



2024 LAS VEGAS

TRANSFORM YOUR FUTURE

South Point
Hotel & Casino

Classes
JULY 22-26, 2024

Security Expo
JULY 27-28, 2024
(SATURDAY AND SUNDAY)

Be a part of the security industry's
PREMIER EVENT

- > Develop connections with decision-makers
 - > Meet engaged attendees
- > Invest in your company's future and receive incredible value





Transform Your Company's Future at ALOA 2024

Join us in Las Vegas for the industry's premier event for security professionals! The Security Expo at ALOA 2024 has all the components to help you grow your market and get to know your customers better. Connect with your prospects, demonstrate new products and develop closer customer relationships.

Enhance Your Marketing Network

ALOA 2024 will be packed with all of the influencers who are ready to learn about and buy your products and services. Come showcase your latest technology, provide hands-on demonstrations, receive in-person feedback and connect with new customers.

Reach audiences beyond direct Security Expo attendees as ALOA markets your company in convention promotional vehicles such as:

- > **Emails to the ALOA membership**
- > **Direct mail and brochures**
- > **Listing and interactive floorplan on the ALOA website**
- > **Articles in *Keynotes*, the award-winning and most trusted industry publication, which reaches 5,000 security professionals monthly**
- > **Detailed listing in the On-Site convention program to encourage attendee follow-up**



Energize Your Company in Las Vegas

- > **Create New Connections**
- > **Engage Industry Leaders**
- > **Enhance Client Relationships**
- > **Expand Market Knowledge**
- > **Introduce New Products**
- > **Find New Industry Partners**

SECURITY EXPO & CONVENTION

South Point Hotel & Casino

9777 Las Vegas Blvd South, Las Vegas, NV 89183

Classes - July 22-26 | Security Expo - July 27-28 (Saturday and Sunday)

Reach the Influencers

ALOA MEMBERS with a collective \$1 billion in annual sales

DECISION-MAKERS ready to purchase

EXPERIENCED SECURITY PROFESSIONALS ready to see your latest products

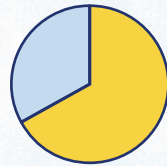
Attendee Profile

Knowledgeable, Experienced Decision-Makers



83%

have 10 or more years of industry experience.



67%

of Security Expo attendees are business owners.

Security Expo Attendance



79%

spend six hours or more on the show floor.



83%

rated the last Security Expo as excellent/good.

Be on the cutting edge – attend ALOA 2024.

**CALL US NOW TO
RESERVE YOUR SPACE!**



EXHIBITOR INFORMATION

Exhibitor Dates & Hours

Expo

Saturday, July 27
10 am - 4 pm

Sunday, July 28
10 am - 4 pm

Exhibitor Move-In

Thursday, July 25
2 pm - 5 pm
(for 400 sq. ft. and up)

Friday, July 26
8 am - 5 pm

Saturday, July 27
8 am - 10 am

Exhibitor Move-Out

Sunday, July 28
4 pm - 11 pm

Exhibitor Registration

Thursday, July 25
2 pm - 5 pm

Friday, July 26
8 am - 5 pm

Saturday, July 27
8 am - 10 am

Your Investment

- > \$22 per square foot for paid ALOA Associate Members
- > \$29 per square foot for non-members
- > ONLY \$175 for each exposed corner
- > Minimum booth size: 10' x 10'

Exhibitor Value

- > Well-attended destination
- > Security Expo is two days of focused and uninterrupted time with customers

What's Included

- > Draped 8' backwall and two 3' side wall drapes
- > Company name sign
- > 24-hour on-site security
- > Listing in the On-Site Program and pre-convention marketing materials
- > Admission to Kick-Off Party, an additional networking opportunity for your business

Expo Traffic Drivers

- > Promotional giveaways provided by ALOA throughout the Expo to create more excitement
- > 12 non-conflicting weekend Security Expo hours
- > New Product Showcase allows exhibitors to highlight exciting new products
- > Announcement of exhibitor booth events
- > Exhibit Hall concessions provided to keep attendees present in the Expo

Book Your Space Now!

Interactive Floorplan: <https://bit.ly/3Qqr00X>

EXHIBIT SALES TEAM

- > **Kelly Parker:** kelly@aloe.org or 912-713-9680
- > **Phyllis Jones:** phyllis@aloe.org or 469-453-5588