7k



729

Website visits per month | e-mail database | Channel subscribers | Facebook | Twitter | LinkedIn

Website Banner

Description

- Home Page banner options

1. Billboard
2. Carousel slide
3. Medium rectangle
4. Leaderboard

Benefits



Tráfico web



Brand
awareness





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Banner on Mailing Campaign

Description

- Banner on one mailing campaign sendout

Benefits



Brand
awareness



Tráfico web



*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



Powered by:



50/50 Mailing 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



Tráfico web



*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



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Mailing Campaign

Banner alternatives

- 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

*El contenido debe ser programado y aprobado 7 días antes del envío

Registration platform and confirmations

Description

You'll be able to include a banner on the registration platform, and confirmation email which must be printed by the visitor to guarantee access to the exhibition.

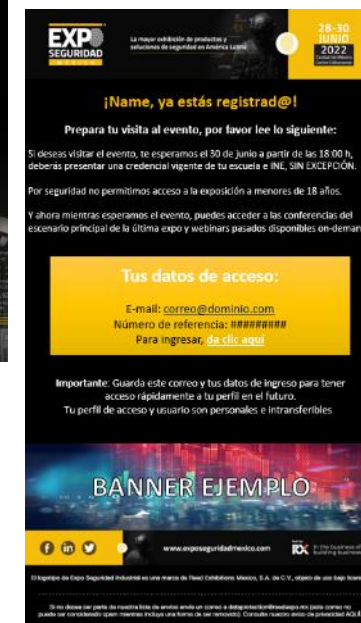
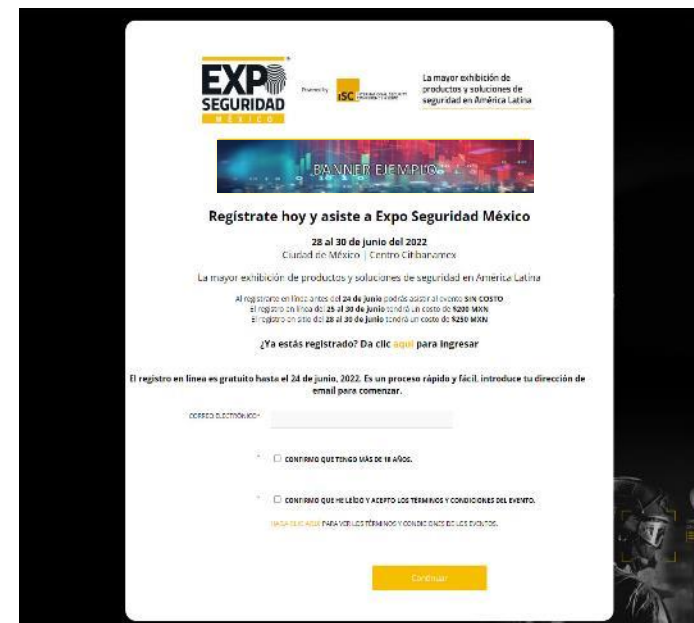
Beneficios



Web Traffic



Brand awareness



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





Powered by:



Article on Blog section

Descripción

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



Description

- Meet with potential buyers looking for products and services that your company offers.
- Agenda with 6 business appointments.
- 20 min per session.
- Includes gift with your company logo to be delivered to the buyers.
- Includes video conferencing platform, technical support and concierge at every appointment.

Benefits



Leads



Bronze Digital Listing

Descripcion

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

Beneficios



Web Traffic



Brand
awareness



Silver Digital Listing

Description

Enhance your information and exhibitor profile
UPGRADE AVAILABLE FOR UP TO 10% OF ALL EXHIBITORS

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

Beneficios

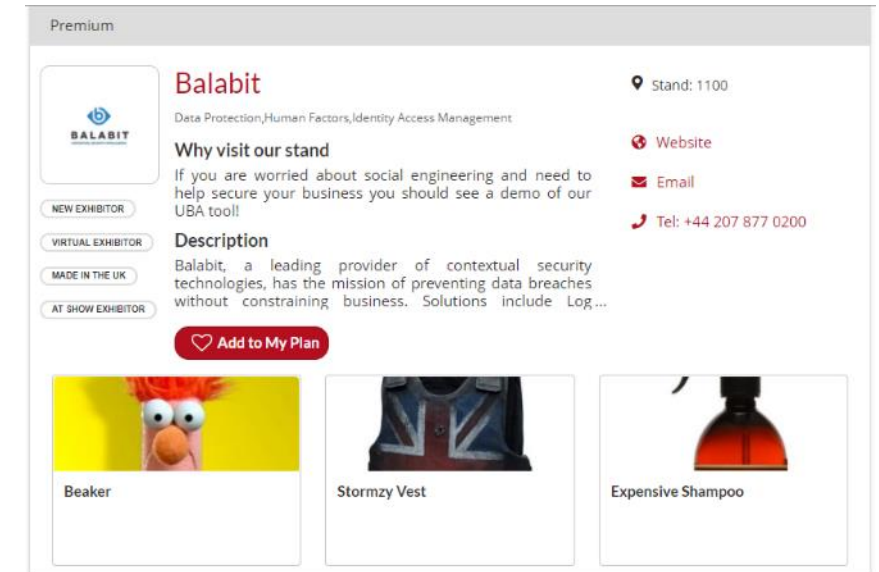


Web Traffic



Brand awareness

2X clicks on your profile



Descripción

Boost your visibility

UPGRADE AVAILABLE FOR UP TO 5% OF ALL EXHIBITORS

Información y perfil de expositor potencializado:

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

Beneficios



Web Traffic



Brand
awareness

3X clicks on your profile

Premium

MADE IN THE UK

HP Inc

Anti-Malware, Human Factors, Network Security, Risk Management, Applica...

Why visit our stand

Visit our stand Visit our stand Visit our stand Visit our stand
Visit our stand Visit our stand Visit our stand Visit our stand
Visit our stand Visit our stand Visit our stand Visit our stand ...

Description

The Hewlett-Packard Company (/ˈhjuːlɪt ˈpækərd/ HEW-lit PAK-erd, commonly referred to as HP) was an American multinational information technology company ...

Brands

HP printers, Routers

[Add to My Plan](#)

Stand: 1346

[Website](#)

[Email](#)

[02089107710](#)

golf clubs

We keep things safe

Remote Control Car

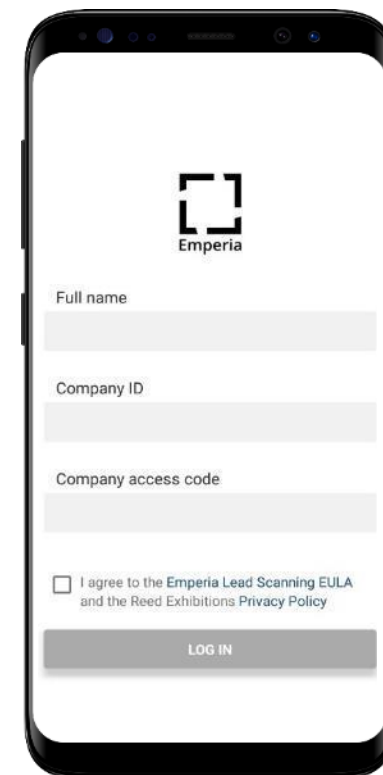
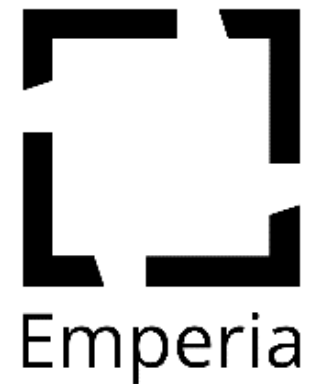
Description

- Lead retrieval app
- All exhibitors must acquire this tool
- One license grants unlimited users

Benefits



Leads



Exhibitor Dashboard

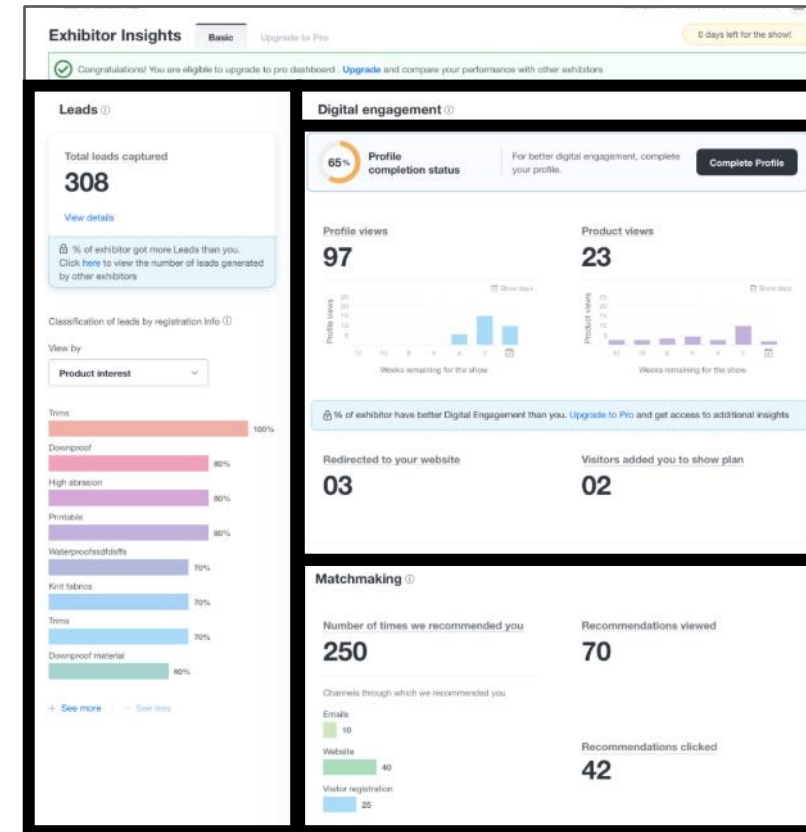
Description

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

Benefits



Business
intelligence



→ Vistas

→ Interacciones

→ Recomendaciones

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



You



Average

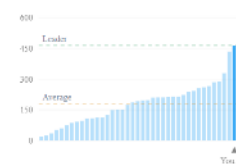


Leader

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

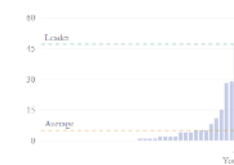
[Complete profile](#)

Profile views



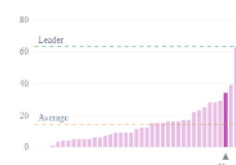
Did you know? You can boost your profile views and create visibility by keeping your profile updated.

Product views



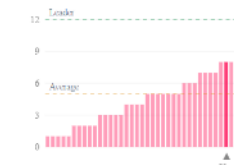
Did you know? You can boost your product views by updating your profile with details of all the products offered

Redirected to your website



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

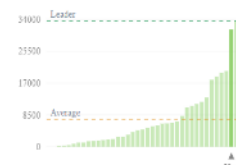
Visitors added you to show plan



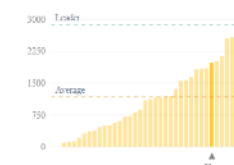
Yup! These visitors look forward to visiting your booth at the show. Keep Emporia handy to generate leads at the show.

Matchmaking ①

Number of times we recommended you



Recommendations viewed



EverThere: Digital goodie bag

Description

- This App 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)

Description

- Get closer to your prospects or keep your most important customers engaged through a different experience:
 - Guided tasting (wine, tequila, beer, chocolate, mezcal or coffee)
 - Class with a chef on a seasonal (Christmas punch) or regional (French crepe) theme
 - Meditation, yoga or class for stress management
 - Dynamic leadership course (gamification, failure session etc)

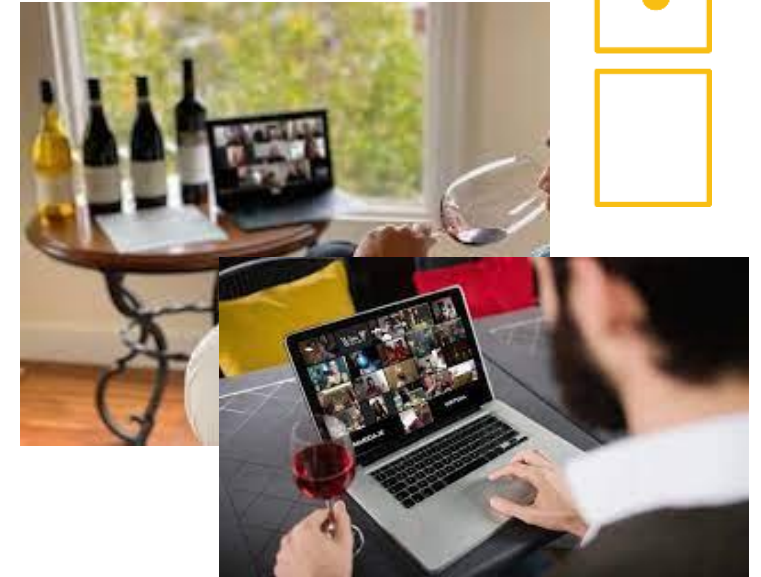
Benefits



Leads



Brand
awareness



*Price may vary depending on session specifics

**The price shown is for a virtual wine tasting session for 20 people



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Print



Brand presence on ebadge and lanyard

Description

- Logo insert on plastic badge holder
- 8 x 13 cm space on back of badge
- Right to provide the event's lanyards

Benefits



Brand
awareness



Booth Traffic



Description

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

Benefits



Brand
awareness



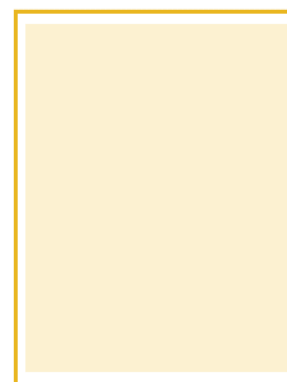
Showcase your new
products and solutions



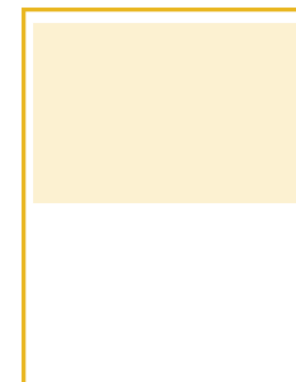
Generate awareness with
the special positions



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



1. Full page ad



2. 1/2 page ad

- Does not include design.
- Pending ESM approval.
- Includes directory print and distribution.

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

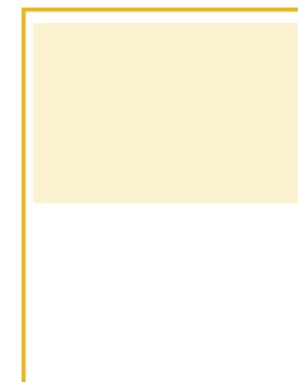


Potential clients use it as a **reference material for the entire year**



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**

- Does not include design.
- Pending ESM approval.
- Includes directory print and distribution.

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



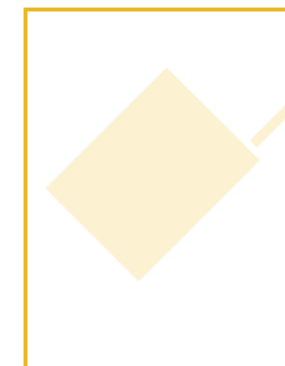
Generate awareness with the special positions



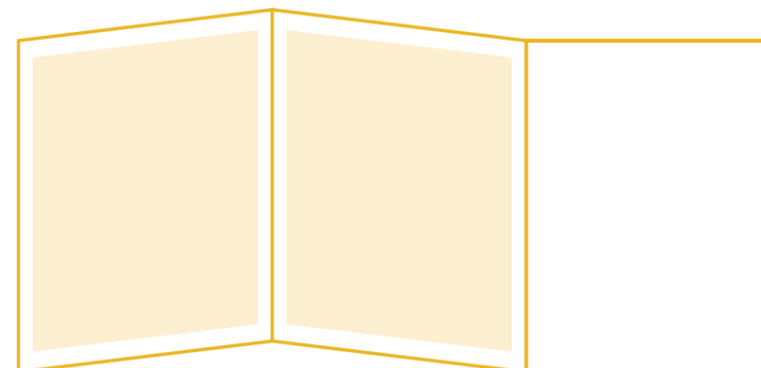
Potential clients use it as a **reference material for the entire year**



5. Belly Band



6. Insert



7. Double page gatefold on cover

- Does not include design.
- Pending ESM approval.
- Includes directory print and distribution.


Impresos: Plano de mano


Description

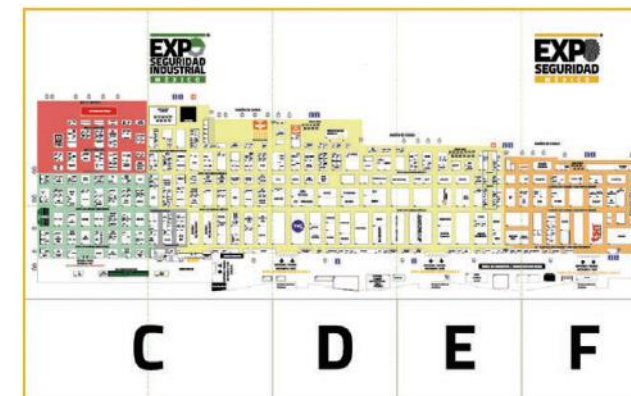
This sponsorships are a great opportunity to make your brand stand out and remain present after the show

Benefits



 **Showcase** your new products and solutions

 **Generate awareness** with the special positions



- Does not include design.
- Pending ESM approval.
- Includes directory print and distribution.



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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



Inventory

Hall A, Hall B, Hall C

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

Inventario

Hall B, Hall C



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

Benefits



Booth Traffic



Brand awareness

Inventory

Hall A, Hall B, Hall C



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

Escalators glass vinyl

Description

Self-adhesive vinyls on glass stair railings. Each sponsorship includes two flights of stairs (the one that connects the ground floor with the mezzanine and the one that connects the mezzanine with the lobby)

Beneficios



Booth Traffic



Brand awareness

Inventory

Hall A, Hall B, Hall C

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



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

Inventory

Hall A, Hall B, Hall C

*The size of the logo can only take up to 25% of the arch top area

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



Description

Front and back of a structure framing the screen at the start of the
concourse runway

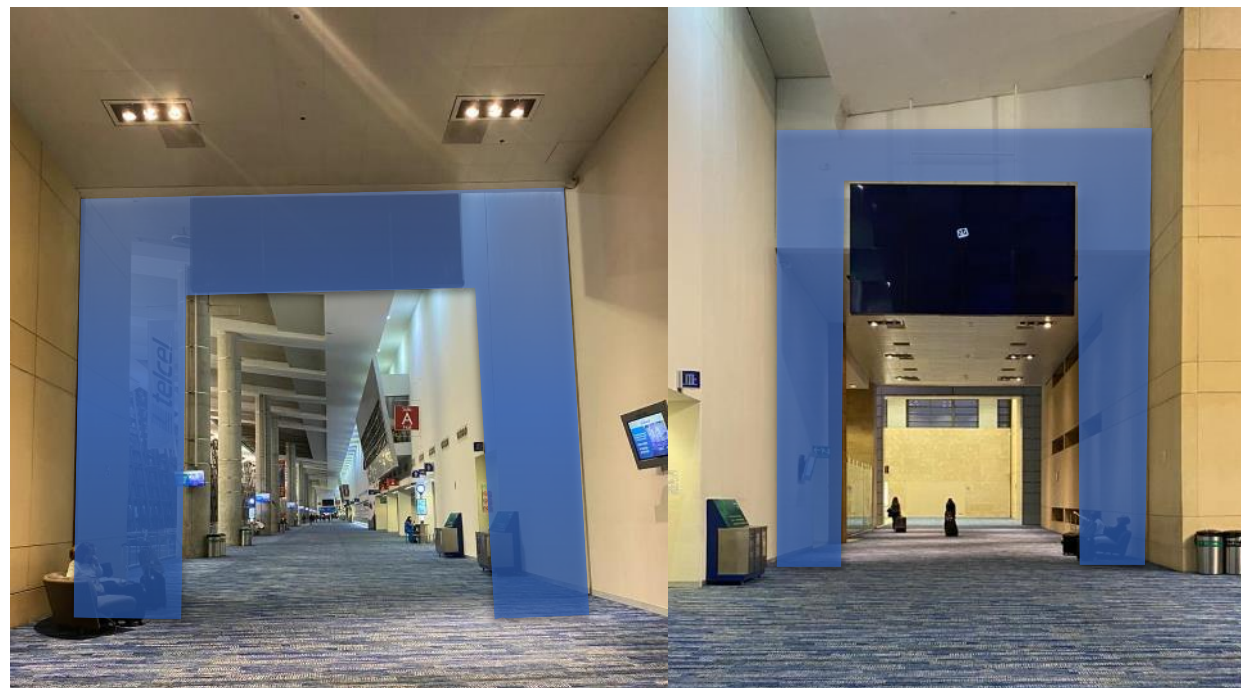
Benefits



Booth Traffic



Brand
awareness



*The size of the logo can only take up to 25% of the arch top area

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

D Hall Screen Arch

Description

Front and back of a structure framing the screen at the end of the
concourse runway

Benefits



Booth Traffic



Brand
awareness

*The size of the logo can only take up to 25% of the arch top area

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



Lobby Stairs Arch

Description

Front and back of the arch welcoming all visitors entering the show from the Street

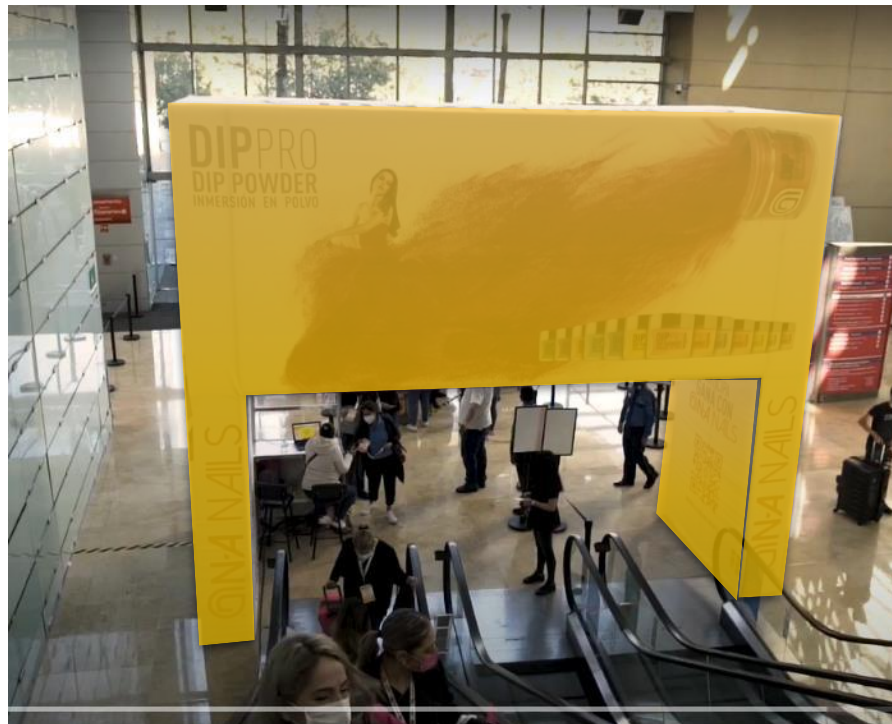
Benefits



Booth Traffic



Brand awareness



*The size of the logo can only take up to 25% of the arch top area

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



*The size of the logo can only take up to 25% of the arch top area

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

Interactive Wall Display

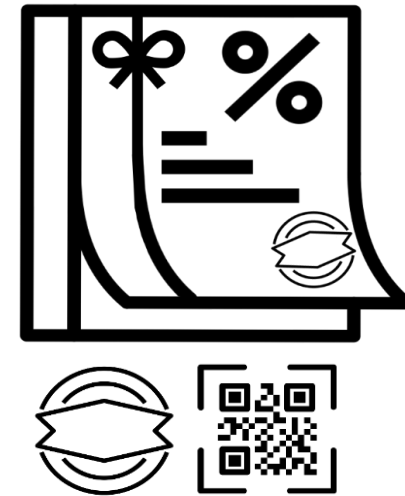
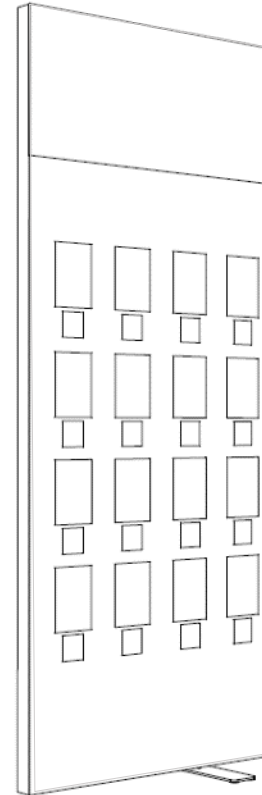
Description

QR wall displaying the company logo, a QR code taking the visitor to an URL and a removable coupon pad as an additional incentive to interact with it and to tend the visitor who does not have or wish to use their smartphones

Benefits



Brand
awareness





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MÉXICO

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INTERNATIONAL SECURITY
CONFERENCE & EXPO





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Billboard

Description

Billboard outside the Convention Center

Art must be provided by the sponsor with logos using less than 25% of the area.

Benefits



Brand
awareness

Inventory

2 spaces available

- Incluyen el costo de la estructura y producción
- El diseño corre por parte del patrocinador



Hall Entrance Banner

Description

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

Benefits



Brand
awareness

Inventory

Hall B, and Hall C



*Logo may take up to 25% of the banner area

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



Logo on column banners

Description

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

Benefits



Brand
awareness



Booth Traffic

Inventory

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

SOLD



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

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

Column Banners

Description

Banner in columns outside the exhibition floor

Benefits



Brand
awareness



Booth Traffic

Inventory

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

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



Boundry Banner

Description

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

Benefits



Brand
awareness



Booth Traffic

Inventory

This banner is placed on the edge between Law Enforcement / ESM and between ESM / ESI



Aisle banners

Description

Front and back view of the aisle number banners

Beneficios



Brand
awareness



Booth Traffic

Inventory

Hall B, Hall C, and Hall D



Description

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

Benefits



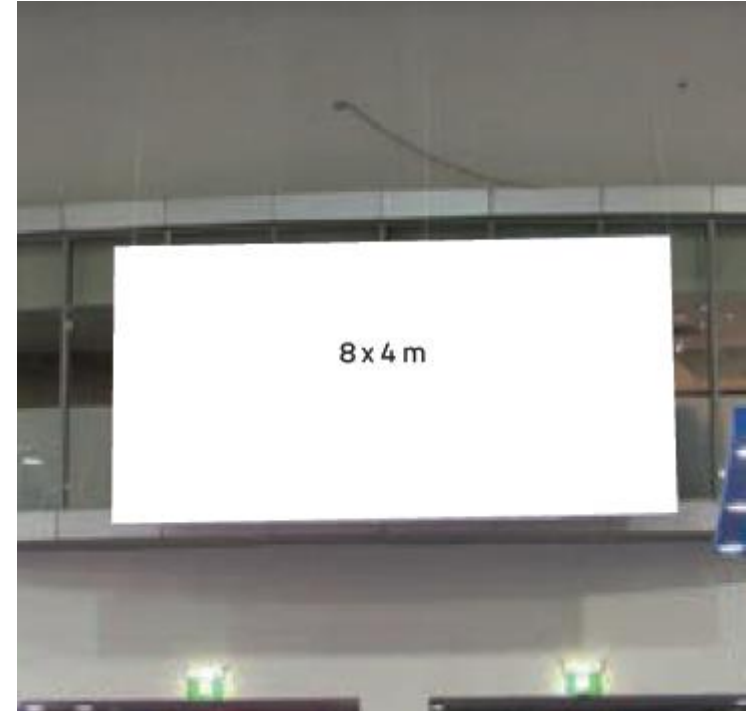
Brand
awareness



Booth Traffic

Inventory

Hall B, ~~Hall C~~, and Hall D





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ISC INTERNATIONAL SECURITY
CONFERENCE & EXPO



PROGRAM



Description

Get 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





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M É X I C O

EXP
SEGURIDAD
M É X I C O

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OTHERS



Face to Face: One to One

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



Window Vinyl

Description

Build a stained-glass image with vinyl on the lobby windows outside the show floor

Benefits



Brand
awareness



Booth Traffic



*Cost per square, includes material, production and placement

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

Window canvas banner

Description

Stretched canvas on lobby windows outside show floor

Benefits



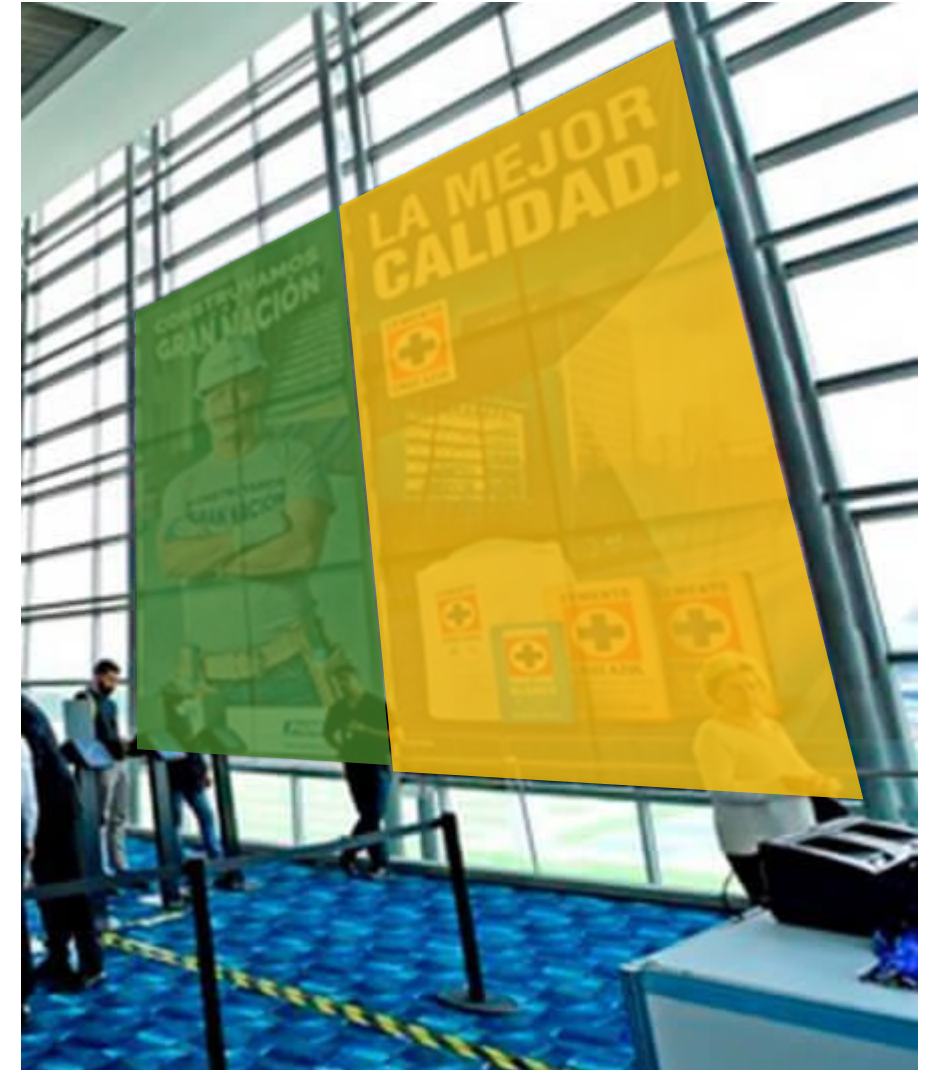
Brand
awareness



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



New Product Showcase

Description

This space strategically located on the exhibition floor will allow you to showcase new products and solutions in an attractive area that gathers the best and latest introduced at the event.

The space offers several options with different characteristics that adapt to the needs of what you need to exhibit

Benefits



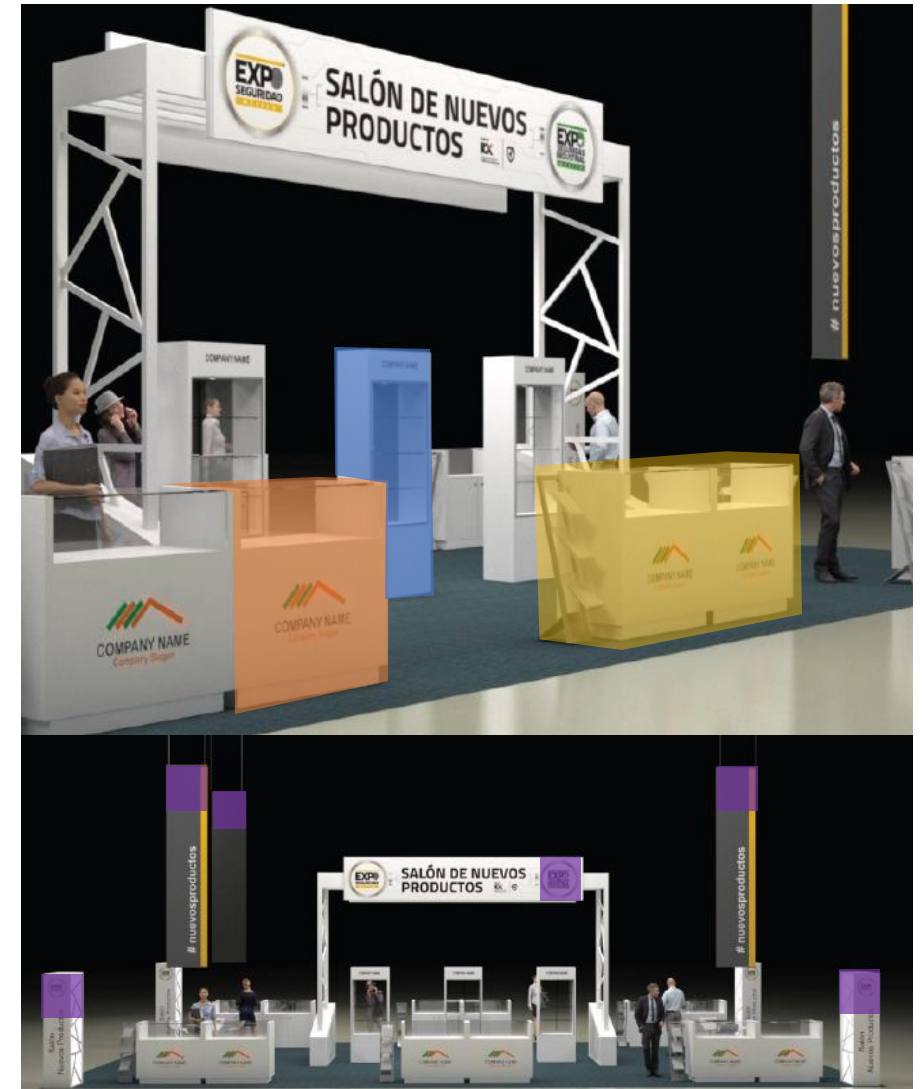
Brand
awareness



Booth Traffic

Inventario

- Glass Display Case (3)
- Counter (12)
- Pair of counters (6)
- Brand presence (1)



Áreas de hospitalidad

Descripción

Comparte con nosotros la labor de ser anfitrión durante evento y dar a los asistentes un espacio de esparcimiento y networking*

Beneficios



Brand
awareness

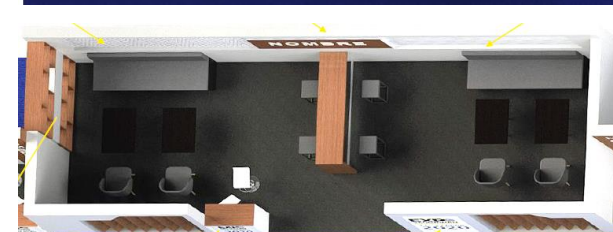
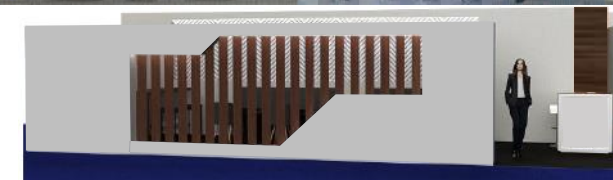


Booth Traffic

Inventario

- 4 Espacios, Escenario Principal
- 3 Espacios, Lobby

*Si tienes un stand con fines comerciales en el evento y adquieres un lounge como adicional manteniendo su objetivo de recreación y hospitalidad puedes tener descuentos sobre el metraje del mismo.



Description

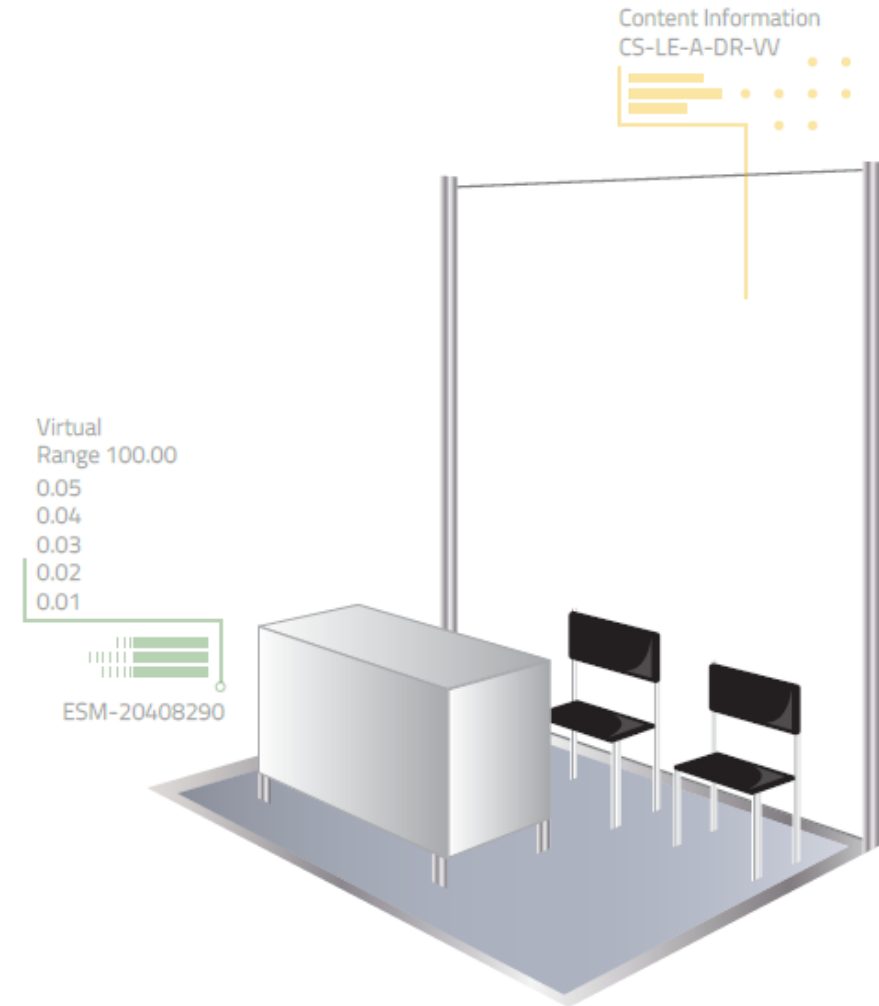
6.5X9.8 ft booths for startups and small companies around the Coffee and Learn are where there will be presentations of solutions, products and services specially for them

Benefits



Inventory

9 Spaces



Description

Space to present solutions, products and services for SMEs and startups by sponsoring a networking space coffee break or boxed lunch

Benefits



Brand
awareness



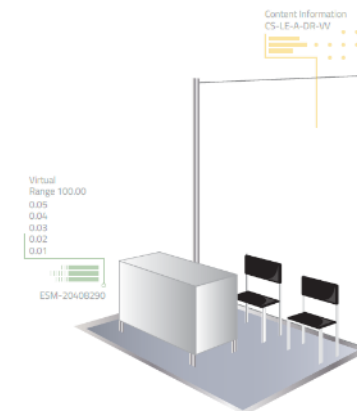
Booth Traffic



Leads

Inventory

6 Slots



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

Inventory

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

SOLD



Sanitizing gel dispensers

Description

Branding on totems with sanitizing gel dispensers in strategic areas of the event.

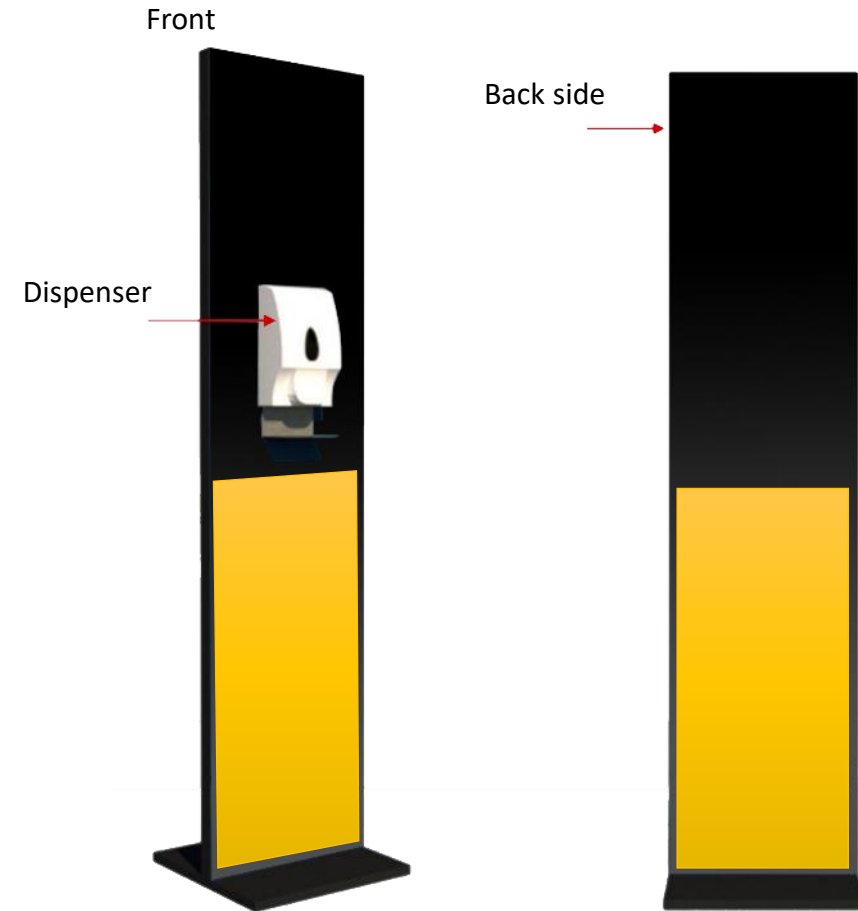
Benefits



Brand
awareness



Booth Traffic



*Logos y nombre de la empresa no deben abarcar más del 25 % del área total

Description

Branded face masks will be handed out at registration stations with the design or logo provided by the brand (by official provision, these face masks must be K95 or three-layer individually packaged and will be hand-delivered by a person wearing gloves and a face mask)

Benefits



Brand
awareness



Booth Traffic



Sanitizing gel

Description

Branded sanitizing gel will be handed out at registration stations with the design or logo provided by the brand

Benefits



Brand
awareness



Booth Traffic



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



- Does not include design.
- Pending ESM approval.
- Includes production and installation

Opening ceremony

Description

- Company logo on back of the chair back covers at the inauguration, you brand will show on videos and pictures taken by the media during the ceremony!
- 4 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



Factory / Facility Tour

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

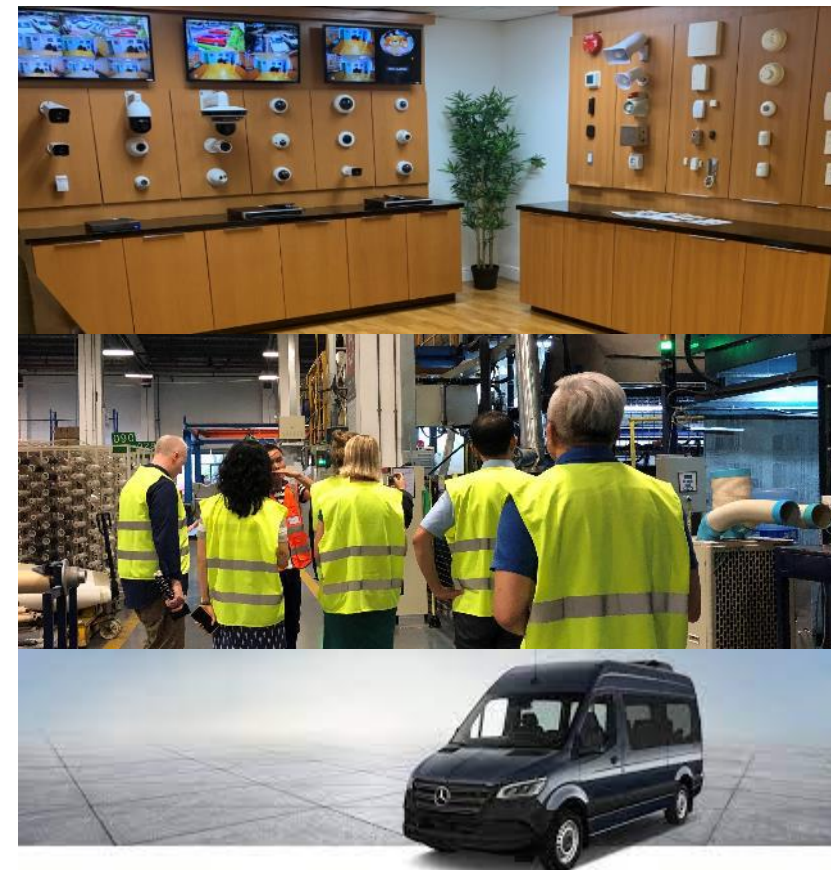
Benefits



Brand
awareness



Leads



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

To book a booth or get information on
our sponsorship options please
contact our sales team at: :
info@exposeguridad.com