

**ATLANTA**

**COBB COUNTY**

*A*



**JUNE 16-19**

**2025**

**ESX<sup>®</sup>**  
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.**

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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\*
- 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



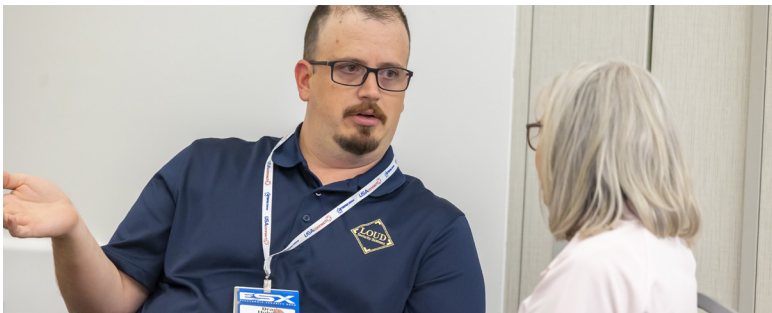
## PREMIER SPONSORSHIP

**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!**



### 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!**



### 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!**



\*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



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!





# 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

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

**ONLY 2 TRACKS AVAILABLE!**



Rocket Media

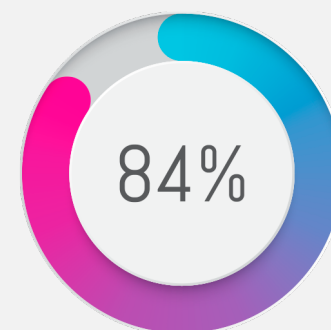


**TCX**  
The Connection Xchange

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.



**"84% of 2024 attendees  
rated ESX Educational  
Opportunities "Excellent"  
or "Good"**

**Monitoring and Executive  
Leadership Tracks still available.**





## 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

### 4 SPOTS LEFT!

**Eastern Bank**  
JOIN US FOR GOOD

**HYBRID  
MOON**

**LiftMaster**

**NAPCO**  
SECURITY TECHNOLOGIES

**onetel** security

**TouchTone**  
communications

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\*

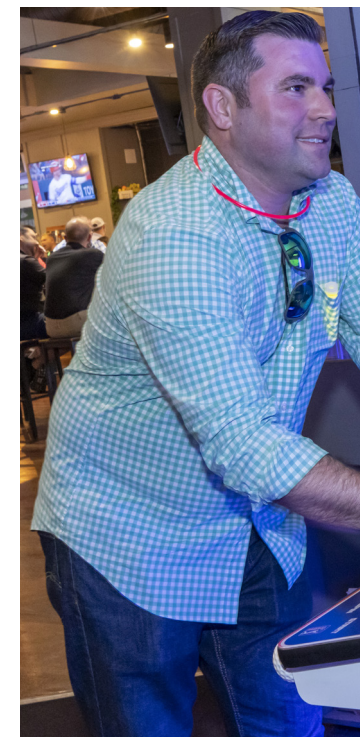


## ESX CRAWL!

**COST:** \$2,995 EACH STOP

**SOLD**

- 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 17

**SOLD**



**COST: \$7,495**

**EXCLUSIVE,** MAY INCLUDE MEDIA ENDORSER

Join us at the OpenXchange Forum for cutting-edge discussions on emerging technologies, services and strategies shaping the electronic security industry. Our expert panel will explore industry developments in forward-looking solutions, monitoring, emergency response, artificial intelligence, and market investment trends through a Q&A process. Be part of this dynamic conversation about the future of the security industry.

**SPONSORSHIP INCLUDES:**

**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

## Becoming An Idea Factory: How To Turn Yourself and Your Organization into an Innovation Machine

**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\***



**KEYNOTE LUNCHEON  
FEATURING**

**KYLE  
SCHEELE**



**GENERAL SESSION | WEDNESDAY, JUNE 18**

**SOLD**  **CMS**

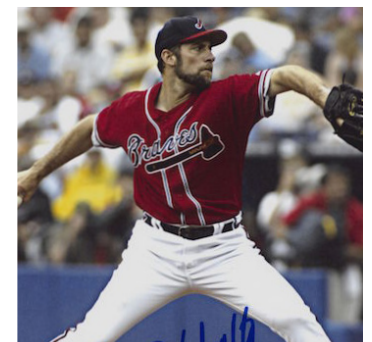
# MAIN STAGE SPONSORSHIP



## FEATURING JOHN SMOLTZ

**MLB HALL OF FAME & LEGENDARY PITCHER**

As the **EXCLUSIVE** General Session Sponsor, your brand will be front and center when John Smoltz takes the stage to deliver an inspiring keynote on leadership, perseverance, and peak performance. This is your opportunity to align with excellence, reaching a captive audience of top industry professionals in an unforgettable session.





# SPONSORSHIP INCLUDES

## INTRODUCTORY REMARKS

OR PLAY A COMMERCIAL VIDEO PRIOR TO  
SPEAKER'S KEYNOTE

## VIP MEET AND GREET

EXCLUSIVE ACCESS TO JOHN PRIOR  
TO THE SESSION FOR PRIVATE PHOTO  
OPPORTUNITY WITH UP TO 6 KEY CLIENTS  
OR TEAM MEMBERS

## 6 GENERAL SESSION PASSES

FOR SPONSORING COMPANY TEAM  
MEMBERS AT RESERVED TABLES UP FRONT  
WITH ESA BOARD AND VOLUNTEER VIPS

## LOGO BRANDING

ON MAIN STAGE VIDEO SCREENS AND  
ENTRANCE GRAPHICS

## WEBSITE AND MYESX APP EXPOSURE

LOGO AND LINK TO SPONSORING  
COMPANY

## MYESX APP NOTIFICATION SENT OUT AFTER GENERAL SESSION

CALL TO ACTION ANNOUNCEMENT TO  
DRIVE BOOTH TRAFFIC

## ONE PRODUCT/SERVICE LISTING IN THE ESX PREVIEW MAGAZINE

## FULL PAGE AD

IN ESX PREVIEW MAGAZINE

## ONE CUSTOM SIGN

TO BE INCLUDED AT AUTOGRAPHING  
AREA GRAPHICS TO BE PROVIDED BY  
SPONSOR.

## INTERACTIVE OPPORTUNITY TO HAVE

STAFF AT AUTOGRAPH STATION TO PASS  
OUT BASEBALLS

## 1 COMPLIMENTARY ALL ACCESS EXECUTIVE PASS

TO NETWORK WITH INTEGRATOR /DEALER  
COMPANY EXECUTIVES THROUGHOUT THE  
EVENT

**WEDNESDAY,  
JUNE 18**

**10:30AM - 12:00PM**

**EXCLUSIVE OFFERING**  
**\$14,999**



**FIRST BALLOT MLB HALL  
OF FAMER**

**8X ALL-STAR**

**NATIONAL CY YOUNG  
AWARD WINNER**

**FOX MLB'S LEAD GAME  
ANALYST**

**1995 WORLD SERIES  
CHAMPION**

**ONLY PITCHER TO WIN  
20+ GAMES AND SAVE  
50+ GAMES IN A SEASON**

John Smoltz played 21  
seasons in the major  
leagues, tossing 3,473  
innings over 723 games  
(481 starts) and posting  
a 213-155 record and  
lifetime 3.33 ERA, with  
3,084 strikeouts.



**CLOSING LUNCHEON**  
**THURSDAY, JUNE 19**

**COST: \$7,995**

**EXCLUSIVE,** MAY INCLUDE MEDIA ENDORSER

**The U.S. Electronic Security and Life Safety Market - What You Need to Know**

**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**



**KEYNOTE LUNCHEON  
FEATURING**

**MICHAEL  
BARNES**

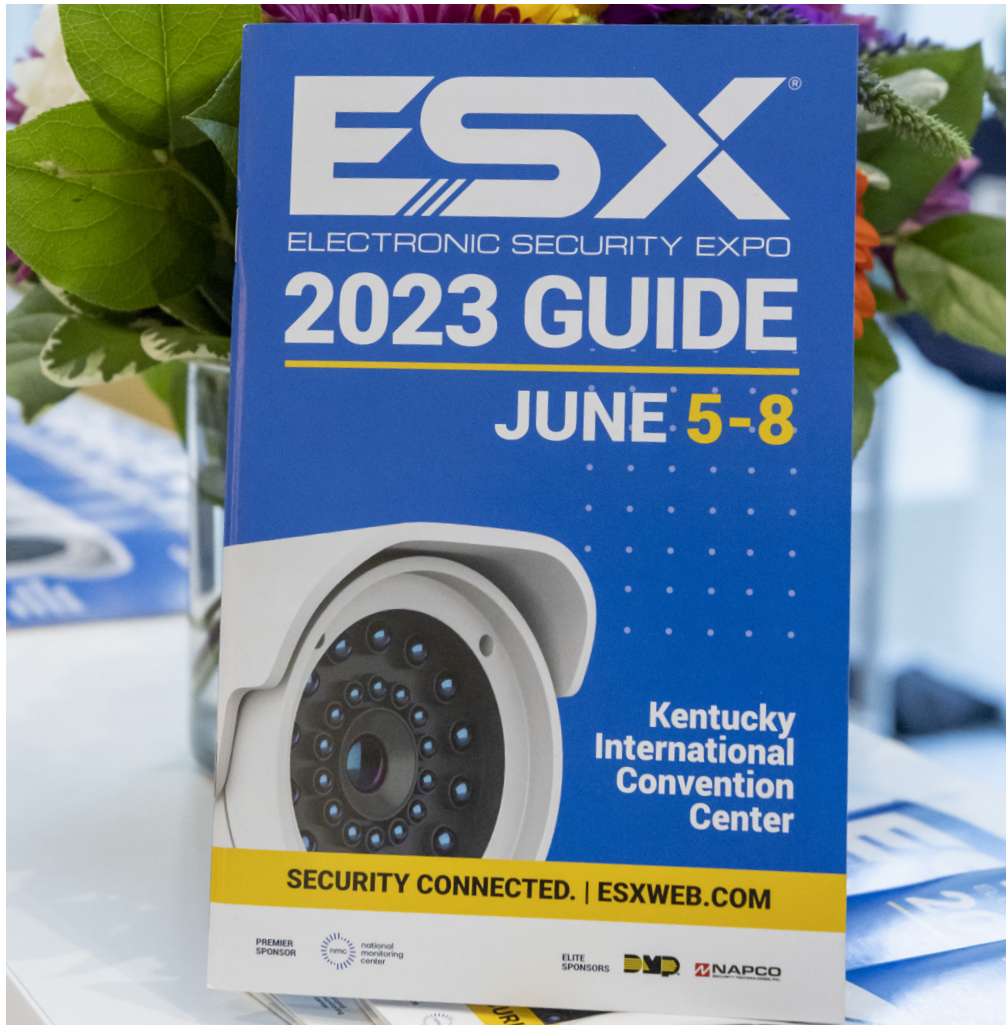






# IN PRINT

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 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
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

## PREVIEW MAGAZINE

**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
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

3.5 days 35+ Educational Sessions  
2,500 Industry Pros  
Security Connected.

This is where the industry gathers.

### 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 at  
President Security Corp.

**Loud**  
President at LOUD 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 expo floorplan](#)

### Latest news



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

October 19, 2021

Session Highlight: Powerful Ways to Grow RMR by  
Exploring New Opportunities: As the COVID-19 pandemic  
overlook the nation, nonessential work was put on hold.



#### ESX 2021 Virtual Experience Delivers

July 19, 2021

Educational Sessions, Meet Stage Presentations, Tech  
Talks and New Showcase Innovative Technologies and  
Business Strategies for the Electronic Security and Life.



#### 2021 ESX Innovation Award Winners Revealed

July 2, 2021

ESX Innovation Awards distinguish innovation and  
excellence in the industry - and identify the next-gen  
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

[Home](#) [Schedule](#) [Expo](#) [Upcoming Webinars](#) [Team](#)

**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 2025

### 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**



**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 Size 300 x 250**

**Poster**

**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**

**Ad Size 300 x 250**

**Poster**

**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"

Our mailing address is:  
"HTML\_LIST\_ADDRESS\_HTML"

Want to change how you receive these emails?  
You can [update your preferences](#) or [unsubscribe from this list](#)









# 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.

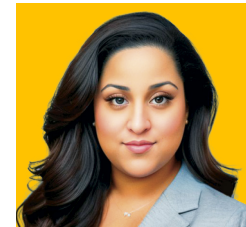
### ENTRY FEES

**\$ 1,095** FOR FIRST ENTRY

**\$ 795** FOR EACH ADDITIONAL ENTRY

**\$ 1,595** FOR NON-EXHIBITORS FIRST ENTRY

**\$ 1,295** FOR NON-EXHIBITORS ADDITIONAL ENTRY



**Contact LeShauna DeJesus for more information**

LeShauna.DeJesus@esaweb.org  
(972) 807-6818

[ESAWEB.ORG/MEETLESHAUNA](https://esaweb.org/meetleshauna)



## 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

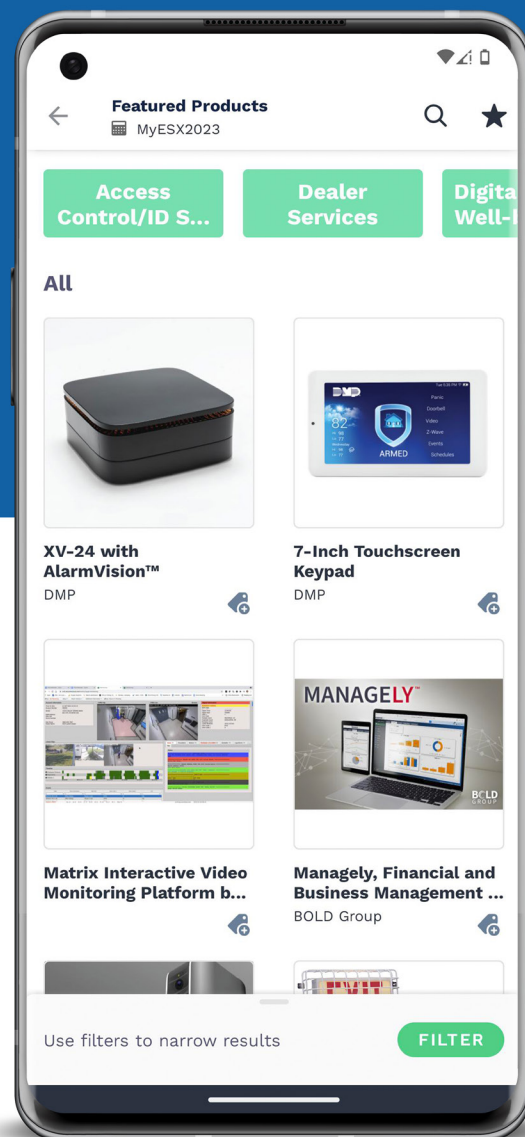
## LIVE SHOW FLOOR ANNOUNCEMENT OR MOBILE APP NOTIFICATION

**COST:** \$1,595

# LIMITED INVENTORY

# MYESX<sup>®</sup>

## ELECTRONIC SECURITY EXPO APP



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

# 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!**

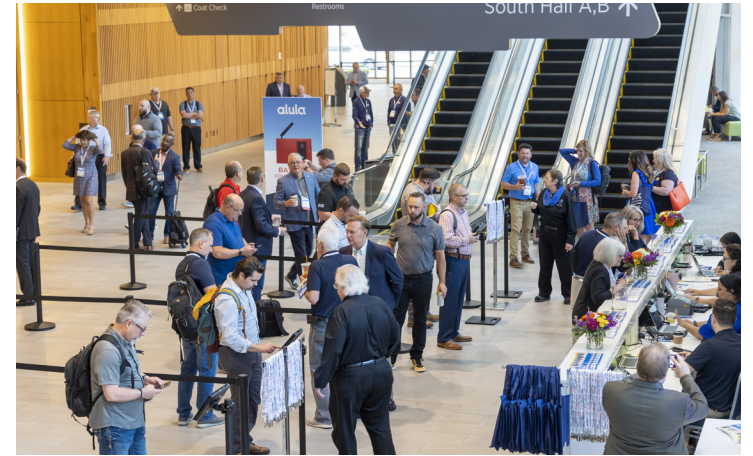


**KALEIGH  
BARRASSO**

Kaleigh.Barrasso@ESAweb.org  
972.807.6835 direct

[ESAWEB.ORG/MEETKB](http://ESAWEB.ORG/MEETKB)









The logo features the letters 'ESX' in a bold, white, sans-serif font. The 'E' and 'S' are connected, and the 'X' is formed by two intersecting diagonal lines. A registered trademark symbol (®) is located to the upper right of the 'X'. Below the 'ESX' logo, the words 'ELECTRONIC SECURITY EXPO' are written in a smaller, white, sans-serif font. The entire logo is centered on a blue background with several concentric circles of varying shades of blue.

# ESX<sup>®</sup>

ELECTRONIC SECURITY EXPO

ESX IS OWNED BY  
**ESA** ELECTRONIC  
SECURITY  
ASSOCIATION<sup>™</sup>