



# Securing New Ground™

THE BUSINESS OF SECURITY

15th ANNIVERSARY

The Roosevelt Hotel NYC | November 9th and 10th 2010

## Sponsorship Opportunities for the Industry's Premiere Conference

Sponsoring *Securing New Ground*™ is an excellent way to give your company targeted exposure to the most influential group of decision-makers, executives, financiers and thought-leaders shaping the security industry today. The day and a half conference is designed to give an overview of the different aspects of the industry to reveal trends and opportunities for the next 12 months.

Through sponsorship your company will be associated with the conference that attracts the industry's key players, 95% of whom hold executive management positions with their companies. Your sponsorship and attendance at the event affords your company the best high level networking in the industry.

### COMPASS SPONSOR - \$5,000

- One attendee registration
- Additional attendees at \$995
- Invitation to Speaker/Sponsor event November 8th
- Signage with logo prominently displayed at conference
- Tabletop space for one piece of literature
- Full color logo on program back cover
- Logo on attendee promotions including:
  - *Print advertisements in SDM*
  - *Conference website [www.SecuringNewGround.com](http://www.SecuringNewGround.com)*
- Two time placement of 125x125 in *SDM*, *Security* or *Today's Systems Integrator* e-newsletters reaching over 55,000 opt in subscribers each month.

### EVENT SPONSOR - \$10,000\*

*The Compass Sponsor plus the following:*

- Sponsors may nominate one speaker to participate on a panel during the program.
- Additional attendee registration (2 total)
- Additional invitation to Speaker/Sponsor event (2 total)
- Half page ad in conference program
- Insertion of one piece of literature in registration material
- Half page profile in *SDM* October issue
- Logo on conference home page
- Total of 4 time placement of 125x125 in *SDM*, *Security* or *Today's Systems Integrator* e-newsletters
- *SNG* quarterly e-newsletter opportunities (11,000 subscribers)
  - *125 x 125 pixel button placement*
  - *Banner ad*
  - *Article or advertorial interview with photo and website links*

\*Price for non-speaking event sponsor is \$8,000

**Sponsorships Will Go Fast – Reserve Yours Today!**

Contact Becky Reed 440-285-4444 | [becky@sjandco.com](mailto:becky@sjandco.com)

Conference Producers

**JEFFREY T.  
KESSLER**

**SECURITY**

**SDM**

Sandra Jones  
AND COMPANY

