



**Access the Most Influential Cross Section of  
Law Enforcement Agencies Impacting Border Security**



**Where connections are made. Relationships are built. Products are sold.**



Thousands of federal, state, and local law enforcement and industry professionals will converge in Phoenix, at Border Security Expo, the world's largest show and conference focused on issues confronting borders.



## Your competitors will be there, will you?

### A world renowned conference featuring 50 speakers

- Awards presentations & memorial ceremonies
- Exhibition featuring over 200+ of the latest products and innovations
- Networking opportunities during and after the expo



From education to implementation, Border Security Expo 2013 is the most cost-effective and productive way to showcase your products and services, build your company's brand, and sell to this multi-billion dollar marketplace.

The 2012 Border Security Expo attendance grew more than 20 percent, with a SOLD-OUT Exhibit Floor. Within 90 days following, BSE 2013 is already more than 60 percent sold, and remaining space and sponsorships opportunities are selling fast! Last year, over 70 companies waited too long and were placed on a "wait list." Don't get locked out! Secure your space and sponsorships now!

### Join these sponsors

|  |  |  |
|--|--|--|
|  |  |  |
|  |  |  |

*Did you know that federal, state & local agencies are searching for products and services that will secure and control U.S. Borders? Do they know about your business? If you exhibit at Border Security Expo, they will.*

### An unprecedented attendee promotion campaign

- Direct Mail
- Social Media
- National and Regional Advertising
- Grass Roots/Local Marketing
- Telemarketing
- Targeted Cooperative Show Management/Exhibitor Campaigns
- High level face-to-face visits with Federal, State & Local agencies to build custom offerings for all levels of the professional community

**“No other event brings together so many different law enforcement agencies with so much buying influence and decision-making authority”**

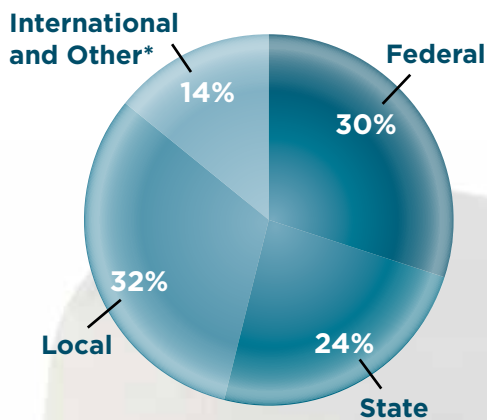
# Influential Media Partners

**Media Partners:** Homeland Security Today  
Homeland Security NewsWire  
The Counter Terrorist  
TVWorldwide

## An exclusive audience

Federal, state and local law enforcement is an extremely difficult market to penetrate (and getting more so!). Decision-makers exist at every level. Be face-to-face when the entire industry gathers at Border Security Expo.

### Breakdown of Government Attendees at BSE 2012



\* includes Education, Organizations)

**“Border Security Expo is an important, world class, event that is the premier border security conference in the world.”**

**Jayson P. Ahern**  
Principal, The Chertoff Group and  
Former Acting Commissioner,  
U.S. Customs and Border Protection

## Previous attendee organizations include:

|                                    |  |
|------------------------------------|--|
| BATF                               | National Nuclear Security Administration |
| Carriers                           | Office of the Secretary of Defense       |
| CIA                                | Royal Canadian Mounted Police            |
| Corporate Security Directors       | Sheriffs                                 |
| Counter Narcotics Enforcement      | Shippers                                 |
| Criminal Investigative Services    | Training Providers                       |
| DEA                                | Transportation Executives                |
| Department of Corrections          | Trucking Lines                           |
| Department of Emergency Management | TSA                                      |
| Department of Energy               | U.S. Border Patrol                       |
| Department of Homeland Security    | U.S. Citizenship & Immigration Services  |
| Emergency Response Personnel       | U.S. Customs and Border Protection       |
| FAA                                | U.S. Department of Defense               |
| FBI                                | U.S. Department of Justice               |
| FEMA                               | U.S. Department of Transportation        |
| Homeland Intelligence Support      | U.S. Immigration & Customs Enforcement   |
| Import/Export Firms                | U.S. Marshalls                           |
| International Government Officials | U.S. Navy                                |
| Law Enforcement Associations       | Union Pacific Railroad                   |
| Local and State Police             |  |
| MARAD                              |  |
| Marine Corps                       |  |



## Outstanding Conference - Attracts Senior Level Officials from Local, City, State and Federal Agencies



## Who Should Exhibit

- Access Control
- Armor Products
- Armored Vehicles
- Barriers & Systems
- Biohazard Detection Systems
- Biometrics Products & Services
- C4ISR
- Command & Control Systems
- Control Monitors
- Documentation Checking
- Electro-Optic Imaging
- Electronic Identification Systems
- Environmental Monitoring
- Fingerprinting Technology
- Firearms & Accessories
- GPS Systems
- Guard & Bomb Sniffing Dogs
- HAZMAT & CBRNE Detection
- Infrared Nighttime Illumination
- Intelligence Sharing
- Intrusion Detection Systems
- Law Enforcement Training
- Maritime Patrol
- Mobile Surveillance
- Mobile, Fixed and Integrated Communications
- Motion Detectors
- Navigation
- Radar Systems
- Retinal Scanning
- Rugged Terrain Vehicles
- RVSS
- Scanning Systems
- Search & Rescue
- Sensors
- Smart Weapons
- Surveillance Cameras
- Surveillance - Airborne & Ground Database
- Systems Integrators
- Tactical Products
- Uniforms & Accessories
- Unmanned Aerial/Ground Vehicles
- Voice Recognition Systems
- Wireless Communications



## You'll Be In Good Company, Previous Exhibitors Include:

- |   |  |  |   |
|---|--|--|---|
| <ul style="list-style-type: none"> <li>100 Club of Arizona</li> <li>2d3 Sensing</li> <li>3dMD</li> <li>AArdvark Tactical</li> <li>Accelerated Media Technologies, Inc.</li> <li>Accenture</li> <li>AccessData Group LLC</li> <li>Accipiter Radar Technologies Inc.</li> <li>Adams Industries, Inc.</li> <li>Advanced Interactive Systems</li> <li>Advatech Pacific, Inc.</li> <li>Aerostar International, Inc.</li> <li>Ahura Scientific Inc.</li> <li>Alpha Technologies</li> <li>American Military University</li> <li>Ampex Data Systems</li> <li>AMREL/American Reliance, Inc.</li> <li>Angelo State University</li> <li>APL Access &amp; Security, Inc.</li> <li>Aramark Sports &amp; Entertainment System</li> <li>Aria International Incorporated</li> <li>Arizona Dept. Of Commerce</li> <li>Arizona Dept. Of Public Safety</li> <li>Arizona State University - School of Criminology and Criminal Justice</li> <li>Arizona Tactical, Inc.</li> <li>Armor Express/Instant Armor</li> <li>ArmorWorks</li> <li>ASIS International</li> <li>Astrophysics Inc</li> <li>Aurora Flight Sciences</li> <li>Autoclear/ Scintrex</li> <li>Avaya Government Solutions</li> <li>Aventura Technologies, Inc</li> <li>Aviation Systems Engineering Co.</li> <li>Axis Communications</li> <li>BAE Systems</li> </ul> | <ul style="list-style-type: none"> <li>Black Diamond/DAP Technologies</li> <li>Blackline GPS</li> <li>BlueSky Mast</li> <li>Border Patrol Foundation</li> <li>Braun Northwest, Inc.</li> <li>Bridgford Foods Corp.</li> <li>Brief Relief</li> <li>BSI</li> <li>California University of PA</li> <li>CAMSS Shelters</li> <li>Canon USA</li> <li>CDW Government</li> <li>Cellcrypt Inc</li> <li>CGI</li> <li>Cisco</li> <li>Cobham Surveillance</li> <li>Columbia Southern University</li> <li>Covert Track GPS</li> <li>Crane Wireless Monitoring Solutions</li> <li>Creative Building Products</li> <li>CSECO</li> <li>Custom Vault</li> <li>Customs and Border Protection</li> <li>Datong Electronics Inc.</li> <li>Defense Logistics Agency</li> <li>DeLorme Publishing</li> <li>Department of Homeland Security/ Homeland Security Investigations</li> <li>DeTect Inc.</li> <li>DHS Technologies</li> <li>Diamondback Police Supply</li> <li>Diamondback Tactical</li> <li>Digital Management Solutions</li> <li>Dillon Aero, Inc.</li> <li>DoorKing Inc</li> <li>DRS Technologies</li> <li>DSG Arms/Defense Solutions Group, Inc.</li> </ul> | <ul style="list-style-type: none"> <li>DST, LLC</li> <li>Dynamic Aviation</li> <li>Dynamic Defense Materials LLC.</li> <li>EADS North America</li> <li>ECSI International</li> <li>Elbit Systems Of America</li> <li>Electron GPS Corp.</li> <li>Emerging Technology Support (ETS)</li> <li>Envision CmosXray LLC</li> <li>E-Seek Incorporated</li> <li>ESRI Inc.</li> <li>Extendo Bed Company, Inc</li> <li>F.B.I</li> <li>F.B.I.</li> <li>Facility Technology Services, Inc.</li> <li>Federal Signal Corporation</li> <li>FedSys Secure</li> <li>Fisher Labs</li> <li>Fleet Management Solutions Inc.</li> <li>Flir</li> <li>FLIR Systems Inc</li> <li>Floatograph Technologies, LLC</li> <li>Forever Stainless Steel</li> <li>Fraser-Volpe</li> <li>Fujifilm Optical Devices USA Inc.</li> <li>Fulcrum Concepts LLC</li> <li>Future Concepts</li> <li>Gallagher Security USA Inc</li> <li>General Dynamics</li> <li>GENERAL DYNAMICS C4 SYSTEMS</li> <li>General Dynamics-OTS</li> <li>Genetec, Inc.</li> <li>Glock, Inc.</li> <li>Grant Thornton LLP</li> <li>Haivision Network Video</li> <li>Halo Corporation</li> <li>Halo/IPS</li> </ul> | <ul style="list-style-type: none"> <li>HeaterMeals</li> <li>High Tech Crime Institute</li> <li>Hilomast LLC</li> <li>Hitachi Kokusai Electric America LTD.</li> <li>Homeland Security Newswire</li> <li>HS3 Technologies</li> <li>HSToday Magazine</li> <li>Hubbell Lighting Inc.</li> <li>HurleyIR, Inc.</li> <li>ICOP Digital, Inc.</li> <li>ICx Technologies</li> <li>Idaho Technology, Inc.</li> <li>IES Interactive Training</li> <li>IHC Financial Group</li> <li>INNOVATIVE WIRELESS TECHNOLOGIES</li> <li>Insight Technology, Inc</li> <li>Insitu, Inc.</li> <li>Integrated Microwave Technologies</li> <li>IntelliCam, LLC</li> <li>Intelligence Battle Lab (Huachuca)</li> <li>Interop-Solutions LLC</li> <li>ITT Exelis</li> <li>L-1 Identity Solutions</li> <li>L-3 Communications</li> <li>Laser Shot</li> <li>Law Enforcement Associates</li> <li>Law Enforcement National Data Exchange Project</li> <li>LDV, Inc.</li> <li>Lockheed Martin</li> <li>Lockheed Martin Gyrocam Systems</li> <li>Logos Technologies, Incorporated</li> <li>LRAD Corporation</li> <li>Mac Tools/Stanley Vidmar</li> <li>Magnum USA</li> <li>ManTech Intl. Corp</li> <li>MaxVision LLC</li> </ul> |
|---|--|--|---|

# Exposure Enhancing Opportunities

## Take advantage of enhanced engagement opportunities through sponsorships.

Once you secure your exhibit space, make sure you stand out in the crowd. BSE offers many different ways to help you increase brand awareness, create goodwill, and connect with more decisions makers. We've created sponsorship opportunities for all size budgets.

### Corporate Event Sponsor (Exclusive) - \$35,000

#### - RAYTHEON

- Logo, with hyperlink, Senior executive to address conference
- Five (5) conference passes
- Mention as Corporate Event Sponsor in national campaign and press releases
- Distribution of your press kit
- Posting of press releases on show website
- Full page, four color ad in Official Show Directory
- Listing in Official Show Directory as Corporate Event Sponsor
- Logo on signage at expo

### Annual Awards Luncheon for Excellence in Border Security Initiatives Sponsor

#### (Exclusive) - Day 1 - \$25,000 - GENERAL DYNAMICS

- Company info distributed on chairs at Awards Luncheon
- Introductory remarks by Senior executive at Luncheon
- Input on honorees for Luncheon
- Logo, with hyperlink, on expo website on home page and sponsorship pages
- Mention as Official Sponsor of Awards Luncheon in national campaign and press releases
- Listing in Official Show Directory as Show Sponsor
- Full page, four color ad in Official Show Directory
- Three (3) conference passes
- Distribution of your press kit
- Posting of press releases on show website
- Logo on signage at expo

### Opening Night In-Hall Networking Reception

#### Sponsor (Exclusive) - \$20,000 - EADS NA

- Logo, with hyperlink, on website homepage and sponsorship pages
- Senior executive to address conference
- Three (3) conference passes
- Distribution of your press kit
- Mention as Opening Night In-Hall Networking Reception Sponsor in the national campaign and press releases
- Posting of press releases on website
- Full page, four color ad in Official Show Directory
- Listing in Official Show Directory as a Show Sponsor
- Logo on signage at expo

### Registration Sponsorship (Exclusive) - \$12,500

#### - EADS NA

- Logo, with hyperlink on show website homepage and sponsorship pages
- Two (2) conference passes
- Distribution of press kit
- Mention as Registration Sponsor in national campaign and press releases
- Full page, four color ad in Official Show Directory
- Listing in Official Show Directory as Show Sponsor
- Logo on signage at expo
- Logo displayed prominently at registration desks
- Banner ad displayed on registration confirmation emails
- Pens with company name at registration (provided by sponsor) *Cost of production not included*

McQ, Inc.  
Megaray Limited  
MER INC.  
Micro Systemation  
Mistral Security Inc  
Modular Management Group, Inc.  
MorphoTrak  
MorphoTrust, USA  
Motorola  
Nasatka Security  
National Guard  
National Solar Technologies  
Neany, Inc  
Nets Inc.  
Network Infrastructure Corporation  
Night Vision Depot  
Nightline Inc.  
NIITEK, Inc  
NLECTC  
Nor E First Response  
Norad and USNORTHCOM  
NSM Surveillance  
Oakley  
Office of State, Local & Tribal Coord.  
Operational Resources International  
OptaSense by QintiQ  
Optim LLC.  
ORTEC  
Oshkosh Defense  
Otis Technology Inc.  
Pacific Bulletproof Company  
Pacific Scientific EMC  
Pacific Scientific Energetic Materials Company (PSEMC)  
Panasonic Computer Solutions Co  
Panoscan Inc.  
Patriot3, Inc.

PCS Mobile  
Pentax Imaging Company  
Phoenix Convention Center  
Phoenix International Systems Inc.  
Phoenix Law Enforcement Assoc.  
Phoenix Police Department  
Plastic Safety Systems, Inc.  
PM Research Inc.  
Polaris Industries  
PowerFlare  
Praemittias Group Inc.  
Progress Thermal  
Public Affairs Bureau  
PurTech LLC  
Qbase-MetaCarta  
Qual-Tron, Inc.  
Quickfence  
Quickseries Publishing Inc.  
RAM Mounting Systems  
Ranger Joe's  
Raytheon  
ReconRobotics Inc.  
Reconyx Inc.  
Regula Forensics  
RELM Wireless Corp.  
Rigid Industries  
RoboteX  
SAIC  
SAIC/Responder Knowledge Base  
Sandia National Laboratories  
SAP Public Services, Inc  
Senstar, Inc.  
SGC  
Sheraton Phoenix Downtown Hotel  
Sierra Nevada Corporation  
Sig Sauer  
Sightlogix

Silent Witness/Phoenix Police Department  
SiloSmashers, Inc.  
SkyIMD Inc.  
SkyTerra Communications  
SmithsDetection  
Snap-on Inc.  
Soilworks LLC  
Solomon Technology Solutions  
Source One Distributors  
Southern Police Equipment  
SPA Defense  
Special Tactical Services LLC  
Sprint (Sponsor)  
SRC Incorporated  
SRI International Sarnoff  
SRT Wireless  
Stancil Corporation  
Stanley Black & Decker  
Stanley Tough Tools and Storage  
STARA Technologies Inc  
Strategic Solutions Unlimited, Inc.  
Streaming Networks, Inc.  
StrongWatch Corporation  
Sub total  
Swat Digest  
Tactical Electronics  
Tactical Tailor  
Tactical Tracking Operations School  
TAG by LC Ind.  
Tait Radio Communications  
Tamagawa Camera  
TEA Headsets  
Telemetry Solutions  
Telephonics Corporation  
Terrestar  
Textron Defense Systems  
Textron Systems

Thales Communications  
The Armored Group, LLC  
The National Center for Border Security and Immigration (BORDERS)  
The O'Gara Group, Sensor Systems Division  
Tomar Electronics Inc.  
TV Worldwide  
U.S. Army RDECOM-ARDEC  
U.S. Citizenship & Immigration Services/  
Department of Homeland Security  
UNISYS  
Universal Understanding Inc.  
University Of Arizona  
US Drug Enforcement Administration  
US TowerCorp.  
UTM/Phoenix RBT Solutions  
Vandal Shields  
Vanguard Defense Industries  
Varian Security & Inspection Products  
VAWD Applied Science and Technology  
Verizon Wireless  
VideoIQ  
VIEVU  
Vigilant Video  
ViON Corp  
VirTra Systems  
Virtual Imaging, Inc.  
VOTI Inc.  
Vumii Imaging Inc.  
WatchGuard Video  
Whelen Engineering  
Winncom Technologies  
World Wide Technology  
World-Check  
Zebra Imaging, Inc.

# Exposure Enhancing Opportunities

## Refreshment Break Sponsor (Exclusive) - \$9,000 for four breaks

- Logo, with hyperlink, on website homepage and sponsorship pages
- Mention as Sponsor in national campaign and press releases
- Listing in Official Show Directory as Show Sponsor
- Logo on signage at expo
- Opportunity to provide promotional items or company information in refreshment areas during four breaks

## Fallen Heroes Ceremony Sponsor (Exclusive) - \$7,500 - GENERAL DYNAMICS

- Senior executive from company to make introductory remarks at Ceremony
- Logo featured in national campaign as official sponsor of the Fallen Heroes Ceremony
- Logo, with hyperlink on website home page and sponsorship pages
- Listing in Official Show Directory as Show Sponsor
- Signage at Ceremony identifying company as sponsor Logo on promotional materials related to Ceremony

## Speaker Ready Room Sponsorship (Exclusive) - \$7,500 - MOTOROLA

- Logo, with hyperlink, on website homepage and sponsorship pages
- Senior executive to speak at conference
- Full page, four color ad in Official Show Directory
- Listing in Official Show Directory as Show Sponsor
- Logo on signage at expo
- Opportunity to provide promotional items or company information in Speaker Ready Room
- Logo on signage at the event

## Conference Attendee Canvas Bag (Exclusive) - \$4,500

- Logo, with hyperlink, on website homepage and sponsorship pages
- Listing in Official Show Directory as Show Sponsor
- Logo on signage at expo
- Logo on one side of canvas bag distributed to conference registrants
- Insert (up to 3 pages) about company inside bag - provided by sponsor
- Production of insert and bag not included

## Hotel Key Card (Exclusive) - \$3,500 - TELEPHONICS

- Logo, with hyperlink, on website homepage and sponsorship pages
- Listing in Official Show Directory as Show Sponsor
- Logo on signage at expo
- Logo on room keys distributed to attendees at official show hotel
- Cost of production and distribution not included

## Sponsorship of Live Streaming

- Keynotes - \$7,500
- Select concurrent sessions - \$5,000

## Who's Who in Border Security: Video Sponsorship - \$1,500

- Call for more information

## Exhibit Hall Attendee Bags (Exclusive) - \$3,000

- Logo, with hyperlink, on website homepage and sponsorship pages
- Listing in Official Show Directory as Show Sponsor
- Logo on signage at the event
- Logo on one side of bag distributed to attendees
- Insert (up to 3 pages) about your company inside bag - provided by sponsor
- Production of bag not included

## Conference Pen and Pad Set (Exclusive) - \$3,500 - HOMELAND SECURITY NEWswire

- Logo, with hyperlink, on website homepage and sponsorship pages
- Listing in Official Show Directory as Show Sponsor
- Logo on signage at expo
- Logo, on cover of pen and pad set distributed to conference registrants

## Lanyard Sponsorship (Exclusive) - \$2,500 - AXIS COMMUNICATIONS

- Logo, with a hyperlink, on our homepage and sponsorship pages
- Listing in Official Show Directory as Show Sponsor
- Logo on signage at expo
- Logo on lanyards to be distributed to expo and conference attendees - lanyards to be provided by sponsor

## Hanging Aisle Sign - \$1,500

- Gain greater brand recognition and drive more attendees to your booth by sponsoring your aisle
- Cost includes production of a vertical sign with aisle number and company's name, logo, or website

## Aisle 500 - AXIS COMMUNICATIONS

## Lobby Banners - (2 positions) \$5,500 each

Cost includes sign handling and hanging. Production is available at an additional cost. Contact [jmoriarty@bordersecurityexpo.com](mailto:jmoriarty@bordersecurityexpo.com) for additional information.

## Free-Standing Signs - \$995 each

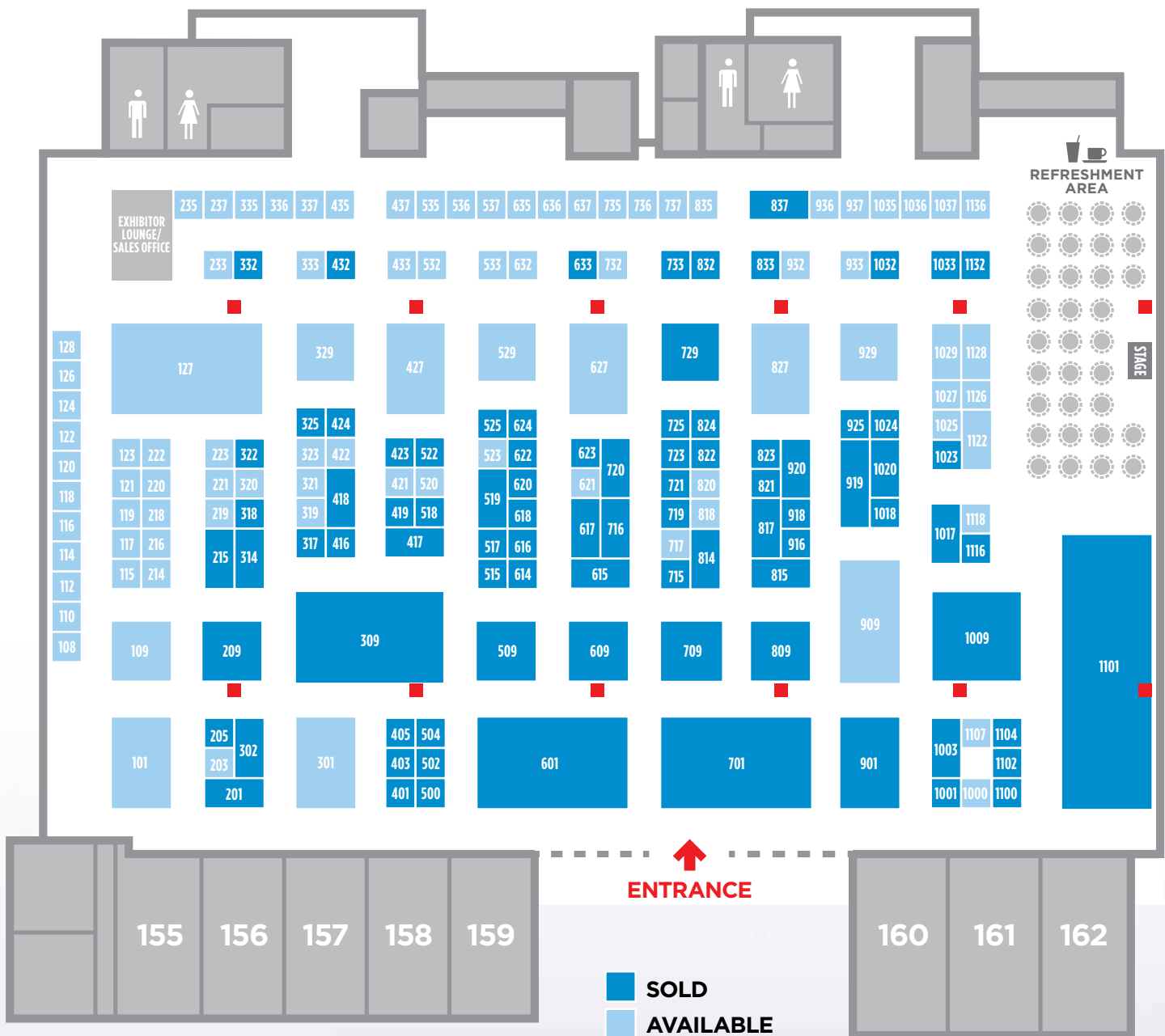
- Two-sided signs placed in high-traffic areas throughout the show
- 3 ft. X 2 ft.

## Official Show Directory Advertising

- Inside Front Cover
- Back Cover
- Run of Book Positions
- 1/2 Page
- Logo Directory Listing

For more info, contact John Moriarty: [moriarty@BorderSecurityExpo.com](mailto:moriarty@BorderSecurityExpo.com) or 203-221-2730

# Exhibit Hall Floor Plan





**Jim Yarish, Sales Manager**  
[jyarish@BorderSecurityExpo.com](mailto:jyarish@BorderSecurityExpo.com)  
 at (203) 221-2730  
 Fax: (203) 221-2732



**“The senior ranking people who attend were tremendous and made the show worth my time and money”**

**Greg d'Arbonne**  
Business Development, Textron Systems

## Managed and Produced by



Eagle Eye Expositions' value principle for its exhibitors is ROI. With nearly half of all b2b marketing budgets slotted for trade show participation according to the Center for Exhibition Industry Research (CEIR), the Eagle Eye Expositions team has built a reputation on ensuring that trade show marketing dollars are invested in events to deliver quality attendees with interest and purchasing power. CEIR research has shown that 80 percent of trade show attendees influence company purchasing decisions.

[www.EagleEyeExpos.com](http://www.EagleEyeExpos.com)



## Exhibitor Space Application

**YES! Please reserve our space at the Border Security Expo.**

Our requirements are indicated below.

For more info, contact  
**Jim Yarish**  
Sales Manager  
[jyarish@BorderSecurityExpo.com](mailto:jyarish@BorderSecurityExpo.com)  
203-221-2730

### Booth # Options:

1st choice: \_\_\_\_\_ 2nd choice: \_\_\_\_\_ 3rd choice: \_\_\_\_\_

### Booth Size, Preferred Dimensions

Depth \_\_\_\_\_ ft. x Frontage \_\_\_\_\_ ft. = sq.ft. total \_\_\_\_\_

Booth Rates (all rates in USD):

100-399 sq.ft.: \$28.00/sq.ft. x \_\_\_\_\_ sq.ft. = \_\_\_\_\_

*includes pipe, drape and ID sign*

400 sq.ft. and over: \$27.00/sq.ft. x \_\_\_\_\_ sq.ft. = \_\_\_\_\_

Total Booth Cost: \_\_\_\_\_

### Contact Information:

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Address 2: \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_ Country: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_ Website: \_\_\_\_\_

**THE MOST IMPORTANT  
DECISION YOU WILL  
MAKE THIS YEAR**

**SECURE YOUR  
EXHIBIT SPACE NOW.  
Fax: 203-221-2732**