



IAPSC 2024 SPONSORSHIP PROSPECTUS & LIAISON PROGRAM CONFERENCE OR VIRTUAL OPPORTUNITIES

Thank you for your interest in the International Association of Professional Security Consultants (IAPSC). The IAPSC is a nonprofit organization and is the only independent and therefore the most widely respected and recognized security consultant association in the industry. Its rigid membership requirements allow potential clients to select from a unique group of professional, ethical, and competent specifying security consultants. The primary purpose of the IAPSC is to establish and maintain the highest industry standards of professionalism and ethical conduct for the security consultant community.

IAPSC members are a unique group of security consultants who are not affiliated with any product or service they may recommend, so that the services they render are in the best interests of the client. Because of this independence, IAPSC members are a highly sought-after source for recommendations on important purchasing decisions by major companies, organizations, and government agencies. Joining the manufacturers' liaison program (**The Liaison Program**) of the IAPSC represents an opportunity to educate this influential group of experienced decision-makers who seek quality solutions and state-of-the-art education to best serve their clients. The rationale

for **The Liaison Program** is described below as we have a variety of members¹ who benefit from these exchanges in different ways:

- It is more efficient for our technical security consultants to have one-on-one time with vetted companies in a consolidated manner at our annual conference, rather than having dozens of separate “lunch and learns” or similar activities throughout the year. These conference meetings also provide the opportunity to reinforce the relationship between the consultants and the appropriate points of contact with the manufacturers and other companies who attend.
- Our security management consultants may recommend multiple software platforms on projects and, like your average security consumer, are not always that familiar with different product applications and benefits associated with various manufacturers. The Liaison Program is designed to bridge this gap and help to educate our specifying community on the various features and benefits of the leading products and solutions in the marketplace.
- The consultants who specialize in expert witness testimony should be keeping up with emerging technology, particularly considering emerging cybersecurity threats in the physical security environment. The IAPSC is currently in the process of updating its forensic methodology, which has been the industry standard for security-related litigation. These updates will include more of a technical focus, which will make **The Liaison Program** even more valuable to that audience.

Manufacturers are defined as companies that provide a service or product of interest to the security consulting professional. The purpose of engaging in **The Liaison Program** is to work jointly with the IAPSC to educate security consultants on services and products, including new technologies and methodologies, which in turn is mutually beneficial to manufacturers in terms of exposure to the specifying community and the end users we all serve to bring quality solutions to protect people, assets, information, and brand.

COVID-19 has changed the way many organizations do business, and the IAPSC has seized the opportunity to expand **The Liaison Program** beyond the traditional IAPSC annual conference to include several virtual educational opportunities to meet the program's mission and to promote participating manufacturers.

¹ The IAPSC membership generally represents three types of security consultant; 1) The management consultant (generally performs risk assessments and other non-technically focused services); 2) The technical consultant who is a specifier of security products either where there is an architect involved for Division 28 matters or when there is a stand-alone security project requiring product selection, specifications and/or drawings; and 3) The forensic consultant who will typically be working in court litigation cases either for the plaintiff or the defense trying to resolve allegations of inadequate security under the tort law premise liability among other case types.

² All webinars are recorded and available to the entire IAPSC membership via the member portal of the IAPSC website.

³ Content should be educational and not resemble an advertisement. You could reflect on your involvement at a conference (or another noteworthy event/reason) from an attendee or editorial perspective. The audience is predominantly security consultants and those doing business in the security sector, so articles should be of interest to this segment of professionals. Articles range from 300-500 words. Once articles are received, our Communications Committee will review them and make suggestions for edits if any are needed.

MANUFACTURING LIAISON EDUCATIONAL PROGRAM PARTICIPATION OPTIONS	UNIT COST (UNLESS OTHERWISE NOTED)	STAND-ALONE OR ANNUAL CONFERENCE PACKAGE
Facilitated Webinar (1 hour) ²	\$1,250	Stand-Alone
Facilitated Webinar (30 Minutes)	\$750	Stand-Alone
Tech Resources Section on members-only section of the IAPSC website	\$250 (annual)	Stand-Alone
Newsletter Advertising	Contact iapsc@iapsc.org for options and pricing	Stand-Alone
Newsletter Article or White Paper feature ³ in the IAPSC newsletter	\$500	Stand-Alone
Platinum Participant	\$5,500	Conference Package. See schedule of benefits below.
Gold Participant	\$4,500	
Silver Participant	\$3,500	
Bag Participant	\$2,000	Conference Package. See below.
Polo or Padfolio Participant	\$2,000	Conference Package. See below.
Flash Drive Participant	\$1,500	Conference Package. See below.
App Sponsor	\$3,000	Conference Package. See below.
Welcome Reception Bar Participant	\$3,500	Conference Package. See below.
New Member Dinner Participant	\$Pay Bill	Conference Package. See below.
Day 2 Reception Bar Sponsor	\$2,500	Conference Package. See below.
Lunch Sponsor (2 available)	\$2,500	Conference Package. See below.
Afternoon Break (2 available)	\$1,500	Conference Package. See below.
Room Key Sponsor	\$2,500	Conference Package. See below.

CONFERENCE PARTICIPATION OPPORTUNITIES PLATINUM

PARTICIPANT - \$5,500

- Conference Benefits
 - One (1) 6' table exhibit space including electrical and Wi-Fi access
 - 15-minute presentation at the beginning of a conference session
 - 2 complimentary registrations*
 - Opportunity to include up to 2 promotional items in attendee bags
 - Logo recognition in conference onsite program (distributed electronically) & marketing collateral/app
 - 1 half-page ad in the conference onsite program (distributed electronically)
 - Pre-conference attendee contact list**
 - Post-conference final attendee contact list
 - Recognition as a participant of **The Liaison Program** during a refreshment break or lunch***
- Annual Non-Conference Benefits
 - Three (3) features during the year in our newsletter with website/logo link and short blurb
 - Access to the full membership list twice (2x) per year (Spring/Fall)
 - 1-hour webinar facilitated by an IAPSC member of the Technical Standards Committee or designee

GOLD PARTICIPANT - \$4,500

- Conference Benefits
 - One (1) 6' table exhibit space including electrical and Wi-Fi access
 - 2 complimentary registrations*
 - Opportunity to include up to 2 promotional items in attendee bags
 - Pre-conference attendee contact list**
 - Post-conference final attendee contact list
 - Logo recognition in conference onsite program (distributed electronically) and marketing collateral/app
- Annual Non-Conference Benefits

- o Two (2) features during the year in our newsletter with website/logo link and short blurb
- o Access to the full membership list twice (2x) per year (Spring/Fall)
- o Half-hour webinar facilitated by an IAPSC member of the Technical Standards Committee or designee

SILVER PARTICIPANT - \$3,500

- Conference Benefits
 - o One (1) 6' table exhibit space including electrical and Wi-Fi access
 - o 1 complimentary registration*
 - o Opportunity to include 1 promotional item in attendee bags
 - o Pre-conference attendee contact list**
 - o Post-conference final attendee contact list
 - o Name recognition in conference onsite program (distributed electronically) and marketing collateral/app
- Annual Non-Conference Benefits
 - o One (1) feature during the year in our newsletter with website/logo link and short blurb
 - o Access to the full membership list once (1x) per year (Spring)

BAG PARTICIPANT - \$2,000

- Corporate logo embossed or imprinted on attendee bags along with IAPSC logo
- Ability to include 1 additional piece of collateral inserted into the attendee bag
- Name recognition on event collateral/app

POLO PARTICIPANT - \$2,000

- Corporate logo imprinted on attendee polo shirt, along with IAPSC logo
- Name recognition on event collateral/app

PADFOLIO PARTICIPANT - \$2,000

- Corporate logo embossed or imprinted on attendee padfolios, along with IAPSC logo
- Ability to include 1 additional piece of collateral inserted into the inside pocket of the padfolio
- Name recognition on event collateral/app

FLASH DRIVE PARTICIPANT - \$1,500

- Corporate logo imprinted on zip drive for all attendees, along with IAPSC logo
- Name recognition on event collateral/app

APP SPONSOR - \$3,000

- Logo displayed on every page of the Conference App
- Contact Information, custom text and brochure attachments in app
- Name recognition on event collateral/app

WELCOME RECEPTION BAR PARTICIPANT - \$3,500

- Logo recognition on welcome reception signage
- Opportunity to make brief welcome comments (*no more than 5 mins.*)
- Custom-printed cocktail napkins with organization's logo
- Name recognition on event collateral/app

DAY 2 RECEPTION BAR PARTICIPANT/LUNCH SPONSOR - \$2,500

- Logo recognition on reception signage
- Opportunity to make brief welcome comments (*no more than 5 mins.*)
- Name recognition on event collateral/app

ROOM KEY SPONSOR - \$2,500

- Name recognition on event collateral/app
- Logo recognition on guest hotel room keys

AFTERNOON BREAK - \$1,500

- Name recognition on event collateral/app
- Sponsor recognition in scripts

NEW MEMBER DINNER PARTICIPANT - \$COVER BILL ONSITE***

- Name recognition on event collateral
- Up to 2 guests to attend dinner with New Members

*Conference registration allows two representatives the opportunity to attend all functions of the conference, including all attendee receptions, breakfasts, lunches, refreshment breaks, and the Tuesday Awards Dinner.

**The pre-conference contact list will allow you the opportunity to send personalized information and invitations to attendees or coordinate a designated time to stop by your table.

Includes signage recognition at one of the following activities: Morning Refreshment Break, Afternoon Refreshment Break or Networking Lunch. Please note that event management will assign the respective meal function for which you are recognized, and dependent upon availability, the function may have multiple Participants recognized. * Subject to availability