



Visibility and valuation of partners

MEDIA KIT / Partners 2025



ASIS International Chapter 196, ASIS Quebec, celebrates its 35th anniversary of founding in 2025

ASIS Québec is proudly celebrating its 35th anniversary this year! Since 1988, the organization has played a key role in the field of security, bringing together a dynamic community of committed professionals. Join us to mark this anniversary and celebrate together our rich history and future successes!



ASIS is a hub in the world of security in Quebec

Security, both physical and logical (Cyber), is at the core of concerns for all organizations and businesses, across all fields. Physical security alone represents a global market of over 127 billion USD, with a consistent annual growth of nearly 7%.

In light of the security challenges we all face, it can be asserted without exaggeration that risks have continuously grown in significance, as they directly impact the sustainability of businesses.



Market Status
and Trends

Source: Groupe CYBERSWAT



Québec



WHO WE ARE

- Global Association of Security Professionals present in Quebec since 1990
- The largest source for networking, education, and professional certification
- A unique and unrivaled reference of knowledge and skills
- An indispensable player in the world of security, which is one of the current challenges

WHAT WE DO

- We contribute to the advancement of security by providing educational resources, professional standards, networking opportunities, and supporting the skill development of security professionals
- We offer a globally recognized and proven certification program, including the Certified Protection Professional (CPP) and the Physical Security Professional (PSP)
- We organize both online and in-person training events, allowing members to stay updated on the latest trends

An experienced team

Our Board of Directors is propelled by experienced individuals with an impressive track record. Collectively, the members of our board have access to an extensive network that is leveraged to promote our members and our valued partners.



Ann-Marie Oliveira



Denis Bourget



Nada Ebeid



Sophie Laplante



Daniel Fontaine



Angelo Marion



Martin Desroches



Denis Morin



André Fiset

- **Denis Bourget**, President - ASIS Québec / Vice President, Strategic Accounts - Idemia
- **Ann-Marie Olivera**, Vice President - ASIS Québec / Senior Manager, physical security - Radio Canada
- **Daniel Fontaine**, Treasurer - ASIS Québec / President - Protect -IP
- **Nada Ebeid**, Secretary - ASIS Québec / Business Development - Genetec
- **Sophie Laplante**, Director - WIS committee / Director of Business Dev. - Cities, Canada - Axis Communications
- **André Fiset**, communications Director - ASIS Québec / National Director Canada - Northland Controls
- **Denis Morin**, Director BSP committee - ASIS Quebec / Vice President - Physical Security specialist - Ssense
- **Angelo Marion**, CPP Certification and membership director - ASIS Québec / District Chief, Asset Protection and Security - Rona
- **Martin Desroches**, Events Promotion Director - ASIS Québec / Director of Asset Protection - Rona



Board
of Directors



Québec



Position your company in a market
that captures media attention and engages
the majority of the business community in Quebec

In 2025, seize the opportunity to strengthen your brand image by partnering with ASIS Québec, an ideal platform to showcase your business to a credible and growing community, all at a very advantageous flat rate.

Opportunity for
valuation



Québec



A significant number of executive decision-makers will be reached through our activities, promotional tools, and 2024 campaigns

10,000+

Anticipated visitors to our new website, which will soon include a new reference directory for advertising and/or finding resources

350,000+

Publications viewed annually through 6 web acquisition and promotion campaigns that support our events

2500+

Executive decision-makers are reached through our newsletter, which is published 8 times a year

1000+

Targeted executive decision-makers who are exposed to our in-person and online events



Reach of our campaigns

Event and visit
to Radio-Canada





SOMMAIRE

- Criminologie
- Wolof
- Gang de rue
- Les faits
- Acteur à prendre
- Coopération

Symposium 2024
Metropolitan Golf Club



Participate in prestigious events and networking opportunities



6 events annually

Join a targeted community of individuals who share security as a common denominator



The members of our community are primarily aged between 35 and 55



86 % men
14% women



The vast majority of our members are executive decision-makers



80% or more of our community members have a high salary profile



The members of our community have a higher level of education

Consultant	23	10%
Education	3	1%
End User	148	65%
Guard service	11	5%
Investigation	3	1%
Manufacturer	14	6%
Miscelaneous	12	5%
System Intégrator	17	7%
	231	100%

Woman	33	14%
Man	198	86%
	231	100%



Profil of our community

Les rançongiciels : une menace croissante pour les entreprises



Le mercredi 11 septembre 2024 se tiendra le traditionnel ASIS Québec. Sous le thème des Rançongiciels, ce ne laisseront personne indifférent.

Les entreprises modernes font face à une menace rançongicielle, également connus sous le nom de ransomware. Les attaques sophistiquées ciblent des organisations de toutes tailles, compromettant la sécurité des données et la continuité des activités. Une conférence assurée par un expert du domaine qui reste à saisir est une opportunité précieuse de comprendre la nature de ces attaques, d'orchestration et les stratégies essentielles pour éviter les incidents.



ASIS Québec
INTERNATIONAL

Symposium 2024 Le facteur humain

Un événement incontournable pour mieux comprendre les enjeux humains

3 conférences :

- Crime organisé dans l'environnement de la vente au détail
- Itinérance : compréhension de la situation
- Radicalisation et propos haineux

Table-ronde :

- Les outils et les avantages Asis International

150 \$ Membre

9 octobre 2024

200 \$ Non-Membre

8h00 à 16h00

25 \$ de rabais : pour inscriptions avant le 9 septembre

Lieu : Le Club de Golf Métropolitain, 9555 boul. du Golf, Anjou (QC) H1J 2Y2



Through in-depth articles, original videos, and targeted campaigns, ASIS creates content and offers integrated media plans that educate, entertain, and engage.



Engaging content

Associate your brand with international partners contributing to a safer world

26

Total number of visibility and valuation plans

14

Remaining number of visibility and valuation plans *



Reserve your plan NOW

* The number of visibility plans available as of the publication date of our media kit on January 14th , 2025

ASIS / Annual visibility and valuation plans	Pixel Dimension	Nb of position	Supporter	Collaborator	Ally	Visionary	Official Supporter
Total number of available visibility plans			15	5	3	2	1
Logo on the homepage of our website	300 x 300	1 / 3				X	X
Logo / section at the top section on our 'Partners' page	400 x 400	1 / 3				X	X
Logo / central section on our 'Partners' page	150 x 150	1 / 7		X	X		
Logo / bottom section on our 'Partners' page	75 x 75	1 / 10	X				
Logo at the bottom of our newsletter published 8 times a year	300 x 300	1 / 3				X	X
Logo at the bottom of our newsletter published 8 times a year	150 x 150	1 / 2			X		
Logo / Banner for the 'News' section	1980 x 300	1					X
Logo integrated into our training platform (starting April 2024)	300 x 300	1 / 3				X	X
Logo integrated into our training platform (starting April 2024)	150 x 150	1 / 5		X	X		
Logo on the landing page of our web acquisition campaign	300 x 300	1 / 3				X	X
Logo on the landing page of our web acquisition campaign	150 x 150	1 / 5		X	X		
VIP Positioning / Events / On screen / physical / welcome banner on site	Variable	1 / 3				X	X
VIP positioning during our events / On screen	Variable	1 / 17	X	X	X		
Package / Directory / Main banner	1980 x 300	1					X
Promotional banner / Local directory homepage / Carousel	600 x 130	1 / 20	X	X	X	X	
Package / Directory / 10 Photos + 3 videos (security relevant companies only)	N/A	Illimited	X	X	X	X	X
Valuation plan / Annual pricing			1,475	2,825	3,625	4,675	7500

Thank you to our valued partners already committed to driving change with ASIS

AREA

SYSTÈME DE SÉCURITÉ



MIRADES



Consultants techniques
TECHNILOGIC
Spécialiste en systèmes de sécurité

GARDAWORLD



logic-contrôle



PROTECT
SOLUTIONS GLOBALES



Technical specifications

Items to forward to our marketing team so that we can activate the visibility plan you have selected

Information to follow:

- Your logo in the best quality and resolution available
(ideally in vector format AI or EPS or as a second choice in JPEG or PNG format)
- If you have the graphic standard of your exact logo color we invite you to attach

Forward your files to the following address:

Nadine Laplante / Creative Director
nadine.laplante@holos-marketing.com



Québec



Put us to work for
your brand

presidence@asismontreal.com