



ALOHA 2023

Hot Times, Cool Vibes

Exhibitor Prospectus

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*Hilton Orlando*

ORLANDO, FLORIDA



*Classes*

AUGUST 6-10, 2023

*Security Expo*

AUGUST 11-12, 2023



Be a part of the security industry's

# *Premier Event*

- ▼ Get access to decision-makers
- ▼ Meet engaged attendees
- ▼ Get incredible value for your investment



# Catch Some *New Customers* and *Cool Vibes* at *ALOA 2023*

Join us in Orlando for the industry's premier event for security professionals — in one of the most popular locations. Grow your market and vibe with your customers at the Security Expo! Engage your prospects, showcase new products and develop closer customer relationships.

**You totally need to be there.**

## Take Your Marketing *to the Max*

ALOA 2022 will have a full house of decision-makers who are ready to learn about and buy your products and services. Come showcase your products, provide hands-on demonstrations, receive in-person feedback and reach new customers. No wannabes here!



## Just Say *Yes* to *Orlando*

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

# Security Expo & Convention

## Hilton Orlando

6001 Destination Pkwy, Orlando, FL 32819

Classes - August 6-10 ▼ Security Expo - August 11-12

## Reach the Head Honchos

**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

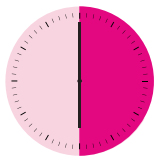
83%

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 a part of something cool — attend ALOA 2023.  
Call us now to reserve your space!



# Exhibitor Information

## Exhibitor Dates & Hours

### EXPO

**Friday, August 11**

10 am - 4 pm

**Saturday, August 12**

10 am - 4 pm

### EXHIBITOR MOVE-IN

**Wednesday, August 9**

2 pm - 5 pm

for 400 sq. ft. and up

**Thursday, August 10**

8 am - 5 pm

**Friday, August 11**

8 am - 10 am

### EXHIBITOR MOVE-OUT

**Saturday, August 12**

4 pm - 11 pm

### EXHIBITOR REGISTRATION

**Wednesday, August 9**

2 pm - 5 pm

**Thursday, August 10**

8 am - 5 pm

**Friday, August 11**

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

## Included in Your Booth

- ▼ 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 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



# Sponsorship Opportunities

Enhance your exposure to potential customers with sponsorships such as the following:

## GOLD LEVEL

- Kick-Off Party
- Convention Tote Bags
- Convention WiFi Sponsor
- Lanyards
- Water Bottles
- Hand Sanitizer Stations
- Company Logo Floor Stickers
- Convention Lapel Pin
- Phone Charging Station

## SILVER LEVEL

- Registration Kick Panels
- Lounge Area (Networking)
- First-Time Attendees Orientation
- Welcome Banner
- Women in Locksmithing Reception
- Registration Ink Pens
- Expo Aisle Signs
- Freestanding Two-Sided Sign Board

## BRONZE LEVEL

- ALOA Website Convention Page Ad
- Face Masks With Logo
- Corporate Banners
- Convention Bag Insert
- Daily Class Lunches
- Class Refreshment Breaks
- Water Stations

Sponsorship of the ALOA Convention & Security Expo provides you with additional exposure beyond your sponsored item benefits. When you become a 2023 sponsor, you receive extra value such as:

- ▼ Logo in the On-Site Program
- ▼ Logo on the ALOA Convention page with a link to your site
- ▼ Prominent logo visibility with on-site signage
- ▼ Sponsor recognition floor stickers for your booth
- ▼ Priority Points earned toward booth selection for 2024
- ▼ Sponsor ribbons for booth personnel



*Customized sponsor packages are available!*







# Stretch Your Marketing Budget *By Exhibiting!*

When you exhibit at the Security Expo, you're not just securing a physical booth — you're locking in marketing for your company. Not only do you have the opportunity to interact one-on-one with customers at your booth, but ALOA markets you.

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
- ▼ ALOA website
- ▼ Articles in Keynotes, the award-winning and most trusted publication in the industry, which reaches 5,000 security professionals monthly
- ▼ On-Site convention program

## Ready to book your space? *Call us now!*

### EXHIBIT SALES TEAM

Kelly Parker: [kelly@aloea.org](mailto:kelly@aloea.org) or 912-713-9680

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