



**ESX<sup>®</sup>**  
ELECTRONIC SECURITY EXPO

**JUNE 4-5**  
**2024**

**Kentucky  
International  
Convention Center  
Louisville, KY**

**SPONSORSHIP**  
**BROCHURE**





# WHY SPONSOR ESX 2024?

**ESX is where passionate electronic security and life safety professionals gather. It's large enough to see the latest products and services, and intimate enough to have meaningful business conversations.**

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This conference and tradeshow for security integration, life safety, and monitoring companies has earned a stellar reputation as the must-attend event for the industry's most innovative and influential leaders. Beyond the tradeshow floor is an unparalleled opportunity to position your organization as a leading force in the marketplace.

When this focused group comes together to share their ideas and solutions, the industry takes a bold leap forward in setting the pace for its future. ESX is a unique environment — and you have the opportunity to set your company apart in a myriad of ways. The opportunities listed in this brochure are designed to fit a variety of budgets and initiatives.

**Create positive PR and raise awareness of your organization.**

**Support current and future sales campaigns**

**Generate lucrative, highly targeted business leads**

**Create an emotional commitment to your products/services.**

**Develop and strengthen your brand.** This industry relies heavily on trust and reputation, show your prospects you are reliable, trustworthy and serious about their growth.



# PREMIER EVENT SPONSORS

Our top sponsorship levels afford the best spotlight possible.



## PINNACLE SPONSORSHIP

**COST:** \$14,995

### EXCLUSIVE!

#### INCLUSIONS:

- TOP SPONSORSHIP POSITIONING with most exposure overall
- Logo on SPONSOR page of show website
- Logo rotating on show website in middle ad zone with all other Premier Sponsors for all levels
- Logo on front of ALL SHOW MAILINGS (subsequent to date of contract)
- Logo, URL, and company description on SPONSOR PAGE of show website
- Company call-out on floorplan in ONSITE SHOW GUIDE
- One Product Preview listing printed in PRODUCT PREVIEW BROCHURE
- Full page ad in PRODUCT PREVIEW BROCHURE
- 1/2 page ad on back cover of CONFERENCE CATALOG
- BOTTOM LEADERBOARD advertisement on ESXweb.com\*
- AD WALL in lobby\*
- BANNER in convention center\*
- Inclusion in premier sponsor PRESS RELEASE (subsequent to date of contract)
- CARPET LOGO at hall entrance
- Logo on ATTENDEE MARKETING EMAILS
- 30 Opening Celebration DRINK TICKETS
- 5 complimentary ALL-ACCESS DELUXE REGISTRATIONS

## PREMIER SPONSORSHIP

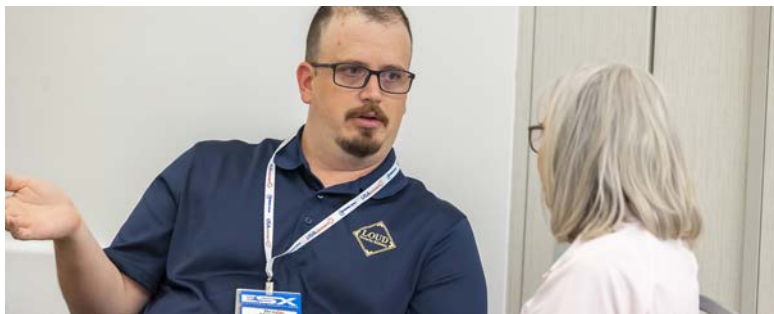
**4 AVAILABLE**  
**ONLY 3 LEFT!**



**COST: \$9,995**

### INCLUSIONS:

- Logo on SPONSOR page of show website
- Logo on front of ALL SHOW MAILINGS (subsequent to date of contract)
- Logo rotating on show website in middle ad zone with all other Premier Sponsors for all levels
- Logo, URL, and company description on SPONSOR page of show website
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- AD WALL in lobby\*
- BANNER in convention center\*
- Inclusion in premier sponsor PRESS RELEASE (subsequent to date of contract)
- CARPET LOGO at hall entrance
- Logo on ATTENDEE MARKETING EMAILS
- 20 Opening Celebration TICKETS
- 1 Complimentary All-Access Deluxe Pass



## ELITE SPONSORSHIP

**6 AVAILABLE**  
**ONLY 3 LEFT!**



**COST: \$4,995**

### INCLUSIONS:

- Logo on SPONSOR page of show website
- Logo on front of ALL SHOW MAILINGS (subsequent to date of contract)
- Logo rotating on show website in middle ad zone with all other Premier Sponsors for all levels
- Logo, URL, and company description on SPONSOR page of show website
- Company call-out on floorplan in ONSITE SHOW GUIDE
- One Product Preview listing printed in PRODUCT PREVIEW BROCHURE
- FLOOR GRAPHIC in front of booth
- AD WALL in lobby\*
- 10 Opening Celebration TICKETS

## AMBASSADOR SPONSORSHIP

**12 AVAILABLE**  
**ONLY 5 LEFT!**



**COST: \$1,495**

### INCLUSIONS:

- Logo on SPONSOR page of show website
- Logo rotating on show website in middle ad zone with all other Premier Sponsors for all levels
- Company call-out on floorplan in ONSITE SHOW GUIDE
- FLOOR GRAPHIC in front of booth
- 5 Opening Celebration TICKETS



# UP CLOSE AND PERSONAL

These on-site branding opportunities will, no doubt, make you stand above the crowd.

## PRE-SHOW AND ON-SITE REGISTRATION

**EXCLUSIVE!**

COST: \$7,995

**alula**<sup>TM</sup>  
Professional Smart Security

### INCLUSIONS:

- LEADERBOARD AD on ESX registration website and registration confirmation print-out screen\*
- 75-word COMPANY OR PRODUCT DESCRIPTION\* and HYPERLINK as part of the registration confirmation e-mail
- 2 AD WALLS\* in the Registration Area
- COMPANY LOGO on counters/kick panels at on-site registration co-branded with ESX logo
- LITERATURE\* DISTRIBUTION on registration counters
- LOGO on on-site registration screens with sponsor message



## A LA CARTE REGISTRATION OPTIONS

### BADGE SPONSOR

COST: \$5,995

**EXCLUSIVE!**

**Securitas  
Technology**



### BADGE LANYARDS\*

COST: \$4,995

**EXCLUSIVE!**



\*TO BE PRODUCED BY SPONSOR; SPEAK WITH YOUR SALES REPRESENTATIVE ABOUT MATERIAL DUE DATES AND PRODUCTION SPECIFICATIONS.





# EXHIBIT HALL SPONSORSHIP

**COST:** \$7,995

**EXCLUSIVE!**

# SOLD

## **STid**

**SECURITY**

SMARTER SECURITY ANSWERS

This exclusive opportunity gives you incredible exposure to the influencers who are visiting and revisiting the Exhibit Hall. No matter where they look or whom they are visiting, your presence will be felt.

### **INCLUSIONS:**

- AISLE SIGN graphics (one per aisle, double-sided)
- CARPET LOGO at show entrance
- INTERACTIVE LITERATURE\* distribution spot at the entrance to the Exhibit Hall for two hours each day
- BANNER\* in the Exhibit Hall
- 2 AD WALLS at the show floor entrance
- FLOOR GRAPHICS from show entrance to booth
- LOGO on expo entrance unit/signage



# ON-SITE

Unique branding opportunities that will break out your brand

## CHARGING STATIONS

**COST:** \$3,500

### EXCLUSIVE!

This dynamic and much used environment engages mobile users. Put your message on one of these charging stations located throughout the convention center. You supply us with the artwork, we produce and place it.

## INTERACTIVE DISTRIBUTION

**COST:** \$2,495

This sponsorship allows a representative from your company to distribute literature or other promotional materials to attendees at the expo entrance for up to two hours. This is a great way to make a first impression and direct people to your booth.







# ON-SITE

## DOUBLE SIDED AD WALLS

**COST:** \$1,095 EACH

One of our most cost-effective and efficient solutions for event branding, ad walls are difficult to avoid! Attendees will notice your brand as they come and go throughout the Indiana Convention Center. You supply us with the artwork, we produce and place them.

## FLOOR DECALS

**COST:** \$500 - FLOOR GRAPHIC IN FRONT OF BOOTH - 24"W X 24"D

**COST:** \$3,750 (SET OF 20) - FOOT PRINTS FROM SHOW ENTRANCE TO BOOTH

Floor decals are effective and one of the first things attendees will see. We can customize the placement of the decals based on your goals! You supply us with the artwork, we produce and place them.









# BANNERS

## LOBBY BANNER\*

**COST:** \$3,500

Direct Attendees to your booth and increase awareness and exposure for your company and products/services with a banner. You produce the banner and we will hang it for you!





# THINGS ATTENDEES WANT!

## HEADQUARTER HOTEL ROOM KEYS\*

**COST:** \$4,995

### EXCLUSIVE

A reminder every morning and evening when guests leave and return to their hotel rooms. Simple and effective.



FEES PROVIDED BY HOTEL WILL BE ADDED TO SPONSORSHIP COST.

## CONFERENCE BAG INSERT\*

**COST:** \$995

Whether it is a flyer, informational CD/flash drive, or something uniquely your brand, the conference bag is the perfect vehicle to get some extra attention and provide conference attendees with some added value. Be clever!

## EXHIBIT HALL BAGS\*

**COST:** \$5,995

### EXCLUSIVE

Exhibit hall attendees rely on these bags to gather and carry all of ESX pertinent information and giveaways. Your impact will have a long-lasting impression.

## GOT A DIFFERENT IDEA?

We'd love to hear it and help you create something to customize your sponsorship experience!

## HEADQUARTER HOTEL ROOM DROP\*

**COST:** \$4,995

Get to attendees away from the hustle and bustle of the convention center. You provide the materials, we'll get them dropped in the room for you.

FEES PROVIDED BY HOTEL WILL BE ADDED TO SPONSORSHIP COST.

## WATER BOTTLES\*

**COST:** \$2,995

### EXCLUSIVE

Distributed right at the moment attendees pick up their badge, these water bottles will be evident throughout the entire event. And they're environmentally helpful, too!

CORKAGE FEES, IF ANY, PROVIDED BY THE CONVENTION CENTER WILL BE ADDED TO SPONSORSHIP COST.

## MOBILE APP

**COST:** \$8,995

### EXCLUSIVE

ESX is introducing a mobile app that will help attendees navigate the entire event pre-event, onsite, and post-event. This is a terrific new sponsorship opportunity!

## CONFERENCE NOTEPADS OR PENS\*

**COST:** \$995 EACH

A perfect way to put the brand in the hands of focused conferees with something they'll use for the entire event.

## CONFERENCE GIVEAWAY\*

**COST:** \$995

The impact of a t-shirt, hat, or other cool accessory will last long after the event is over. You can make a lasting impression with this exclusive opportunity to distribute your branded, wearable item to paid conferees.

## VIDEO ADVERTORIAL

**COST:** \$2,495

We'll work with you to craft your message, capture footage of your executives and your products, cover the highlights most important to you – and then edit a 3-5 minute video that we will feature on ESXweb.com post-show. Plus, you can post the video on your own site as well!

\*TO BE PRODUCED BY SPONSOR; SPEAK WITH YOUR SALES REPRESENTATIVE ABOUT MATERIAL DUE DATES AND PRODUCTION SPECIFICATIONS.



# UP CLOSE AND PERSONAL

Conference attendees are one of our most influential groups. They are motivated as they have a significant investment in their time at ESX and are paying close attention to what's being said and shown.

## CONFERENCE TRACK SPONSORSHIP (5 TRACKS AVAILABLE)

**COST:** \$4,995 EACH

**ONLY 2 TRACKS LEFT!**



The strength of the ESX conference program lies in its credibility for unbiased, practical, and usable information.

**You get the chance to introduce each session** within the conference set you sponsor on behalf of the presenters in addition to disseminating important "housekeeping" notes. Plus these benefits:

- Opportunity to introduce each session under your sponsored Track and/ or play a video
- Logo on conference attendee bag
- Logo on session signage outside your sponsored session rooms
- Logo on session slides
- Standing Banner in back of session room(s)\*
- Literature distribution on tables at the back of your session rooms\*
- Complimentary insert in conference bags distributed at registration to paid conferees
- Pre-show exposure as a conference session set sponsor in all event marketing and promotion: website, event brochures, promotional e-mails (all subsequent to date of contract)
- Post-show mailing list of your session's attendees

\*SESSION SETS ARE SUBJECT TO CHANGE.

**“ESX is the best show in the security industry to learn new ways to grow my business and to network with people who are very knowledgeable and passionate about what we do.”**

— Jacob Engel,  
Strauss Security Solutions





## LEARNING CENTERS

### LIMITED AVAILABILITY

**COST:** \$6,995  
(OVER \$20K IN  
VALUE!)

ESX's commitment to education and knowledge doesn't end with the conference. The show features vibrant live content on the show floor in education "pods" adjacent to or within Learning Center sponsor booths. Designed not to be a pitch but rather bonafide education, these opportunities are priceless. Here's what you get:

- 10 x 20 add-on to your exhibit space as a presentation area (carpeting, electrical, and furnishings are at an additional cost)
- 1 pre- and 1 post-show dedicated email blast; you provide the content and we send it out
- 1 pre- and 1 post-show e-newsletter article
- A special landing page on the ESX website
- Press release on your Learning Center plans
- Up to 3 sponsor company listings for partners in the Onsite Guide
- Additional promotion of the Learning Centers in Onsite Guide

**Sponsor must have at least 200 square feet of exhibit space in order to qualify for this sponsorship add-on.**

## EXHIBITOR-OFFERED TRAINING CLASS

**COST:** \$2,095 PER CLASS

**6 SPOTS LEFT!**  
**8 AVAILABLE**



To satisfy our attendees' thirst for knowledge, ESX features exhibitor-branded training in meeting rooms during the show. These 60-minute long session spots are your opportunity to educate attendees on the benefits of your products and services. Benefits:

- 60-minute training class in private meeting room OR 30-minute training class in the ESA Booth during Expo
- Full list of all attendees self-scanned at the door and delivered to you post-show
- Promotion on the ESX website and in pre-show marketing
- Basic A/V set up to use as you like

**Contact your sales representative to discuss securing additional meeting room space to conduct private meetings and trainings!**

# SPECIAL EVENT SPONSORSHIPS

The networking exchanges at ESX are a critical component of attendees' overall experience. We have several ways for you to participate. Special event exclusive sponsors share billing with one of our valued media sponsors.

## OPENING CELEBRATION SPONSORSHIP

**COST:** \$5,995

**EXCLUSIVE, MAY INCLUDE MEDIA ENDORSER**

Everybody's first stop and a place where people meet new people and reconnect with others. A vibrant, important part of the ESX experience.

- Opportunity to provide opening remarks
- Logo on ESX web site and pre-show marketing materials related to the reception
- Ad Wall in lobby\*
- 30 Opening Celebration drink tickets
- Standing banner and interactive distribution in room\*

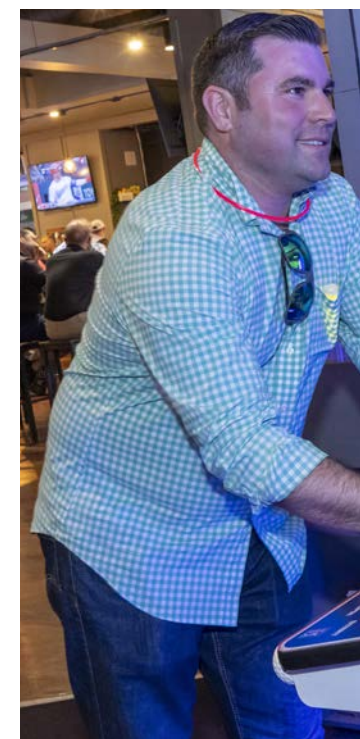


## ESX CRAWL!

**COST:** \$2,995 EACH STOP - OR \$8,995 FOR ALL 3 STOPS

**3 STOPS AVAILABLE ONLY 1 LEFT!**

- Exclusive branding in all pre-show print and online promotions
- Your company logo everywhere they look: on signage, maps, t-shirts, pub crawl monitors (where applicable), napkins\*; you name it. If we can brand it, we will!
- Logo on Pub Crawl landing page







## OPENXCHANGE BREAKFAST

TUESDAY, JUNE 4

**COST:** \$7,495

### EXCLUSIVE, MAY INCLUDE MEDIA ENDORSER

A lively panel discussion on the next big things to impact the electronic security and life safe industry.

- Opportunity to provide introductory remarks or play a sponsored video
- Logo on ESX website and pre-show marketing materials related to this main stage event
- Logo on OpenXChange landing page
- 6 OpenXChange passes
- Standing banner and interactive distribution in room\*



## GENERAL SESSION

WEDNESDAY, JUNE 5

**COST:** \$9,995

### EXCLUSIVE, MAY INCLUDE MEDIA ENDORSER

A key topic is up front and center at this important gathering of attendees.

- Opportunity to provide introductory remarks or play a sponsored video
- Logo on General Session marketing materials and mentions
- Ad Wall in lobby\*
- 6 General Session passes
- 1 Product Preview inclusions (eShowcase or Product Preview Brochure)
- Standing banner and interactive distribution in room\*

\*TO BE PRODUCED BY SPONSOR; SPEAK WITH YOUR SALES REPRESENTATIVE ABOUT MATERIAL DUE DATES AND PRODUCTION SPECIFICATIONS.

## OPENING KEYNOTE LUNCHEON

TUESDAY, JUNE 4

**COST:** \$9,995

### EXCLUSIVE, MAY INCLUDE MEDIA ENDORSER

Always visionary. Always important. Always provocative. Always interesting. This event sets the tone for the entire event.

- Opportunity to provide introductory remarks or play a sponsored video
- Logo on Opening Keynote marketing materials and mentions
- Ad Wall in lobby\*
- 6 Opening Keynote passes
- 1 Product Preview inclusions (eShowcase or Product Preview Brochure)
- Standing banner and interactive distribution in room\*

## CLOSING LUNCHEON

THURSDAY, JUNE 6

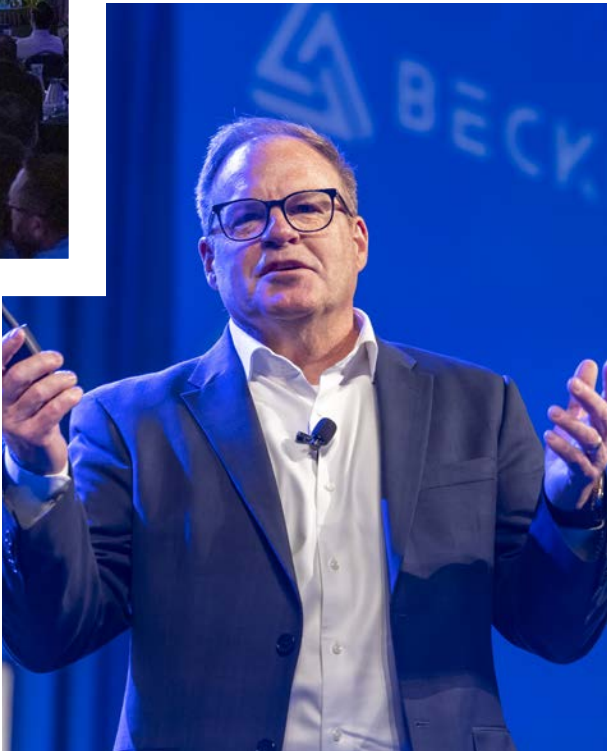
**COST:** \$7,995

### EXCLUSIVE, MAY INCLUDE MEDIA ENDORSER

A critical wrap up of the conference and a great opportunity for a final send-off.

- Opportunity to provide introductory remarks or play a sponsored video
- Logo on marketing materials
- Ad Wall in lobby\*
- 6 closing luncheon passes
- Standing banner and interactive distribution in room\*
- 1 Product Preview Listing

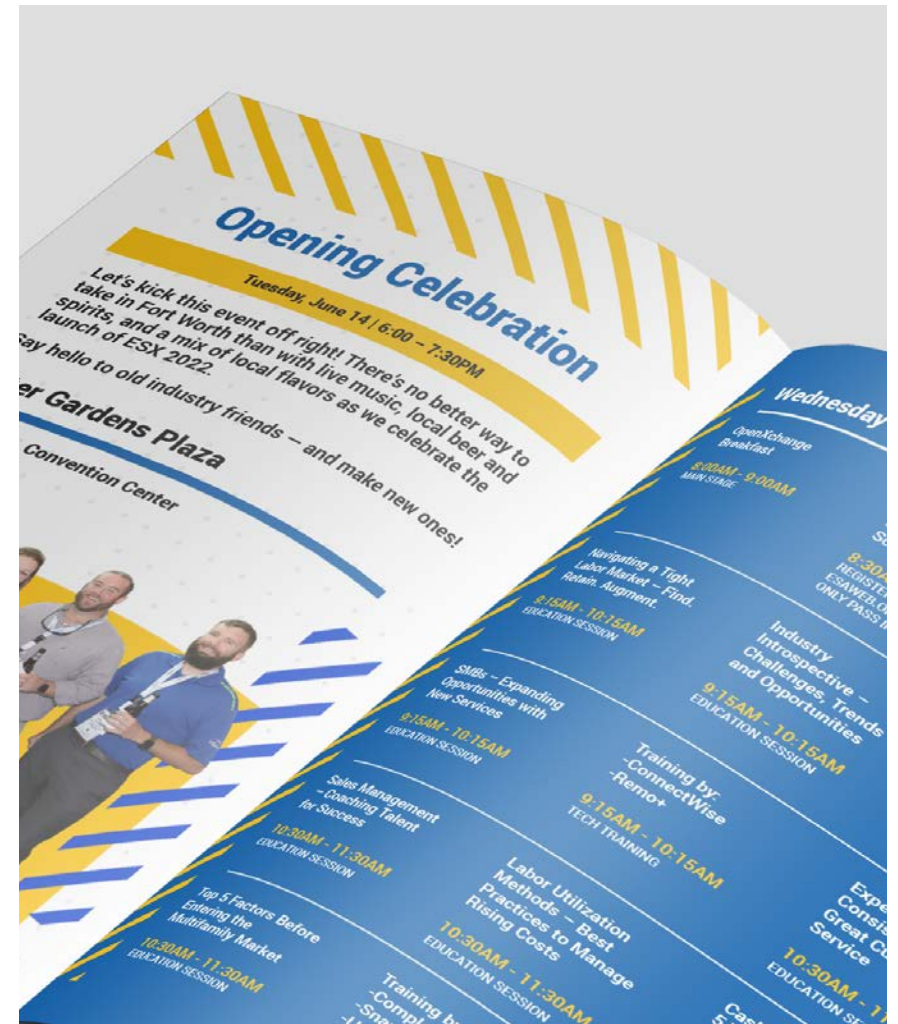
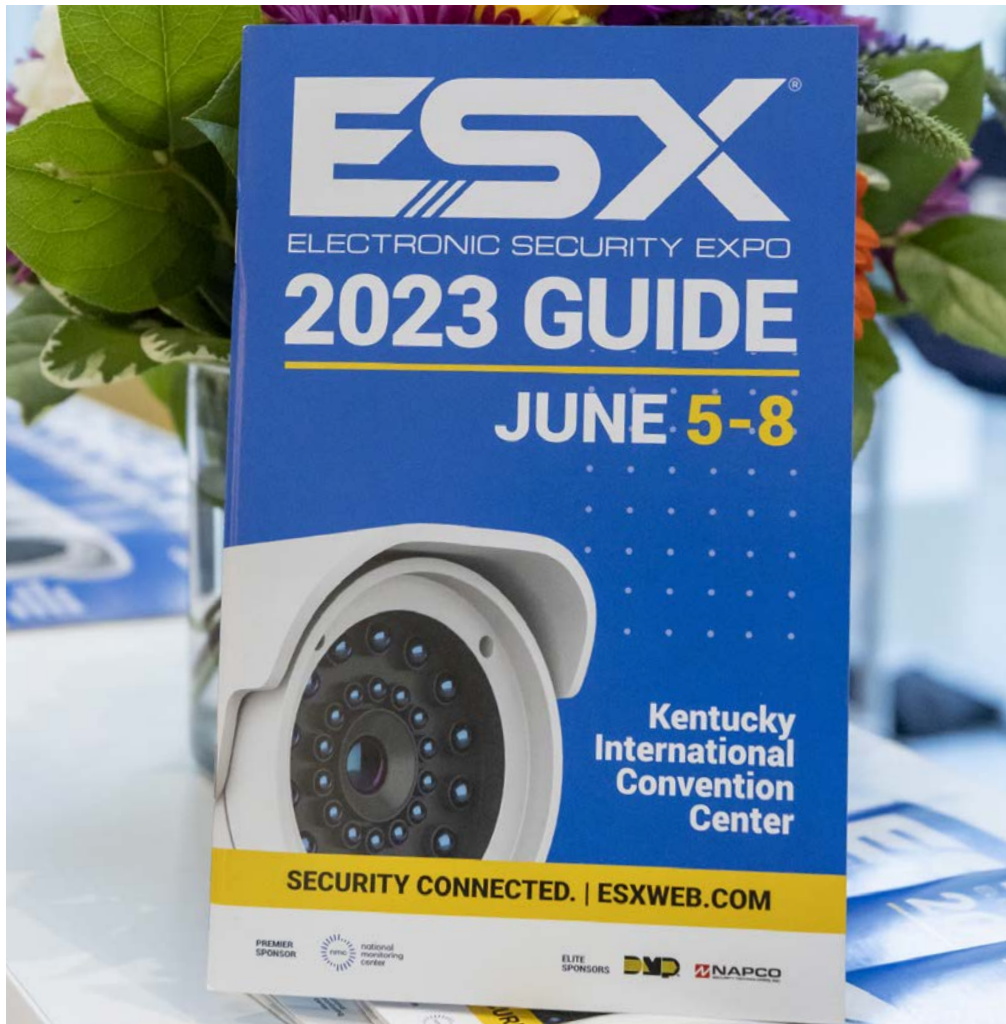






# IN PRINT

ESX maintains an assertive print campaign to support its digital efforts in marketing ESX to prospects and registrants. There are several great ways to participate!



# IN PRINT

## ON-SITE GUIDE

**MAY 3, 2024**

The definitive tool for ESX, this on-site guide is distributed directly at registration and covers everything anyone needs to navigate ESX including the event schedule, exhibitor listings, conference information, and event locations and information. It's also taken home by all and used in post-event research and buying plans.

### AVAILABLE ADVERTISING PARTICIPATION:

Front Cover / Belly Band (Exclusive Opportunity).....	\$4,350
Inside Front Cover (Exclusive Opportunity).....	\$2,000
Inside Back Cover (Exclusive Opportunity).....	\$1,850
Back Cover (Exclusive Opportunity).....	\$2,100
Full Page.....	\$1,600
Half Page.....	\$900
Floor Plan Spread Ad (Exclusive Opportunity).....	\$2,750

## PRODUCT & CONFERENCE PREVIEW BROCHURE

**APRIL 5, 2024**

Here's where prospects explore what's hot and happening and look at what is available to help them expand their product and service offerings. More than 20,000 recipients receive this glossy industry informer used by prospects and returning attendees in putting together their ESX game plan. This preview is available in print and digital versions and is also inserted into an industry media publication in May.

### AVAILABLE ADVERTISING PARTICIPATION:

Center Spread (Exclusive Opportunity).....	\$3,000
Inside Front Cover (Exclusive Opportunity).....	\$2,750
Inside Back Cover (Exclusive Opportunity).....	\$2,450
Full Page.....	\$2,000



# DIGITAL OPPORTUNITIES

## ESX-PRODUCED WEBINAR SPONSORSHIP

**COST: \$1,995 EACH**

### 2 AVAILABLE

The perfect way to exchange information post-event. ESX produces compelling and pertinent content designed to inform on topics on the minds of security integration and monitoring companies. These highly informative digital sessions provide an excellent way for you to promote your brand to ESX's influential audience. Here's what you get:

- Logo inclusion on webinar invitations
- Logo inclusion on the online webinar promotional page
- Introductory remarks at the beginning of the session; 3-4 minutes of content provided by you
- Complete list of webinar registrants with all contact information

## DEDICATED HTML EMAILS\*

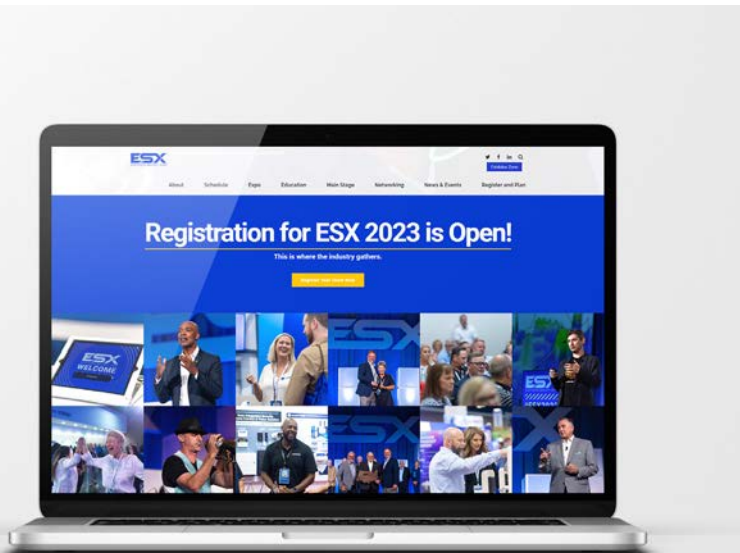
**COST: \$3,250 PER EMAIL EACH**

### LIMITED QUANTITY AVAILABLE

- Sent to ESX's curated email database of approximately 30,000
- HTML file, subject line, and seed list supplied by email sponsor\*\*

\*\* ADDITIONAL FEES APPLY IF HTML CODE SUPPLIED IS NOT USABLE. DESIGN SERVICES AT A FEE ARE AVAILABLE UPON REQUEST. ESX RESERVES THE RIGHT TO APPROVE CONTENT.

\*TO BE PRODUCED BY SPONSOR; SPEAK WITH YOUR SALES REPRESENTATIVE ABOUT MATERIAL DUE DATES AND PRODUCTION SPECIFICATIONS.



## WEBSITE ADVERTISING

### UP TO 4 ADVERTISERS PER POSITION

	Annually*	Quarterly	Monthly
Top Leaderboard	\$5,000	\$2,500	\$1,000
Middle Banner Ad	\$3,250	\$1,750	\$850
Bottom Leaderboard	\$3,000	\$1,500	\$600

Note: January-July 2023

## HAVE A WEBINAR TOPIC YOU WANT TO PITCH?

We are happy to help customize an ESX webinar designed around your product or service.

Top

Ad Size 728 x 90

### Education Advisors

ESX is most popularly known for its industry-leading education programming, delivering actionable advice and best practice sharing opportunities for pros responsible for service and maintenance management, installation management, sales management, marketing, finance and more.



**Jagger**  
Founder and CEO of  
President Security Corp.

**Loud**  
President of LVO Security  
Systems, Inc.



**Nakatani**  
Vice President of IT -  
Customer Monitoring  
Technology - ADT Security  
Services

**Hillenburg**  
Vice President of Marketing  
at Digital Monitoring  
Products

**Reiswig**  
Fellow and Vice President of  
Industry Relations at  
Johnson Controls

**Parks**  
President at Parks  
Associates

Ad Size  
300 x 250

Middle

Ad Size  
300 x 250

Ad Size  
300 x 250

Ad Size  
300 x 250

Interested in Sponsoring or Exhibiting?

Get through the clutter and connect with decision makers from the pro security and safety tech channel.

[Check the schedule and register here](#)

### Latest news



**Session Highlight:  
Powerful Ways to  
Grow RMR**

October 19, 2021

Session highlights: Powerful Ways to Grow RMR by  
Exploring their opportunities. As the COVID-19 pandemic  
continues to impact the nation, incremental work was put on hold.



**ESX 2021 Virtual  
Experience Delivers**

July 19, 2021

Education Sessions, Main Stage Presentations, Tech  
Talks and more showcased innovative Technology and  
Business Strategies for the Electronic Security and Life.



**2021 ESX Innovation  
Award Winners  
Revealed**

July 2, 2021

ESX Innovation Awards celebrate innovation and  
excellence in the industry - and identify the most  
significant products and services that will offer significant.

### Integrators in the ESX Community Include

Professionals leverage ESX to increase their key staff in actionable ideas and  
strategies to take their businesses to the next level.



Ad Size 728 x 90

bottom

The Electronic Security  
Expo is owned by

**ESA** ELECTRONIC  
SECURITY ASSOCIATION

**CALL AN ESX TEAM MEMBER TO GET STARTED WITH A POWERFUL DIGITAL CAMPAIGN!**

See page 25 for the ESX Sales Team.



## BI-WEEKLY E-NEWSLETTER ADVERTISING

	Annually*	Quarterly	Monthly
Top Leaderboard	\$6,000	\$3,000	\$1,500
Poster Ad (4 available)	\$5,000	\$2,500	\$950
Bottom Leaderboard	\$4,000	\$2,000	\$750

Note: Annually is defined as January-July 2023

### Top

600 x 90

View this email in your browser



**Fort Worth Convention Center  
Fort Worth, TX**  
**JUNE 14-17 | EXPO 15-16**

SECURITY CONNECTED. | [ESXWEB.COM](http://ESXWEB.COM)



**ESX is Here and Ready to Go**

Tune in June 5 around 11 a.m. to see some of the General Session, and around 7 p.m. to get a peek at the Indy Experience at the Indianapolis Motor Speedway.

[Read More](#)

live session

Get a Look Inside ESX on the LIVE Stream

Tune in June 5 around 11 a.m. to see some of the ESX General Session.

Watch


Poster

Poster

Poster Size 300 x 250

Poster Size 300 x 250

Opening Celebration Highlights



live session

Get a Look Inside ESX on the LIVE Stream

Tune in June 5 around 11 a.m. to see some of the ESX General Session.

Watch


Poster

Poster

Ad Size 300 x 250

Ad Size 300 x 250

Opening Celebration Highlights




ESX is Here and Ready to Go

Tune in June 5 around 11 a.m. to see some of the General Session, and around 7 p.m. to get a peek at the Indy Experience at the Indianapolis Motor Speedway.

[Read More](#)

bottom

600 x 90



#PASSIONATESECURITY

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"JUST DESCRIPTION"

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"HTML\_LIST\_ADDRESS\_HTML"

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# PRODUCT PROMOTION

## ESX INNOVATION AWARD ENTRY

### Deadline: April 5, 2024

The ESX Innovation Awards are regarded as the definitive recognition program for new and recently introduced products and services. Not only does the industry regard Innovation Award winners as having received the industry “seal of approval” but participation in the program as an entrant affords unprecedented “editorial” coverage.

### AWARD BENEFITS

Each ESX Innovation Award entrant will be:

- Listed in the 2024 ESX Product & Conference Preview Brochure mailed to 20,000+ or e-showcase product listing if entry is submitted after April 5, 2024.
- Listed on the ESX website
- Provided a ribbon recognizing their Innovation Award Entry for the booth (except for category winner)

In addition, each ESX Innovation Award category winner will be:

- Awarded a trophy
- Acknowledged in an ESX press release
- Provided a place card recognizing their Innovation Award for the booth (if an exhibitor)
- Featured in a two-page spread in the May 2024 edition of our Premier Media Sponsor’s Magazine
- Recognized at ESX 2024 in the Innovation Awards Showcase in the Exhibit Hall
- Considered to compete in the ESX 2024 TechVision Challenge.

Based on the judges’ discretion, a total of 10 companies will be selected from the field of Innovation Award Category winners to compete in the TechVision Challenge, an interactive “Shark Tank” style competition that will be held live at ESX 2024 before a panel of “industry sharks” who will determine the “Best of Show” product or service. Note: Being chosen as an Innovation Award category winner does not guarantee entry into the TechVision Challenge as a finalist for Best of Show.

### ENTRY FEES

\$995 FOR FIRST ENTRY

\$695 FOR EACH ADDITIONAL ENTRY

\$1,495 FOR NON-EXHIBITORS FIRST ENTRY

\$1,195 FOR NON-EXHIBITORS ADDITIONAL ENTRY

## PRODUCT/TRAINING PREVIEW LISTING (PRINT)

**COST:** \$595 FOR FIRST LISTING,  
\$100 FOR EACH ADDITIONAL

### Deadline: April 5, 2024

The showcase for the industry's most important offerings and used as the beginning blueprint by which attendees navigate the show and make decisions about who and what to see when they attend.

- Distributed to 20,000+ industry professionals
- Each listing includes company name, company URL and logo, product/training title, a product image, 50-word product or training description, and booth location

## PRODUCT E-SHOWCASE LISTING

**COST:** \$595 FOR FIRST LISTING,  
\$100 FOR EACH ADDITIONAL

- Linkable showcase emailed to 20,000+ industry professionals
- Each listing includes company name, company URL and logo, product/training title, a product image, 50-word product or training description, and booth location

## SHOW FLOOR ANNOUNCEMENT

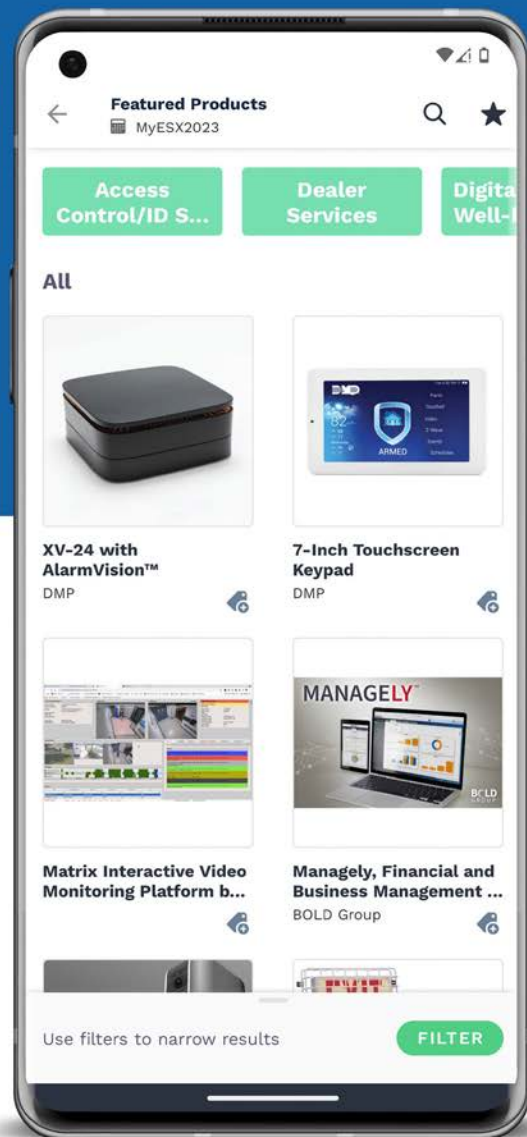
**COST:** \$1,595

### LIMITED INVENTORY

- 1 exclusive audio announcement per show day
- Up to a 1-minute message

# MYESX<sup>®</sup>

ELECTRONIC SECURITY EXPO APP



**All Product Listings receive exposure in the MyESX App to drive traffic and interest.**

**DOWNLOAD THE APP TODAY!**



# FREE MARKETING OPTIONS

**ESX supports your marketing with a great suite of complimentary promotional opportunities to get attention for your product and services. Use them!**

## EXPO INVITATIONS

You can order a customized HTML file to e-blast to your database inviting your customers and prospective customers to attend the ESX 2024 show.

## WEB BANNERS/SIGNATURE GRAPHICS

The ESX team will create a customized banner or signature graphic for you that includes your booth location. You can post these to your site with a hyperlink to your unique registration URL.

## PRE-SHOW MAILING

Use a bonded, third-party mailing house and we'll help you get the news of your participation to those who have pre-registered to attend ESX. (No email lists provided.)

## PRESS MATERIAL DISTRIBUTION

ESX is a news-generator so it's no wonder that it is attended by all major trade press entities. This is your opportunity to get information on your products, services, and company initiatives to the industry at large. We'll display your material in the press office for the duration of the event. We can also provide you with a complimentary list of press planning to attend the show.



## IN SUMMARY...

ESX understands that no two companies are alike and thus, has created a unique set of marketing and promotional tools to ensure your success at the show and beyond. If there's something you think we haven't thought of, then just let us know. We'll help you customize a unique package that will deliver on your distinct ROI and ROO.

### Here's how to create the most successful sponsorship experience possible:

- Define and set clear and measurable goals. What do you want to achieve?
- Consider image, sales goals, positive press, competitive differentiation, and business/ consumer/VIP relations and build your plan around what's most important.
- Don't be afraid to try new things; take your event marketing allocation and test something new in addition to the things that have worked best for you.
- Measure your response so you can build next year's plan to exceed this year's results.

**We'll help you do it! Just ask us how!**



**JESSICA DACOSTA**

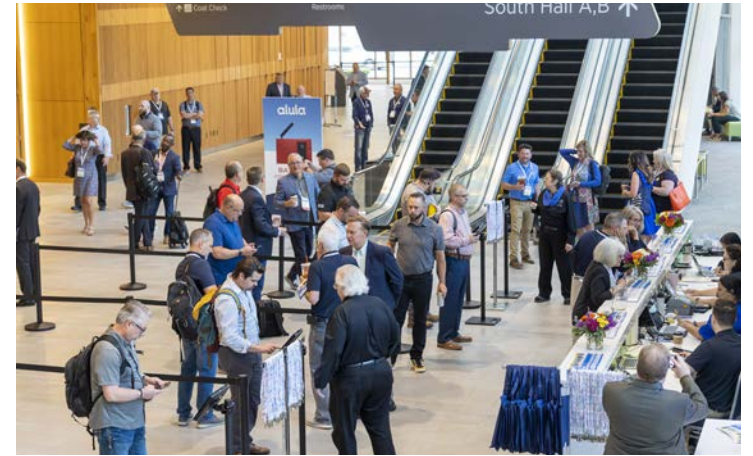
Jessica.DaCosta@ESXweb.com  
972.807.6827 office  
972.345.9858 mobile



**KALEIGH BARRASSO**

Kaleigh.Barrasso@ESXweb.com  
972.807.6835 office  
774.203.6394 mobile













ESX IS OWNED BY  
**ESA** ELECTRONIC  
SECURITY  
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