



ESX TAMPA

**EXHIBITING + SPONSORSHIP
OPPORTUNITIES**

JUNE 28 - JULY 1, 2027



BUSINESS IMPACT

Expedite your sales funnel by impacting the right audience.



in the right **environment.**
at the right **time.**

63%

SCHEDULED FOLLOW UP CALLS

54%

INITIATED A NEW PARTNERSHIP

25%

MADE A PURCHASE

“WE HAVE PURCHASED AND STARTED TO INSTALL PRODUCTS BASED ON THE KNOWLEDGE WE GAINED IN CLASSROOMS AND VENDORS MET AT THE EXPO.”

JAMES THOMPkins, SMART INTEGRATORS 4 U

ESX ATTENDEES

MARKET SERVED

BLENDED PORTFOLIOS

- 99%** COMMERCIAL
- 75%** RESIDENTIAL
- 75%** INDUSTRIAL
- 70%** SCHOOLS/ INSTITUTIONS
- 61%** COMMERCIAL
- 99%** COMMERCIAL
- 75%** RESIDENTIAL

PURCHASE PLANNED

- 78%**
ACCESS CONTROL/ID SYSTEMS
- 55%**
FIRE/LIFE SAFETY
- 77%**
VIDEO SURVEILLANCE
- 47%**
SURGE PROTECTION
- 67%**
INTRUSION SYSTEMS
- 37%**
MONITORING SERVICES
- 64%**
CABLING PRODUCTS AND ACCESSORIES
- 22%**
SOLAR
- 60%**
INSTALLATION AND SERVICE TOOLS
- 15%**
CYBER SECURITY
- 55%**
POWER SUPPLIES & BATTERIES
- 14%**
DRONES/ROBOTS

JOB FUNCTION

- 67%** OWNER/EXEC MANAGEMENT
- 14%** SALES/ MARKETING MANAGEMENT
- 12%** ENGINEERING/INSTALLATION MANAGEMENT
- 7%** OWNER/EXEC MANAGEMENT

ANNUAL REVENUE

- 36%**
\$0 - 2.5 MILLION
- 22%**
\$7.6- 25.9 MILLION
- 19%**
\$51+ MILLION
- 12%**
\$2.6 - 7.5 MILLION
- 6%**
\$26-50.9 MILLION



EXHIBITING

YOUR FOUNDATIONAL MEETING LOCATION TO ENGAGE THROUGHOUT THE SHOW

BOOTH PRICES

EARLY BIRD RATES: EXPIRES JAN 22

PREMIUM SPACE

10x10 Booth PREMIUM — \$7,100

ESA MEMBERS PAY \$6,650

10x20 Booth PREMIUM — \$11,500

ESA MEMBERS PAY \$10,750

20x20 Booth PREMIUM — \$19,860

ESA MEMBERS PAY \$18,540

STANDARD SPACE

10x10 Booth Space — \$4,900

ESA MEMBERS PAY \$4,600

10x20 Booth Space — \$9,300

ESA MEMBERS PAY \$8,700

20x20 Booth Space — \$18,100

ESA MEMBERS PAY \$16,900

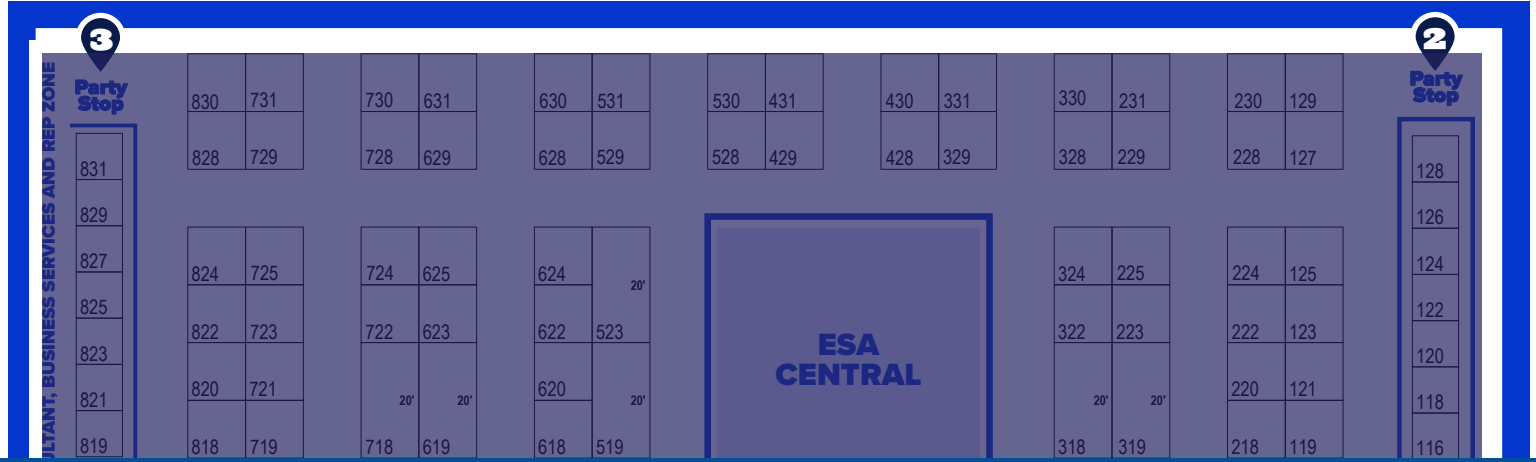




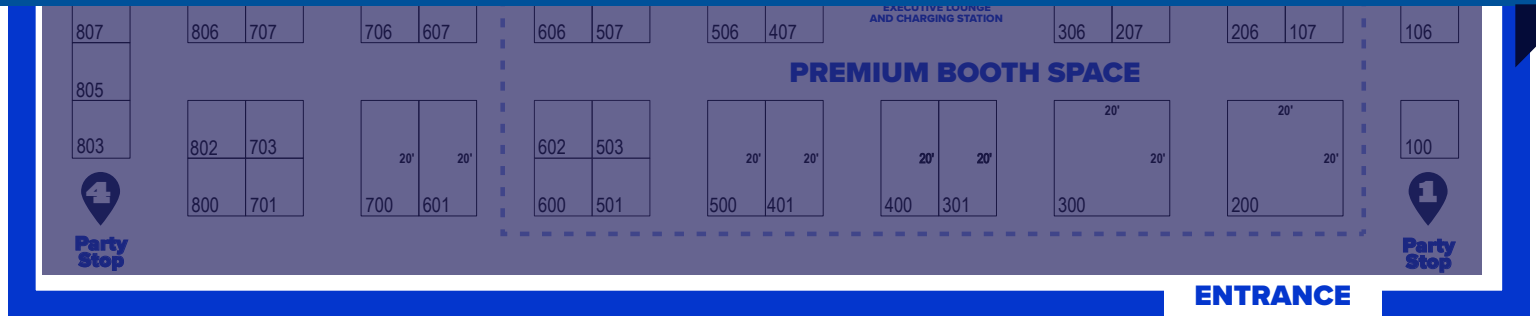
EXHIBITING

TAMPA CONVENTION CENTER | TAMPA, FL

EXPO SET UP JUNE 28/29 | EXPO OPEN: JUNE 29/30



BOOTH SPACE IS SOLD ON A ROLLING BASIS. FOR THE MOST UP-TO-DATE AVAILABILITY VISIT [ESXWEB.COM/BOOTHS](https://esxweb.com/booths)



PRIVATE MEETING ROOMS

YOUR FOUNDATIONAL MEETING LOCATION TO ENGAGE THROUGHOUT THE SHOW.

Host customer meetings, product demos, and strategic conversations in a quiet, dedicated space away from the activity of the expo floor. Private Meeting Rooms provide sponsors with a professional environment to conduct business, strengthen relationships, and engage prospects in a more focused setting. Host a meeting or cocktail party - the team will set the room to serve your objectives.



TWO DAYS

\$7,995

FULL DAY

\$4,995

HALF DAY

8:00AM - 12:00PM

12:00PM - 5:00PM

\$3,500

EXPOSURE PACKAGES

DESIGNED TO KEEP YOUR BRAND IN FRONT OF THE INDUSTRY'S MOST INFLUENTIAL INTEGRATORS AND DECISION-MAKERS BEFORE, DURING, AND AFTER ESX

EXCLUSIVE! PINNACLE SPONSOR

\$14,995

BRANDING

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, URL, AND COMPANY DESCRIPTION ON ESXWEB.COM

LOGO ON ATTENDEE MARKETING EMAILS

CARPET LOGO AT HALL ENTRANCE

ENHANCEMENTS

1 MYESX MOBILE APP NOTIFICATION

1 INNOVATION AWARD ENTRY

1 HTML EMAIL BLAST TO ESX AUDIENCE OF 25,000+

5 UPGRADED DELUXE PASSES

VIDEO

ESX PRE-SHOW PROMO VIDEO - HOSTED ON ESX YOUTUBE CHANNEL, PROMOTED IN EMAIL AND SOCIAL MEDIA POST

VIDEO ASSET SUPPLIED TO SPONSOR TO EXPAND REACH

PR

DEDICATED PRESS RELEASE ON SPONSOR'S SUPPORT OF INTEGRATOR/DEALER CHANNEL

ADVERTISING

1 PRODUCT LISTING IN PREVIEW MAGAZINE

FULL PAGE AD IN PREVIEW MAGAZINE

FULL PAGE AD IN ONSITE GUIDE PREMIUM: INSIDE BACK COVER

BOTTOM LEADERBOARD AD - ESXWEB.COM

BANNER IN CONVENTION CENTER*



EXPOSURE PACKAGES

DESIGNED TO KEEP YOUR BRAND IN FRONT OF THE INDUSTRY'S MOST INFLUENTIAL INTEGRATORS AND DECISION-MAKERS BEFORE, DURING, AND AFTER ESX

ELITE PACKAGE

6 AVAILABLE

\$5,995

LOGO ROTATING ON SHOW WEBSITE IN MIDDLE AD ZONE WITH ALL OTHER ELITE SPONSORS

LOGO, URL, AND COMPANY DESCRIPTION ON ESXWEB.COM

INCLUSION IN PRESS RELEASE ANNOUNCING ALL ELITE/AMBASSADOR SPONSORS

1 LISTING IN PREVIEW MAGAZINE

FLOOR GRAPHIC IN FRONT OF BOOTH

FULL PAGE AD IN SHOW GUIDE

2 UPGRADED EXPO PLUS PASSES

AMBASSADOR PACKAGE

16 AVAILABLE

\$2,495

LOGO ROTATING ON SHOW WEBSITE IN MIDDLE AD ZONE WITH ALL AMBASSADOR SPONSORS

LOGO, URL AND COMPANY DESCRIPTION ON ESXWEB.COM

INCLUSION IN PRESS RELEASE ANNOUNCING ALL ELITE/AMBASSADOR SPONSORS

1 UPGRADED EXPO PLUS PASS



*SPONSORS ARE RESPONSIBLE FOR PROVIDING ASSETS TO DELIVER ON ALL SPONSORSHIP AND ADVERTISING INCLUSIONS.

REGISTRATION

YOUR BRAND IN FRONT OF EVERY ATTENDEE FROM THE MOMENT THEY REGISTER

EXCLUSIVE! REGISTRATION

\$7,995

EXCLUSIVE DIGITAL AD DISPLAYED THROUGHOUT THE ESX REGISTRATION PORTAL

LOGO, 75-WORD DESCRIPTION OR FULL-WIDTH AD AND HYPERLINK DISPLAYED IN ALL REGISTRATION CONFIRMATION EMAILS

LOGO ON REGISTRATION DESK PANELS, CO-BRANDED WITH ESX

SPONSOR VIDEO OR LOGO DISPLAYED ON DIGITAL SIGNAGE AT REGISTRATION THROUGHOUT THE EVENT

BRANDING ON ALL CHECK-IN KIOSKS

1 UPGRADED EXPO PLUS PASS



\$5,995



\$4,995

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

EXPO HALL

THE ESX BUSINESS HUB

EXCLUSIVE! EXPO SPONSOR

\$7,995

- LOGO EXPOSURE ON ALL HANGING AISLE SIGNS
- PROMINENT CARPET DECAL AT EXPO ENTRANCE
- HANGING BANNER IN THE EXPO HALL *
- LOGO BRANDING TO ALL WATER STATIONS IN THE EXPO
- BRANDING THROUGHOUT EXPO LUNCH
- 1 UPGRADED EXPO PLUS PASS

EXCLUSIVE! EXECUTIVE LOUNGE AND CHARGING STATION

\$5,995

- LOOPING VIDEO OR STATIC LOGO DISPLAYED ON DIGITAL SIGNAGE
- BRANDING ON SIGNAGE IN LOUNGE
- PRODUCT LITERATURE DISPLAY
- NAMING OF LOUNGE
"EXECUTIVE LOUNGE AND CHARGING STATION, POWERED BY XX"
- 1 UPGRADED EXPO PLUS PASS



**SINGLE
CARPET DECAL**
24" X 24"

LEAD THE WAY
CARPET DECAL SET - 10
13.25" X 7" (CUT TO SHAPE)
TEMPLATE PROVIDED

\$3,750
SET

\$500
SINGLE

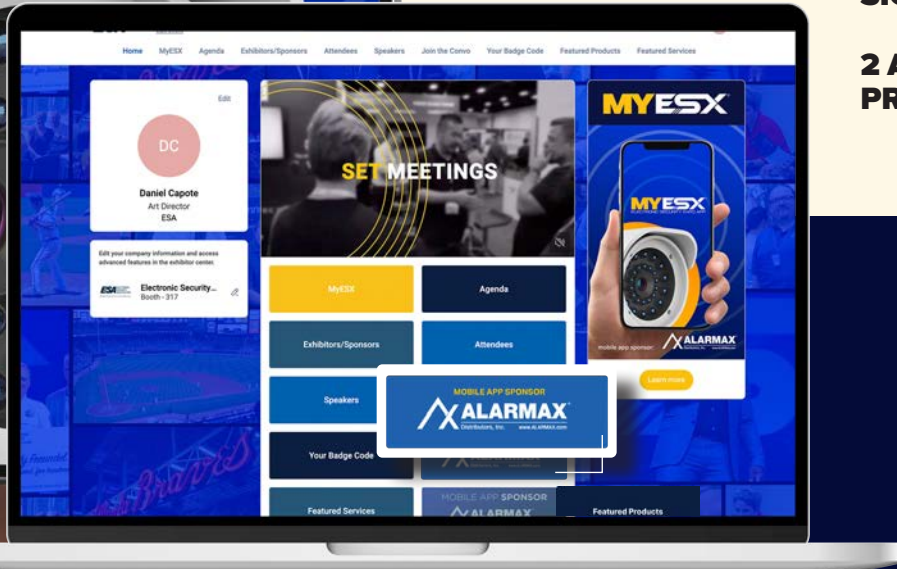


**EXPO
ANNOUNCEMENT**

\$1,595

MYESX MOBILE APP

THE MYESX APP KEEPS THE ENTIRE ESX EXPERIENCE AT ATTENDEES' FINGERTIPS



EXCLUSIVE! APP SPONSOR

\$7,995

SPLASH SCREEN BRANDING

YOUR LOGO IS DISPLAYED EACH TIME ATTENDEES OPEN THE APP

INCLUSION IN HOMEPAGE NAVIGATION, LINKING DIRECTLY TO EXHIBITOR'S LANDING PAGE

3 FEATURED PRODUCT/SERVICE LISTINGS

PUBLISHED IN THE PREVIEW MAGAZINE AND IN THE MYESX APP

LOGO EXPOSURE ON ALL MYESX ADS AND SIGNAGE AT THE EVENT

2 APP PUSH NOTIFICATIONS TO PROMOTE PRODUCTS AND SERVICES

1 FULL-PAGE AD IN PREVIEW MAGAZINE

1 UPGRADED EXPO PLUS PASS

HOTELS

EXPOSURE AS SOON AS ATTENDEES CHECK IN



HOTEL ROOM DROP

\$4,995

Be the first brand attendees see when they start their day. With the Hotel Room Drop Sponsorship, your message is hand-delivered to the doorsteps of key decision-makers staying in official event hotels. Whether it's a thoughtful gift, a product sample, or a branded invitation — this is your chance to make a personal and powerful first impression.

IDEAL FOR

- Product launches
- VIP invitations
- Promotional giveaways
- Branded snacks or survival kits for the event day

ONE SPONSORED ITEM OR FLYER DELIVERED TO EACH PARTICIPATING HOTEL ROOM

EXCLUSIVE! HOTEL ROOM KEYS *

\$4,995

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



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

EDUCATION

ALIGN YOUR BRAND WITH THE BEST PRACTICE-SHARING SESSIONS THAT MAKE ESX THE PREMIER EDUCATIONAL EVENT FOR ELECTRONIC SECURITY AND LIFE SAFETY INTEGRATORS AND DEALERS



EDUCATION TRACK SPONSOR

\$4,995

OPPORTUNITY TO INTRODUCE EACH SESSION IN YOUR TRACK OR PLAY AN INTRO VIDEO

LOGO ON CONFERENCE ATTENDEE BAG

LOGO ON SESSION SIGNAGE OUTSIDE YOUR SPONSORED SESSION ROOMS

LOGO EMBEDDED IN SESSION SLIDES

INTERACTIVE LITERATURE OR GIFT DISTRIBUTION
SPONSOR MAY OPT FOR COMPANY REP TO ENGAGE WITH AUDIENCE AND INTERACTIVELY DISTRIBUTE

COMPLIMENTARY INSERT IN CONFERENCE BAGS
DISTRIBUTED AT REGISTRATION

PRE-SHOW EXPOSURE AS A CONFERENCE SESSION
SET SPONSOR IN ALL EVENT MARKETING AND PROMOTIONS: WEBSITE, EVENT BROCHURES, PROMOTIONAL E-MAILS, MYESX APP

EDUCATIONAL SESSION SETS ARE SUBJECT TO CHANGE

***ALL DELIVERABLES ARE SUBSEQUENT TO DATE OF CONTRACT**

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

EDUCATION TRACKS

MANAGEMENT

MONITORING

SALES AND MARKETING

FIELD OPERATIONS



EXECUTIVE EXPERIENCE **SPONSORSHIP**

**EDUCATION AND NETWORKING CURATED SPECIFICALLY
FOR BUSINESS OWNERS AND C-SUITE LEADERS**

EXECUTIVE EXPERIENCE

Sponsoring this program positions your brand alongside the strategic conversations shaping the future of the electronic security and life safety industry. Your company receives premium visibility while engaging directly with industry leaders participating in this highly curated series of workshops and discussions.

\$8,995

LEADERSHIP VISIBILITY

INTRODUCE EACH SESSION OR PLAY A SHORT VIDEO

60-SECOND COMMERCIAL EMBEDDED IN ON-DEMAND RECORDINGS OF EACH SESSION

BRAND EXPOSURE

LOGO ON SESSION SIGNAGE, IN MYESX APP AND ON WEBSITE

LOGO EMBEDDED ON SESSION SLIDES

LOGO ON CONFERENCE BAGS

DIRECT ATTENDEE ENGAGEMENT

INTERACTIVE LITERATURE OR GIFT DISTRIBUTION
SPONSOR MAY OPT FOR COMPANY REP TO ENGAGE WITH AUDIENCE AND INTERACTIVELY DISTRIBUTE

CONFERENCE-WIDE EXPOSURE

INSERT IN CONFERENCE BAGS

PRE-SHOW MARKETING RECOGNITION

RECOGNITION AS THE EXECUTIVE EXPERIENCE SPONSOR ACROSS ESX MARKETING INCLUDING THE WEBSITE, PROMOTIONAL EMAILS AND MYESX APP

EXECUTIVE ACCESS

UP TO FOUR (4) UPGRADED ALL-INCLUSIVE EXECUTIVE PASSES FOR STAFF TO ATTEND AND ENGAGE WITH ATTENDEES

EDUCATIONAL SESSION SETS ARE SUBJECT TO CHANGE

*ALL DELIVERABLES ARE SUBSEQUENT TO DATE OF CONTRACT

SESSIONS

SESSIONS IN THIS TRACK INCLUDE TAKE-HOME RESOURCES FOR EXECs TO IMPLEMENT ADVICE.

TOPICS INCLUDE:
COMPANY VALUATION

BUSINESS SCALING

FINANCIAL PERFORMANCE AND PROFITABILITY

STRATEGIC PLANNING



TECH TALKS

FAST-PACED INSIGHTS AND PRODUCT DISCOVERIES FROM LEADING SOLUTIONS PROVIDERS SHAPING THE FUTURE OF THE INDUSTRY.

\$3,495

CLASSROOM TRAINING

60-MINUTE CLASS IN PRIVATE CLASSROOM

CLASSROOM IS SET WITH STAGE, PROJECTOR/SCREEN, MIC AND PODIUM

SIGNAGE OUTSIDE THE ROOM WITH LOGO AND SESSION NAME

EXPOSURE ON THE OFFICIAL ESX SCHEDULE ON THE WEBSITE AND IN THE MYESX APP

LANDING PAGE ON THE ESX WEBSITE

TRAINING LISTING IN PREVIEW MAGAZINE AND ONSITE GUIDE

EXPO STAGE TRAINING

30-MINUTE TRAINING CLASS ON THE ESA CENTRAL EXPO STAGE

STAGE SET WITH TWO 60" TVS FOR SLIDE OR PHOTO SHARE AND MIC. TRAINING TIME AVAILABILITIES CONVENIENTLY SCHEDULED ALONGSIDE COFFEE BREAK OR EXPO LUNCH FOR MORE VISIBILITY

DIGITAL SIGNAGE AT ESA CENTRAL

EXPOSURE ON THE OFFICIAL ESX SCHEDULE ON THE WEBSITE AND IN THE MYESX APP

LANDING PAGE ON THE ESX WEBSITE

TRAINING LISTING IN PREVIEW MAGAZINE AND ONSITE GUIDE



NETWORKING EVENTS

EXCLUSIVE! OPENING CELEBRATION

\$5,995

This networking event and reception is the launching pad to ESX, with admission open to all pass holders.

This is where old friends meet up and new friendships are formed over entertainment, open bar and hors d'oeuvres. This vibrant event kickoff is a staple of the ESX experience.

**LOGO PROMINENTLY DISPLAYED IN THE ROOM
ON ALL DIGITAL SIGNAGE AND PRINTED SIGNS**

BRANDED NAPKINS AT EACH BAR

LIVE OPENING REMARKS OR VIDEO COMMERCIAL

**BRANDING ON CELEBRATION PROMOTIONS AND
LANDING PAGES ON WEBSITE AND MYESX APP**

SIGNAGE AT EVENT WITH LOGO



PUB CRAWL 3 STOPS

**\$3,495
PER STOP**

Be the life of the party and connect with attendees in a relaxed, high-energy setting! The Pub Crawl Sponsorship puts your brand at the center of the event's most talked-about social experience.

LOGO ON OFFICIAL PUB CRAWL T-SHIRTS

OPPORTUNITY TO PROVIDE CUSTOM GLOW GIVEAWAY

**BRANDING ON PUB CRAWL PROMOTIONS AND LANDING PAGES
ON WEBSITE AND MYESX APP**

SIGNAGE AT EVENT WITH LOGO



**ENHANCE THE EXPERIENCE: ESX WILL WORK WITH THE NIGHTLIFE
STOP TO PRE-PURCHASE DRINK TICKETS FOR YOUR SALES TEAM TO
DISTRIBUTE AT THE EVENT.**



MAIN STAGE **SPONSORSHIPS**

**HIGH-IMPACT KEYNOTES, MARKET INSIGHTS, INDUSTRY
HONORS AND INSPIRING CONVERSATIONS**

OPENXCHANGE BREAKFAST

TUESDAY, JUNE 29

EXCLUSIVE! MAIN STAGE SPONSORSHIP

\$7,495

This breakfast is dedicated to uncovering the latest trends, technologies, and business opportunities impacting the electronic security and life safety industry.

SPONSORSHIP INCLUDES

**INTRODUCTORY REMARKS OR
BRANDED COMMERCIAL TO KICK
OFF THE SESSION**

**LOGO ON VIDEO SCREENS AND
ENTRANCE GRAPHICS**

**LOGO AND LINK ON
OPENXCHANGE LANDING PAGE
AND ON MYESX APP**

MENTION IN PRESS RELEASE

FULL PAGE AD IN ONSITE GUIDE

**FULL PAGE AD IN PREVIEW
MAGAZINE**

4 UPGRADED DELUXE PASSES

**LOGO ON SIGNAGE AND ON
VIDEO WALL**



MAY INCLUDE A MEDIA ENDORSER FOR OPTIMAL VISIBILITY.

EVERY IDEA NEEDS:
1. A CHANCE

@kylescheele



EVERY IDEA NEEDS:
1. A CHANCE

KEYNOTE LUNCHEON

TUESDAY, JUNE 29

EXCLUSIVE! MAIN STAGE SPONSORSHIP

\$10,995

This luncheon showcases an inspirational speaker who leaves leaders uplifted and motivated to leverage all of the ESX experience offers.

SPONSORSHIP INCLUDES

**INTRODUCTORY REMARKS OR
BRANDED COMMERCIAL TO KICK
OFF THE SESSION**

**LOGO ON VIDEO SCREENS AND
ENTRANCE GRAPHICS**

**LOGO AND LINK ON KEYNOTE
LANDING PAGE AND ON
MYESX APP**

MENTION IN PRESS RELEASE

FULL PAGE AD IN ONSITE GUIDE

**FULL PAGE AD IN PREVIEW
MAGAZINE**

4 UPGRADED DELUXE PASSES

**LOGO ON SIGNAGE AND ON
VIDEO WALL**



**FEATURING ESA'S SARA JACKSON AWARD
HONORING AN ASSOCIATION VOLUNTEER**

MAY INCLUDE A MEDIA ENDORSER FOR OPTIMAL VISIBILITY.



CLOSING LUNCHEON

THURSDAY, JULY 1

EXCLUSIVE! MAIN STAGE SPONSORSHIP

\$7,995

This benchmarking luncheon will break down the latest market intelligence, business trends, and industry developments impacting electronic security and life safety companies across the U.S. Attendees will gain insight into the forces shaping the market and what they mean for operational strategy, investment decisions, customer demand, and future business opportunities.

SPONSORSHIP INCLUDES

INTRODUCTORY REMARKS OR BRANDED COMMERCIAL TO KICK OFF THE SESSION

LOGO ON VIDEO SCREENS AND ENTRANCE GRAPHICS

LOGO AND LINK ON LUNCHEON LANDING PAGE AND ON MYESX APP

MENTION IN PRESS RELEASE

FULL PAGE AD IN ONSITE GUIDE

FULL PAGE AD IN PREVIEW MAGAZINE

4 UPGRADED DELUXE PASSES

LOGO ON SIGNAGE AND ON VIDEO WALL

MAY INCLUDE A MEDIA ENDORSER FOR OPTIMAL VISIBILITY.



GENERAL SESSION

WEDNESDAY, JUNE 30

EXCLUSIVE! MAIN STAGE SPONSORSHIP

\$14,999

The General Session delivers a high-energy experience featuring a nationally recognized speaker— often a celebrated sports figure, musician or influential personality that can bring inspiration, leadership insights, and memorable storytelling to the ESX Main Stage.

Position your brand alongside ESX's most anticipated and high-impact mainstage experience—our premier sponsorship opportunity designed to maximize visibility, prestige, and audience engagement.



**FEATURING ESA'S MORRIS WEINSTOCK AWARD
HONORING LIFETIME INDUSTRY IMPACT**

MAY INCLUDE A MEDIA ENDORSER FOR OPTIMAL VISIBILITY.



SPONSORSHIP INCLUSIONS

INTRODUCTORY REMARKS

OR PLAY A COMMERCIAL VIDEO
PRIOR TO SPEAKER'S KEYNOTE

VIP MEET AND GREET

EXCLUSIVE ACCESS TO VIP
SPEAKER 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

ONE PRODUCT/SERVICE LISTING

IN THE ESX PREVIEW MAGAZINE

MYESX APP NOTIFICATION SENT OUT AFTER GENERAL SESSION

CALL TO ACTION
ANNOUNCEMENT TO DRIVE
BOOTH TRAFFIC

WEBSITE AND MYESX APP EXPOSURE

LOGO AND LINK TO SPONSORING
COMPANY

ONE CUSTOM SIGN

FOR BRANDING EXPOSURE AT
AUTOGRAPHING AREA GRAPHICS
TO BE PROVIDED BY SPONSOR

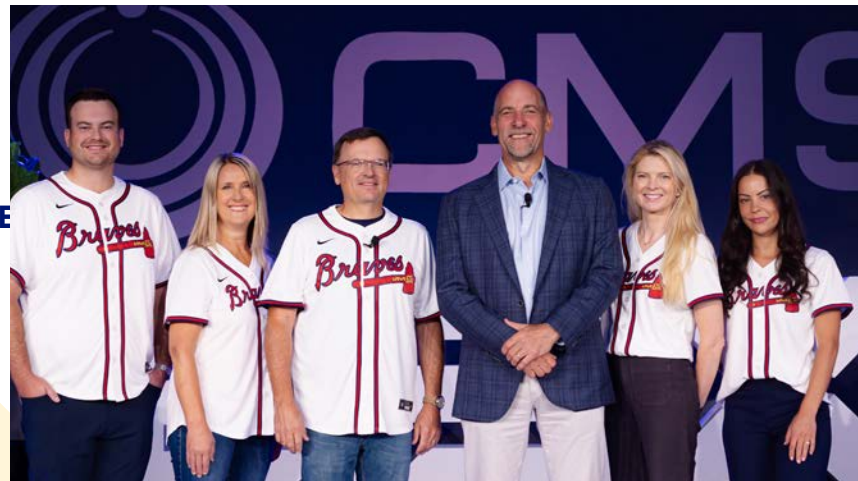
INTERACTIVE OPPORTUNITY

TO HAVE STAFF AT PASS
OUT MATERIALS TO BE
AUTOGRAPHED

1 UPGRADED ALL-ACCESS EXECUTIVE PASS

FULL PAGE AD

IN ESX PREVIEW MAGAZINE



ADVERTISING OPPORTUNITIES

TUESDAY, JUNE 17 | 8:00 AM - 9:15 AM
OPENXCHANGE BREAKFAST



MODERATED BY:
GEORGE DE MARCO
ESX CHAIRMAN

PANELISTS INCLUDE:

This forward-looking session brings together three thought-leaders driving the electronic security industry's technological evolution. Priya Seral, CIO of Zeus Fire and Security, will reveal how AI is fundamentally reshaping the world of security. Matthew Wooten, Co-founder/CTO of Ivanti LLC, will show how IoT and security are meshing, creating unprecedented collaboration that enhances customer experiences and better outcomes for alarm verification. Darrin Reilly, President/CEO of Mission Critical Partners, will showcase the future of managed technologies revolutionizing alarm integrators, monitoring centers and communications centers.

MONDAY 16

ESX SO

TechVision Challenge: LIVE Shark Tank Competition

9:00AM - 12:00PM
INNOVATION AWARDS
ROOMS 108 + 109

Registration Open

11:00AM - 6:30PM

Executive Leadership Workshop
Leadership Depth: Three

ESA Association Member Meeting

2:30PM - 3:30PM
ESA MEETING
ROOM 118

ESA Annual Meeting
4:30PM - 5:45PM
ESA MEETING
BALLROOM D

FEATURED EVENT: OPEN



3:30PM - 4:15PM
NETWORKING
BALLROOM D FOYER

3:30PM - 4:00PM
EXPO
EXPO: ESA CENTRAL BOOTH

6:00PM - 7:30PM
NETWORKING
ESX MAIN STAGE

ESX'S YOUTH SCHOLARSHIP AWARD WILL BE PRESENTED.

MATTHEW WOOTEN
FOUNDER AND CTO

DARRIN REILLY
PRESIDENT/CEO



ESX 2025

ONSITE GUIDE

DEADLINE: FRIDAY, JUNE 4

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.

EXCLUSIVE BELLYBAND AD	\$3,350
EXCLUSIVE INSIDE FRONT COVER	\$1,200
EXCLUSIVE BACK COVER	\$1,500
EXCLUSIVE INSIDE BACK COVER	\$1,200
FULL PAGE	\$1,000
HALF PAGE	\$700

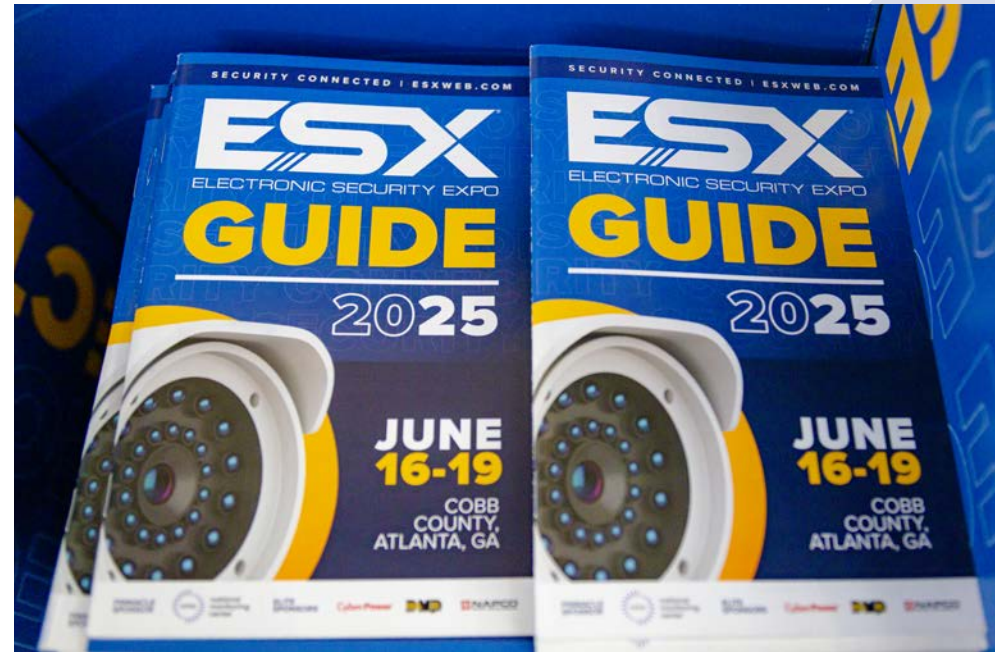
*TO BE PRODUCED BY SPONSOR; SPEAK WITH YOUR SALES REPRESENTATIVE ABOUT MATERIAL DUE DATES AND PRODUCTION SPECIFICATIONS.

PREVIEW MAGAZINE

DEADLINE: FRIDAY, APRIL 9

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 25,000 recipients receive this event preview publication putting together their ESX game plans.

EXCLUSIVE CENTER SPREAD AD	\$1,500
EXCLUSIVE INSIDE FRONT COVER	\$900
EXCLUSIVE BACK COVER	\$800
EXCLUSIVE INSIDE BACK COVER	\$750
FULL PAGE	\$550



SHOW SIGNS

AD WALL SIGNS

10 AVAILABLE

\$1,000



DIGITAL EXPOSURE

AMPLIFY YOUR BRAND WITH HIGH-VISIBILITY DIGITAL EXPOSURE

DEDICATED EMAIL

10 AVAILABLE

\$2,500

OWN THE INBOX! THIS OPPORTUNITY ALLOWS YOU TO DESIGN A CUSTOM MESSAGE SENT TO ESX'S CURATED DATABASE OF 25,000+ SECURITY AND LIFE SAFETY PROFESSIONALS

HTML FILE, SUBJECT LINE, AND SEED LIST SUPPLIED BY 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.

WEBSITE ADS

WEBSITE ADS RUN DEC-AUG

UNLESS EXCLUSIVE AD ZONES ROTATE WITH UP TO 6 ADVERTISEMENTS

EXCLUSIVE TOP LEADERBOARD	\$5,000
MIDDLE POSTER	\$3,250
BOTTOM LEADERBOARD	\$3,000

TOP LEADERBOARD

Event Updates

ESX EXHIBITOR: MICHAEL BARNES

ESA Announces This Year's Sara E. Jackson Award Recipient

May 21, 2026

Each year the Electronic Security Association (ESA) recognizes and honors an ESA member who has served on one of its committees, task...

ESX EXHIBITOR: COMPLIANCE MANAGEMENT SOLUTIONS

CMS Simplifies Licensing and Compliance for Security Companies at ESX 2026

May 15, 2026

If staying compliant and reducing administrative burden are priorities for your business in 2026, make sure CMS iCompliance-Management...

ESX EXHIBITOR: DIGITAL WATCHDOG

Digital Watchdog Brings Flexible, Cloud-Centric Video Solutions to ESX 2026

May 15, 2026

If simplifying deployments and improving project profitability are priorities for your business in 2026, make sure Digital Watchdog...

Ad Size
300 x 250

Ad Size
300 x 250

Ad Size
300 x 250

MIDDLE POSTERS

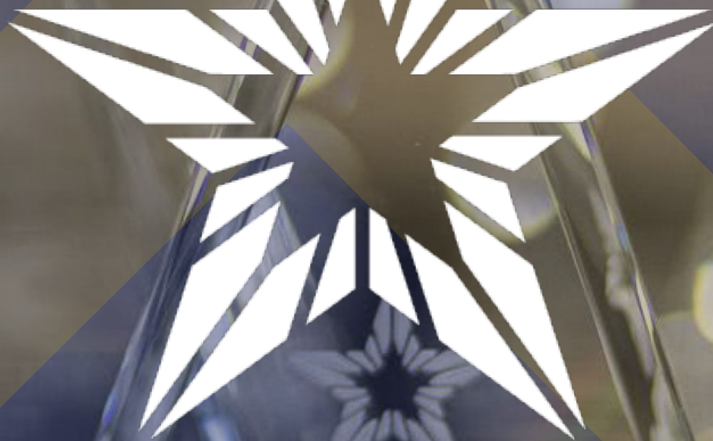
TOP LEADERBOARD	\$5,000
MIDDLE POSTER	\$3,000
BOTTOM LEADERBOARD	\$2,000

BOTTOM LEADERBOARD

Ad Size 728 x 90

NEWSLETTER ADS

ADS RUN IN NEWSLETTER EDITIONS DEC-AUG SUBSEQUENT TO PURCHASE



ESX[®]

INNOVATION
AWARDS

the Life Survey 3.0
Co., LLC

AWARDS

RECOGNIZING SOLUTIONS FOR THEIR IMPACT ON DEALER/INTEGRATOR BUSINESSES

FIRST ENTRY **\$1,095**

EACH ADDITIONAL ENTRY **\$795**

ALL ENTRANTS RECEIVE

A FEATURED PRODUCT/SERVICE LISTING, SHOWCASED IN ESX PREVIEW MAGAZINE AND IF EXHIBITING, IN THE MYESX APP

PRODUCT AND SERVICE EXPOSURE TO A PANEL OF INDEPENDENT JUDGES WHO ARE INFLUENTIAL LEADERS IN THE PRO-INSTALL/ PRO-MONITORING SPACE

WINNER'S RECEIVE

INDUSTRY RECOGNITION: YOUR PRODUCT OR SERVICE WILL BE SHOWCASED IN AWARD DISPLAYS AT ESX DRIVING ATTENDEES TO YOUR BOOTH OR WEBSITE

ACKNOWLEDGMENT IN ESX PRESS RELEASES DISTRIBUTED TO ALL MAJOR TRADE PUBLICATIONS IN THE INDUSTRY

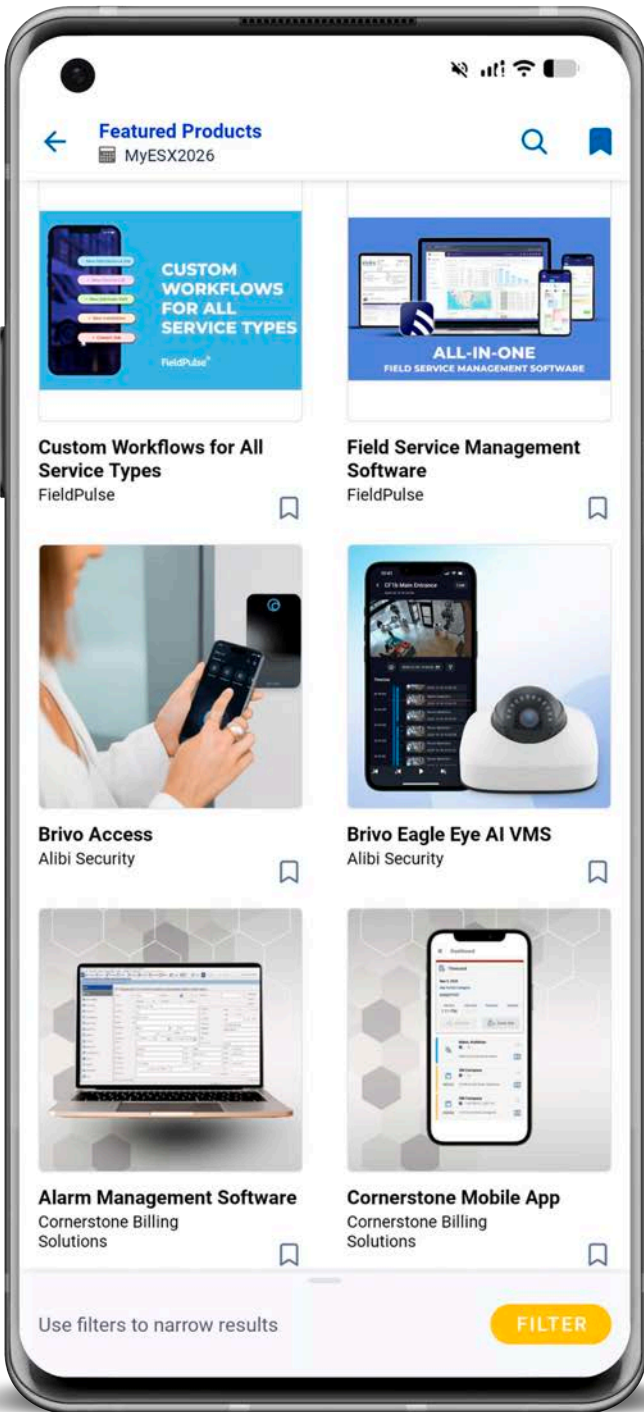
EXPOSURE AN ARTICLE HOSTED ON THE ESX WEBSITE

A CHANCE TO COMPETE LIVE AT ESX IN THE SHOW'S TECHVISION CHALLENGE, SHARK TANK-STYLE PITCH COMPETITION, WHERE CONTESTANTS RECEIVE SIGNIFICANT ADDITIONAL EXPOSURE

Based on the judges' discretion, a total of the 8 top 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 2026 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.





PRODUCT PROMOTIONS

PRODUCT LISTINGS

\$595

\$250 EACH ADDITIONAL

This promotional opportunity ensures your product stands out to decision-makers actively looking for the latest tools and technologies to elevate their business.

FEATURED PRODUCT/SERVICE LISTINGS INCLUDE:

LISTINGS IN THE ESX PREVIEW MAGAZINE

PRIME PLACEMENT IN THE MYESX MOBILE APP

HIGHLIGHTED INCLUSION IN ATTENDEE COMMUNICATIONS AND MARKETING PROMOTIONS

Whether launching something new or promoting a trusted favorite, a Featured Product Listing gives your solution the attention it deserves—right where buyers are looking.



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