ATLANTA

COBB COUNTY

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JUNE 17-18

2025

ESX®
ELECTRONIC SECURITY EXPO

SPONSORSHIP
BROCHURE

WHY SPONSOR ESX 2025?

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.

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!

SOLD

nmc national monitoring center

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*
- 2 AD WALLS 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
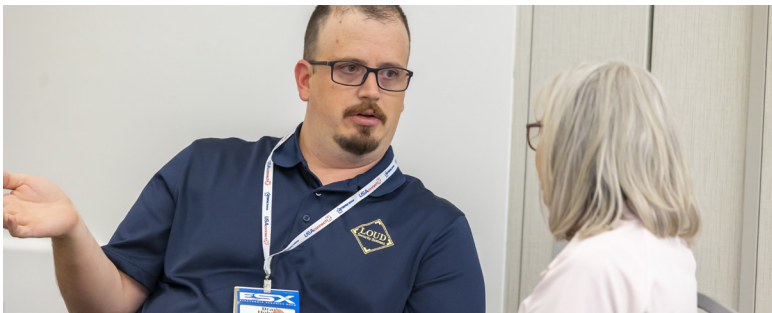- 1 Sponsored HTML Email Blast

PREMIER SPONSORSHIP

COST: $9,995

4 AVAILABLE

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
- Full page ad in PRODUCT PREVIEW BROCHURE
- 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
- 20 Opening Celebration TICKETS
- 1 Complimentary All-Access Deluxe Pass

ELITE SPONSORSHIP

COST: $4,995

ONLY 3 LEFT!   CyberPower   DMP   NAPCO SECURITY TECHNOLOGIES

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

COST: $1,495

ONLY 6 LEFT!   QUICK RESPONSE Your trusted partner   resideo   SECURITY CENTRAL   USA CENTRAL STATION   WeSuite Growing Sales Strong   WINLAND ELECTRONICS, INC.

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

COST: $7,995

EXCLUSIVE!

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!

BADGE LANYARDS*
COST: $4,995

EXCLUSIVE!

SOLD

AFFILIATED MONITORING

alula™
Professional Smart Security

*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

⭐ USA CENTRAL STATION

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.
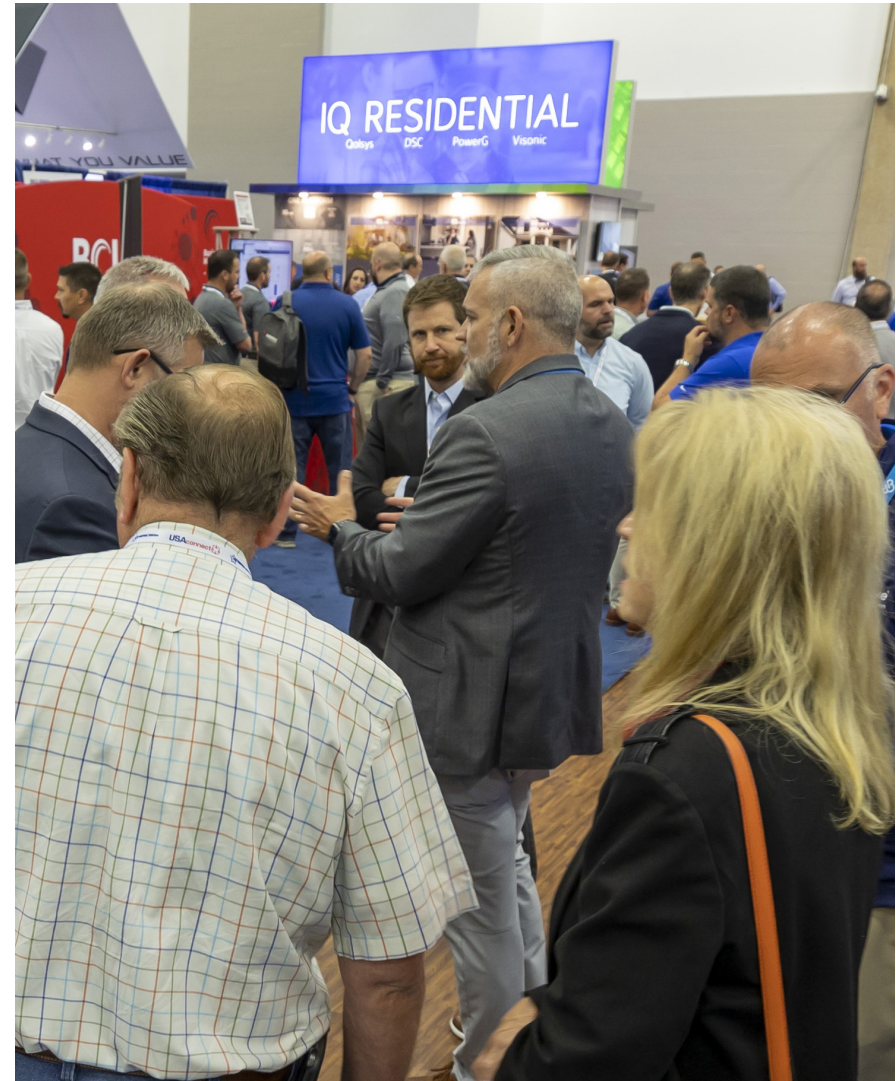
ON-SITE

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 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!

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

THINGS ATTENDEES WANT!

HEADQUARTER HOTEL ROOM KEYS*

COST: $4,995

EXCLUSIVE

SOLD

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

SECURITY CENTRAL

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.

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!

GOT A DIFFERENT IDEA?
We'd love to hear it and help you create something to customize your sponsorship experience!

*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

COST: $4,995 EACH

ONLY 3 TRACKS AVAILABLE!

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

12

LEARNING CENTERS
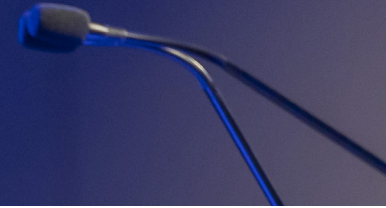
LIMITED AVAILABILITY

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

7 SPOTS LEFT! NAPCO SECURITY TECHNOLOGIES

COST: $2,095 PER CLASS

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

SOLD

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*

NAPCO SECURITY TECHNOLOGIES

ESX CRAWL!

COST: $2,995 EACH STOP

1 STOP AVAILABLE

- 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

immix

jLM Wholesale Security Door Hardware
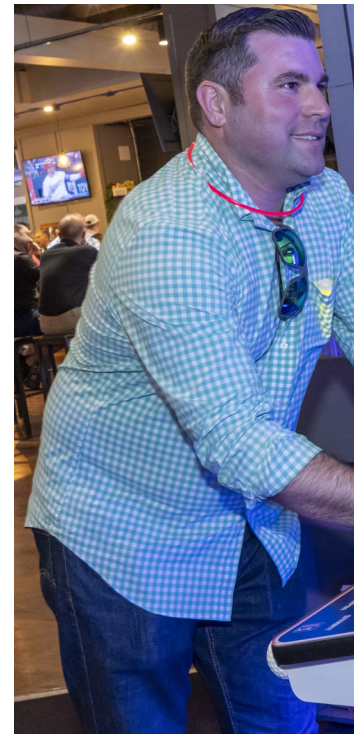
OPENXCHANGE BREAKFAST
TUESDAY, JUNE 17

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*

OPENING KEYNOTE LUNCHEON
TUESDAY, JUNE 17

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*

BECKLAR

GENERAL SESSION
WEDNESDAY, JUNE 18

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*

CLOSING LUNCHEON
THURSDAY, JUNE 19

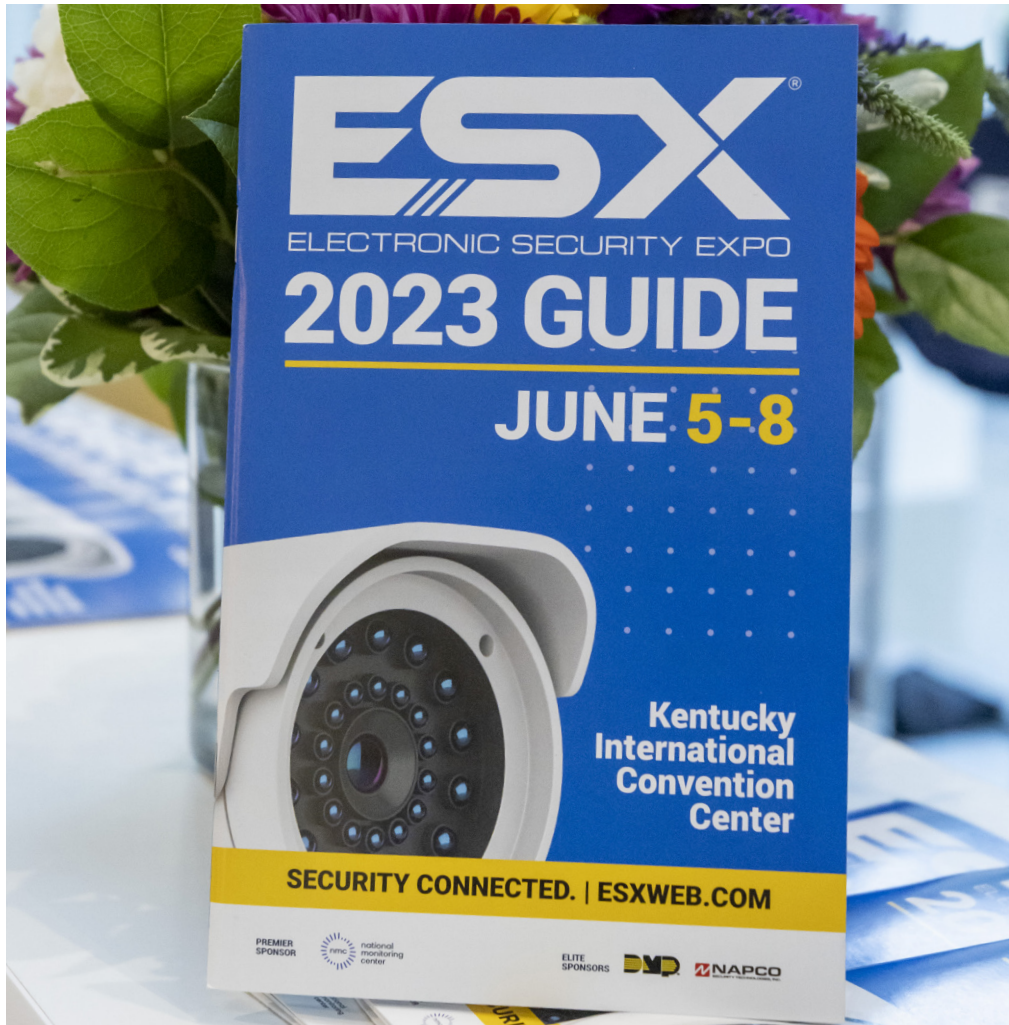**COST:** $7,995

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

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

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!

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

IN PRINT

ON-SITE GUIDE

MAY 16, 2025

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 SOLD

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 18, 2025

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/June.

AVAILABLE ADVERTISING PARTICIPATION:

Center Spread (Exclusive Opportunity)....................................$3,000

Inside Front Cover (Exclusive Opportunity)..........................$2,750 SOLD

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 20,000+
- 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 2025

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

Ad Size 728 x 90

Ad Size 300 x 250

Middle

Ad Size 300 x 250

Ad Size 300 x 250

Ad Size 300 x 250

Ad Size 728 x 90   **bottom**

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

BI-WEEKLY E-NEWSLETTER ADVERTISING

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

Note: Annually is defined as January-July 2025

PRODUCT PROMOTION

ESX INNOVATION AWARD ENTRIES

Deadline: April 18, 2025

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 2025 ESX Product & Conference Preview Brochure mailed to 20,000+ or e-showcase product listing if entry is submitted after April 18, 2025.

- 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 2025 edition of our Premier Media Sponsor's Magazine

- Recognized at ESX 2025 in the Innovation Awards Showcase in the Exhibit Hall

- Considered to compete in the ESX 2025 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 2025 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 18, 2025

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
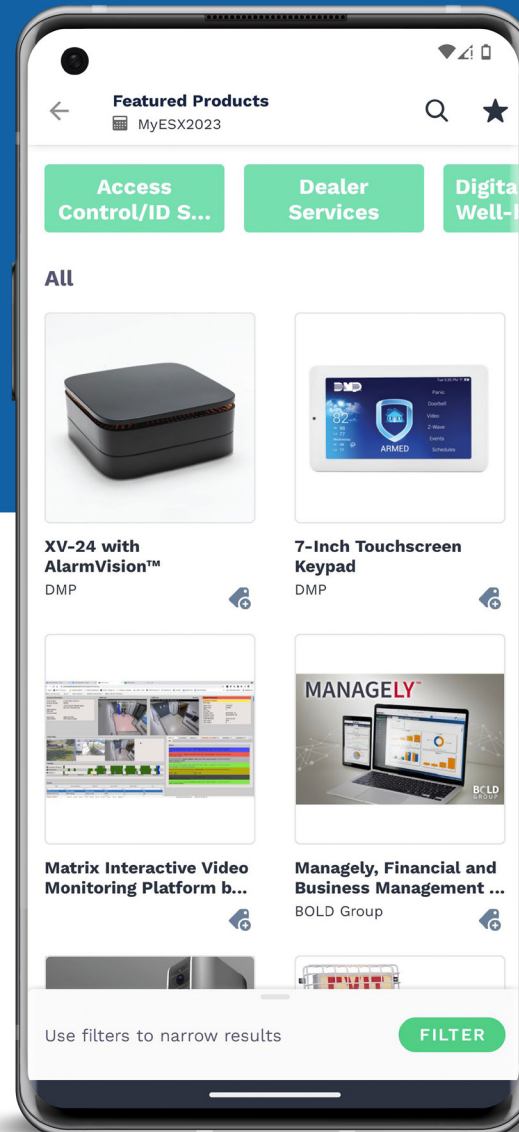
SHOW FLOOR ANNOUNCEMENT

COST: $1,595

LIMITED INVENTORY

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

MY ESX®
ELECTRONIC SECURITY EXPO APP

Featured Products
MyESX2023

Access Control/ID S...   **Dealer Services**   **Digita... Well-...**

All

XV-24 with AlarmVision™
DMP

7-Inch Touchscreen Keypad
DMP

Matrix Interactive Video Monitoring Platform b...

Managely, Financial and Business Management ...
BOLD Group

Use filters to narrow results   **FILTER**

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

ASK ABOUT MOBILE APP SPONSORSHIPS 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 2025 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.
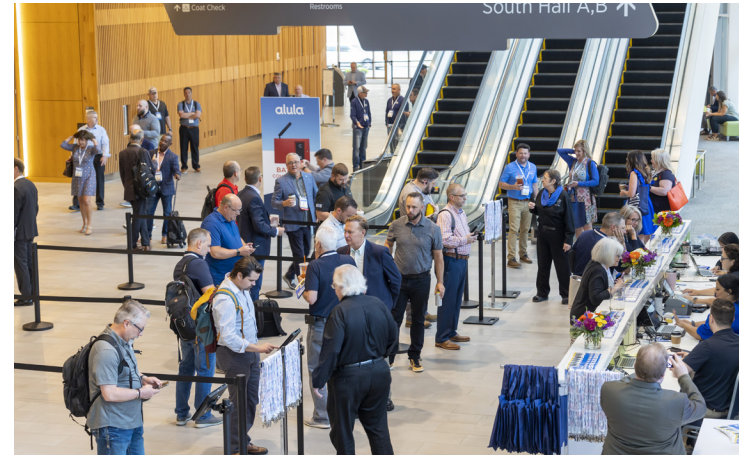
We'll help you do it! Just ask us how!

ELISA PELCHAT
Elisa.Pelchat@ESAweb.org
972.807.6827 direct

KALEIGH BARRASSO
Kaleigh.Barrasso@ESAweb.org
972.807.6835 direct

ESX
ELECTRONIC SECURITY EXPO

ESX IS OWNED BY

ESA ELECTRONIC SECURITY ASSOCIATION