

# Global Connection.

**DON'T MISS OUT**  
on listing in this international  
Directory of "who's who" in  
the product security  
industry!

## Be a visible affiliate in the first-ever online brand protection resource: The Product Authentication & Security (PAS) Directory



Connect with brand owners looking to protect against intellectual property theft, counterfeiting, and product fraud.

Spearheaded by protection advocates ICC/BASCAP and Reconnaissance International, this resource embodies the world's most progressive companies—each with innovative authentication and security products with a mission to safeguard intellectual property from piracy, counterfeiting, and product fraud.

### Intelligence—where it's needed

The PAS Directory offers accessible, evolving solutions to an urgent threat—delivering value as a reliable online source and replacing outdated and costly marketing techniques.

### Reach a Global Audience

Your listing in the PAS Directory and affiliation with ICC/BASCAP and Reconnaissance connects you to layers of brand owners, government, legal, business, security, and other IP professionals targeting the people you want through:

- **Worldwide marketing channels:** ICC/BASCAP maintains global interest through relevant news stories, email distributions, and prominent features at year-round brand protection conferences.
- **Millions of website hits:** A link to the ICC (International Chamber of Commerce) website, as well as feature status on the ICC/BASCAP website, will draw over 3 million visits per month, increasing your exposure and lending credibility to your company's anti-counterfeiting products.
- **Directory promotion through Reconnaissance International:** Known for its breaking technology news, publications, and events, Reconnaissance will promote the PAS Directory in its newsletters and at annual international conferences.

#### Sourcing the spectrum of brand protection products and services:

- Authentication
- Document Security
- Holography
- Inks
- Integrators
- Investigators
- Legal Professionals
- Optical
- Print Technologies
- Security Components
- Taggants

### Become a PAS Directory affiliate

Your participation in the PAS Directory places you in powerful product security circles and expands your visibility among decision-makers. Become a part of this comprehensive new directory by choosing one of the following options:

#### Basic listing

Your company listing and website hyperlink in up to 8 product/service categories.

(€95)

#### Premium listing

Upgrade to post feature corporate logo and direct contact information. Your press releases, new product announcements and events are welcome for inclusion on the website and in the e-newsletters. You also receive prominent position in the product listings you choose.

(€395)

#### Sponsorship

Position your company banner prominently on the PAS Directory—and reach new customers fast. A variety of placements are available.

For details on participating and to be at the forefront of this singular resource, contact:  
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Visit the Product Authentication & Security Directory today! [www.pasdirectory.com](http://www.pasdirectory.com)