



IAPSC Newsletter Sponsorship Prospectus

Amplify your brand's influence as a sponsor of the International Association of Professional Security Consultants' monthly newsletter.

The International Association of Professional Security Consultants (IAPSC) is a prestigious nonprofit organization with 100+ members, recognized as the leading independent authority in the security consulting industry. Our diverse membership¹ includes seasoned professionals with over 30 years of experience, as well as newer, younger members who have joined in the past 5 years.

Committed to high standards of professionalism and ethical conduct, our members provide unbiased advice while remaining independent of any product or service recommendations. Partnering with us offers a unique opportunity to showcase your products and deliver exceptional value to our membership.

Sponsoring and engaging members of the IAPSC offers a strategic advantage for companies looking to enhance their presence and credibility in the security industry:

- **Networking Opportunities:** Partnering with the IAPSC provides access to a robust network of independent security consultants. This opens doors for collaborations, partnerships, and business development opportunities within the industry.
- **Enhanced Industry Visibility:** Associating with IAPSC demonstrates a commitment to excellence and professionalism in security consulting. It elevates a partner's reputation and visibility among industry peers, potential clients, and stakeholders.
- **Educational Engagement:** Participate in educating security management consultants on diverse software platforms and emerging technologies. This helps bridge knowledge gaps and positions your brand as a leader in providing innovative solutions.
- **Access Top-tier Expertise:** IAPSC members are renowned professionals with extensive experience in diverse fields such as Security Management, Physical Security, Electronic Security Systems Design, and more. Sponsors can leverage this expertise to gain insights into cutting-edge security solutions and best practices.
- **Unbiased Recommendations:** Members maintain independence from specific products or services they recommend, ensuring impartial advice to clients. Partners benefit from showcasing their products within a context of trusted, unbiased consultancy, enhancing credibility and trustworthiness.

Sponsoring and engaging with IAPSC members provides a strategic platform for companies to align with industry leaders, showcase their products in a trusted environment, expand networks, and contribute to advancing standards in security consultancy.

Reach out to iapsc@iapsc.org to get started!



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.

Newsletter Partner Benefits

Attention Members: Members of the IAPSC get 20% off these annual rates!

Sponsorship Level	Gold	Silver
Investment	\$1000	\$500
Newsletter banner ad with link in three (3) newsletters annually ¹	✓	✓
Logo visibility and link on our website partner page	✓	✓
Sponsored content in one (1) monthly newsletter ²	✓	
One (1) sponsored content social media post ³	✓	
Access to IAPSC Chanty communication channel ⁴	✓	

¹**Newsletter Banner Ads** and desired link are provided by partners with the dimensions of 600px x 200px. These are placed at the discretion of the IAPSC communications team in monthly newsletters to the membership.

²**Sponsored content in monthly newsletters** is provided by the partner and can include a blog post/written content with a maximum of 500 words. An image may be provided with the maximum dimensions of 600px x 400px. Partners may request which monthly newsletter they wish their content to appear in, but the IAPSC reserves the right to place content where they see fit.

³**Sponsored content social media** posts are provided by the partner and can include a graphic and caption with desired links, to be shared on all IAPSC social media channels.

⁴**Chanty access** will be provided to one (1) member of the sponsoring organization upon request. Chanty is a communications platform to communicate efficiently, foster collaboration, and help build our community.

Brand Exposure

Reach 800 engaged email subscribers, achieve up to 35,000 impressions across social media, and connect with our 1,800 dedicated followers. This opportunity ensures your brand remains prominent and visible throughout the year.

Newsletter Banner Ad with your logo and direct link to a website or landing page. Provide IAPSC with your 600px x 200px banner ad in jpeg or png format to be placed at the discretion of the communications team in monthly newsletters to the membership. Banner ads will be placed in three monthly newsletters with visibility with our 800+ subscribers.

Logo Visibility and Link on Website Partner Page we will place your logo with high visibility on our

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partner page on the IAPSC website. Logos will be linked directly to your business homepage. High-res logos and links to be provided by sponsors.

Sponsored Content in One Monthly Newsletter is provided by the Gold partner and can be educational content, a product highlight, a blog post, etc. with a maximum word count of 500 and an image/graphic may also be included in a jpeg or png format with the maximum size of 600px x 400px. This benefit places your brand front and center with our 800+ subscribers in the security industry. Partners may request what month they would like their content published in. **The content must be approved 30 days in advance before running.*

Sponsored Content Social Media Post will be provided by Gold sponsors and include a graphic/video and caption to be posted on all IAPSC social media channels (*LinkedIn, Instagram, Facebook, X*). Showcase your business with high visibility with our 1800+ engaged followers in the security industry.

Next Steps

If you are interested in becoming an IAPSC Annual Newsletter Sponsor, please contact iapsc@iapsc.org to get started!



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