

TEC

2019

MARCH 11-14
DENVER, CO

**2019 SPONSORSHIP
SPECS & DEADLINES**

WWW.PSATEC.COM



OVERVIEW & KEY CONTACTS

TEC Dates

March 11-14, 2019

Certificate Programs: March 11 - 14, 2019

General Education: March 11-13, 2019

Exposition: March 14, 2019

Location

Sheraton Downtown Denver

1550 Court Place

Denver, CO 80202

(303) 893-3333

IMPORTANT SHIPPING INFORMATION

Visit www.PSATEC.com/Sponsor-Portal for information regarding your exhibit space and shipping instructions.

NOTE: Freeman will not be accepting freight at the hotel. All freight sent to the hotel will be received and delivered to your booth by the hotel. Shipments sent directly to the Sheraton Downtown Denver will incur significant additional handling fees which are the sole responsibility of the exhibitor. **Shipping directly to the hotel is NOT recommended.**

Table of Contents

- 3** Signature Sponsor Packages Overview
- 4** Additional Sponsor Package Overview
- 5** Platinum Sponsor Information
- 6** Gold Sponsor Information
- 7** Silver Sponsor Information
- 8** Bronze Sponsor Information
- 9** Digital Hero Sponsor Information
- 10** Education Track Sponsor Information
- 11** Registration Sponsor Information
- 12** Supporting Sponsorship Information

PROMOTE YOUR PRESENCE

Download the Media Kit to Find:

- Banner Graphics -
- Press Release Template -
- Social Media Posts -
- Email Template -

www.PSATEC.com/Media-Kits

Key Contacts

General Information: TEC@PSASecurity.com

Show Logistics & Registration:	Jennifer Anderson, Event Planner	janderson@psasecurity.com	303.459.7548
Marketing & Media:	Kim Garcia, Director of Marketing	kgarcia@psasecurity.com	303.450.3467
Graphics Support:	Kelly Veilleux, Digital Marketing Specialist	kveilleux@psasecurity.com	303.450.3446
Vendor Support	Craig Patterson, Director of Vendor Mgmt	cpatterson@psasecurity.com	303.450.3451



SIGNATURE SPONSOR PACKAGE DETAILS

	Platinum	Gold	Silver	Bronze
	Limit 2 \$25,000	Unlimited \$15,000	Unlimited \$12,000	Unlimited \$8,500
EXHIBITS				
Exhibit Booth	10 x 20	10 x 10	10 x 10	10 x 10
Complimentary Exhibitor Passes	10	10	5	5
Priority Selection of Booth Placement	1st Round	2nd Round	3rd Round	4th Round
Floor Decal in Front of Booth	X	X	X	X
Post Event Attendee List*	X	X	X	X
Complimentary Meeting Room Rental	X			
Logo on Badge Lanyards	X			
EVENTS SIGNAGE				
Logo on Sponsor Signage	X	X	X	X
Welcome Reception Sponsor	X	X	X	X
Invitation to VIP Reception	4 invites	3 invites	2 invites	
Vendor Awards Banquet Sponsor (Video Option)	X			
Vendor Awards Banquet Sponsor (Logo Only)		X	X	
DIGITAL				
Logo on Attendee Email Promotions	X	X	X	X
Logo on PSA TEC Website	X	X	X	X
Highlighted Listing in Mobile App	X	X	X	X
Social Media Promotion	X	X	X	X
Mobile App Banner Ad	X	X		
Banner in Daily News Email (What's Happening Today)	X	X		
Custom Dedicated Email Promotion to TEC List	X			
Countdown to TEC Banner Ad	X			
PRINT				
Inclusion in Official Sponsor Press Release	X	X	X	X
Highlighted Listing in Booth Map	X	X	X	X
Ad on Printed Booth Map	X	X	X	
Full Page Ad in Education Schedule	X			

*Due to privacy policies, PSA cannot share or distribute email addresses.



ADDITIONAL SPONSOR PACKAGE DETAILS

NEW! Education Track Sponsorship Package

\$7,500 | 6 Opportunities

Sponsor the education track that ties into the values of your own brand. Gain brand exposure and emphasize your position as a thought leader.

- *8 x 6' Tabletop Exhibit Booth*
- *3 Complimentary Exhibitor Passes*
- *Priority Selection of Booth Placement*
- *Floor Decal in Front of Booth*
- *Post Event Attendee List**
- *Logo on Track Signage*
- *Logo on Attendee Email Promotions*
- *Logo on PSA TEC Website*
- *Social Media Promotion*
- *Inclusion in Official Sponsor Press Release*
- *Logo Included in Education Schedule for Track*

NEW! Digital Hero Sponsorship Package

\$5,000 | 1 Exclusive Opportunity

Sponsor the official PSA mobile app and the conference WiFi. Be the hero that keeps all TEC attendees connected.

- *8 x 6' Tabletop Exhibit Booth*
- *3 Complimentary Exhibitor Passes*
- *Priority Selection of Booth Placement*
- *Floor Decal in Front of Booth*
- *Post Event Attendee List**
- *Logo on WiFi Signage*
- *Company Name as WiFi Login*
- *Mobile App Banner Ad*
- *Mobile App Sponsor Splash Page*
- *Logo on Attendee Email Promotions for Mobile App*
- *Logo on PSA TEC Website*

NEW! Registration Sponsorship Package

\$5,000 | 1 Exclusive Opportunity

Be the first brand that attendees see when they register on-site for TEC. This exclusive opportunity ensures great brand exposure to all TEC attendees.

- *8 x 6' Tabletop Exhibit Booth*
- *3 Complimentary Exhibitor Passes*
- *Priority Selection of Booth Placement*
- *Floor Decal in Front of Booth*
- *Post Event Attendee List**
- *Logo on Signage in Registration Area*
- *Logo on Conference Notebooks*
- *Opportunity to Provide Giveaway***
- *Logo on Attendee Registration Confirmation Emails*
- *Logo on PSA TEC Website*

*Due to privacy policies, PSA cannot share or distribute email addresses.

** Additional giveaway items or collateral at the cost of the sponsor.



PLATINUM SPONSOR SPECS & DEADLINES

DUE	ITEM	NOTE: ALL DIMENSIONS LISTED ARE WIDTH X HEIGHT
ASAP	High-Resolution Logo High-resolution EPS file required.	
2/2/19	Education Guide (Full Page) Advertisement File Type: Print quality PDF or JPG (300PPI) Color Mode: CMYK Trim Dimensions: 5.5" x 8.5" · Bleed Dimensions: 5.75" x 8.75" · Safe-Zone: 5" x 10" <i>Please do NOT use any printer's marks, including crop/bleed marks, registration marks, color bars and page information.</i>	
2/2/19	Floor Plan Map Advertisement File Type: Print quality PDF or JPG (300 PPI) Color Mode: CMYK Trim Dimensions: 5.25" x 3.25" [No bleed or safe zone requirements] <i>Please do NOT use any printer's marks, including crop/bleed marks, registration marks, color bars and page information.</i>	
2/2/19	Countdown to TEC Banner Ad File Type: JPG or PNG Color Mode: RGB File Size: 280 x 175 px	
2/10/19	Book Hotel Rooms Visit www.PSATEC.com/where-to-stay for complete lodging details. Promotional rate ends 2/15/19.	
2/10/19	Custom Email Promotion HTML Submit HTML, subject line, display from name, plain text, and test/approval recipients.	
2/16/19	Video for Vendor Awards Dinner NO AUDIO. Max Length: 30 Seconds Dimensions: 1920 x 1080 px Widescreen	
2/16/19	Mobile App Banner Advertisement Please provide app banner ad graphics in 2 sizes. File Type: JPG or PNG Color Mode: RGB File Size 1: 552 x 150 px File Size 2: 640 x 150 px	
2/16/19	TEC Daily News Banner Advertisement File Type: JPG or PNG Color Mode: RGB File Size: 125 x 125 px	
2/20/19	Meeting Room Food, Beverage, and Audio-Visual Order Please Contact Becky Carroll (e: rebecca.carroll@sheratonhotels.com · p: 303.626.2548) to place AV and catering orders. View Menu: http://denver.sheratonemenus.com/	
2/20/19	Register Booth Staff :: All Staff Must Be Registered to Attend Visit www.PSATEC.com/sponsor-portal to complete registration for up to 10 complimentary exhibitor passes. Companies will be invoiced for additional staff above their complimentary allotment.	
3/1/19	Submit Names of VIP Reception Attendees Sponsorship includes 4 passes for your company representatives. Email names to marketing@psasecurity.com .	



GOLD SPONSOR SPECS & DEADLINES

DUE	ITEM	NOTE: ALL DIMENSIONS LISTED ARE WIDTH X HEIGHT
ASAP	High-Resolution Logo High-resolution EPS file required.	
2/2/19	Floor Plan Map Advertisement File Type: Print quality PDF or JPG (300 PPI) Color Mode: CMYK Trim Dimensions: 2.25" x 3" [No bleed or safe zone requirements] <i>Please do NOT use any printer's marks, including crop/bleed marks, registration marks, color bars and page information.</i>	
2/10/19	Book Hotel Rooms Visit www.PSATEC.com/where-to-stay for complete lodging details. Promotional rate ends 2/15/19.	
2/16/19	Mobile App Banner Advertisement Please provide app banner ad graphics in 2 sizes. File Type: JPG or PNG Color Mode: RGB File Size 1: 552 x 150 px File Size 2: 640 x 150 px	
2/16/19	TEC Daily News Banner Advertisement File Type: JPG or PNG Color Mode: RGB File Size: 125 x 125 px	
2/20/19	Register Booth Staff :: All Staff Must Be Registered to Attend Visit www.PSATEC.com/sponsor-portal to complete registration for up to 10 complimentary exhibitor passes. Companies will be invoiced for additional staff above their complimentary allotment.	
3/1/19	Submit Names of VIP Reception Attendees Sponsorship includes 3 passes for your company representatives. Email names to marketing@psasecurity.com .	



SILVER SPONSOR SPECS & DEADLINES

DUE	ITEM	NOTE: ALL DIMENSIONS LISTED ARE WIDTH X HEIGHT
ASAP	High-Resolution Logo High-resolution EPS file required.	
2/2/19	Floor Plan Map Advertisement File Type: Print quality PDF or JPG (300 PPI) Color Mode: CMYK Trim Dimensions: 2.25" x 1.75" [No bleed or safe zone requirements] <i>Please do NOT use any printer's marks, including crop/bleed marks, registration marks, color bars and page information.</i>	
2/10/19	Book Hotel Rooms Visit www.PSATEC.com/where-to-stay for complete lodging details. Promotional rate ends 2/15/19.	
2/20/19	Register Booth Staff :: All Staff Must Be Registered to Attend Visit www.PSATEC.com/sponsor-portal to complete registration for up to 5 complimentary exhibitor passes. Companies will be invoiced for additional staff above their complimentary allotment.	
3/1/19	Submit Names of VIP Reception Attendees Sponsorship includes 2 passes for your company representatives. Email names to marketing@psasecurity.com .	



BRONZE SPONSOR SPECS & DEADLINES

DUE	ITEM	NOTE: ALL DIMENSIONS LISTED ARE WIDTH X HEIGHT
ASAP	High-Resolution Logo High-resolution EPS file required.	
2/10/19	Book Hotel Rooms Visit www.PSATEC.com/where-to-stay for complete lodging details. Promotional rate ends 2/15/19.	
2/20/19	Register Booth Staff :: All Staff Must Be Registered to Attend Visit www.PSATEC.com/sponsor-portal to complete registration for up to 5 complimentary exhibitor passes. Companies will be invoiced for additional staff above their complimentary allotment.	



DIGITAL HERO SPECS & DEADLINES

DUE	ITEM	NOTE: ALL DIMENSIONS LISTED ARE WIDTH X HEIGHT
ASAP	High-Resolution Logo High-resolution EPS file required.	
2/10/19	Mobile App Sponsor Splash Screen Graphics (Include all sizes listed below to accomodate all screen sizes.) File Type: JPG or PNG Color Mode: RGB (1) File Size: 640 x 960 px (2) File Size: 1242 x 2208 px (3) File Size: 1536 x 2048 px (4) File Size: 1242 x 2208 px	
2/10/19	Book Hotel Rooms Visit www.PSATEC.com/where-to-stay for complete lodging details. Promotional rate ends 2/15/19.	
2/16/19	Mobile App Banner Advertisement Please provide app banner ad graphics in 2 sizes. File Type: JPG or PNG Color Mode: RGB File Size 1: 552 x 150 px File Size 2: 640 x 150 px	
2/20/19	Register Booth Staff :: All Staff Must Be Registered to Attend Visit www.PSATEC.com/sponsor-portal to complete registration for up to 3 complimentary exhibitor passes. Companies will be invoiced for additional staff above their complimentary allotment.	



EDUCATION TRACK SPECS & DEADLINES

DUE	ITEM	NOTE: ALL DIMENSIONS LISTED ARE WIDTH X HEIGHT
ASAP	High-Resolution Logo High-resolution EPS file required.	
2/10/19	Book Hotel Rooms Visit www.PSATEC.com/where-to-stay for complete lodging details. Promotional rate ends 2/15/19.	
2/20/19	Register Booth Staff :: All Staff Must Be Registered to Attend Visit www.PSATEC.com/sponsor-portal to complete registration for up to 3 complimentary exhibitor passes. Companies will be invoiced for additional staff above their complimentary allotment.	



REGISTRATION SPONSOR SPECS & DEADLINES

DUE	ITEM	NOTE: ALL DIMENSIONS LISTED ARE WIDTH X HEIGHT
ASAP	High-Resolution Logo High-resolution EPS file required.	
2/10/19	Book Hotel Rooms Visit www.PSATEC.com/where-to-stay for complete lodging details. Promotional rate ends 2/15/19.	
2/20/19	Register Booth Staff :: All Staff Must Be Registered to Attend Visit www.PSATEC.com/sponsor-portal to complete registration for up to 3 complimentary exhibitor passes. Companies will be invoiced for additional staff above their complimentary allotment.	
2/25/19	Giveaway Items Due to PSA Office Suggested Quantity: 600 Ship to: <i>PSA Security Network TEC Registration</i> <i>10170 Church Ranch Way #150</i> <i>Westminster, CO 80021</i> Items MUST be received at PSA offices by 2/25/19	



SUPPORTING SPONSOR SPECS & DEADLINES

DUE	ITEM
ASAP	<p>High-Resolution Logo Required for Select Sponsorship Offerings (<i>Charging Station, Hotel Key Cards, Exhibit Hall Happy Hour, Breaks</i>) High-resolution EPS file required.</p>
2/20/19	<p>Countdown to TEC Banner Ad File Type: JPG or PNG Color Mode: RGB File Size: 280 x 175 px</p>
2/20/19	<p>Digital Signage Ad File Type: JPG, PNG, Powerpoint (PPT accepted with system standard fonts) Color Mode: RGB File Size: 1920 x 1080 or 16x9 PPT slide</p>

NOTE: ALL DIMENSIONS LISTED ARE WIDTH X HEIGHT