



Presented by ESA and TMA

2020

SPONSOR AND EXHIBIT OPPORTUNITIES

JUNE 9-12 - NASHVILLE, TENNESSEE

WHAT ESX MEANS TO US

In 2020, the Electronic Security Association (ESA) and The Monitoring Association (TMA) will mark the 13th anniversary of the Electronic Security Expo (ESX). Our joint collaboration, ESX showcases the best-of-the-best in product and service technology from the security industry's most respected service and product suppliers.

Professionals representing all facets of the industry, from manufacturing and sales to installation, service, and monitoring, actively take part in ESX year-upon-year. The uniquely intimate forum brings the community of practitioners together and provides for an open, productive exchange of knowledge, experience, strategy, and tools—collectively aimed at advancing professionalism and maximizing business growth.

ESX is all about **innovation... finding solutions...** and **discovering new opportunities**. As an ESX exhibitor, you'll meet face-to-face with decision makers. Your sales and technical staff will have quality time to discuss and understand specific attendee challenges and needs. This means your team will be positioned to provide on-target, actionable solutions for attendees' operational and financial success and gain valuable market intelligence.

Be a part of the 2020 ESX in Nashville! Whether you're looking to secure a presence in a new vertical market, seeking to grow your network, or driving to expand your market share...ESX is **the place** to personally influence and inspire security professionals to **reimagine, rethink, and redefine** the future of their business using your products and services.

We look forward to working together with you to make the 2020 ESX a rewarding and integral element of your company's marketing strategy.



Merlin Guilbeau,
Executive Director of
the Electronic Security
Association (ESA)



Celia Trigo Besore,
MBA, CAE
Executive Director of
The Monitoring Association (TMA)

ABOUT ESA

The Electronic Security Association (ESA) is the largest trade association representing the electronic life safety and security industry. Member companies install, integrate, and monitor intrusion and fire detection, video surveillance, and electronic access control systems for commercial, residential, industrial, and governmental clients.

ABOUT TMA

The Monitoring Association (TMA) is an internationally recognized non-profit trade association that represents professional monitoring companies, including those listed (UL, FM Global, or Intertek/ETL) and unlisted; systems integrators; and, providers of products and services to the industry.

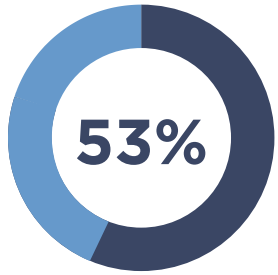
*We look forward to
having you as a part of
the most innovative and
interactive Expo, yet!*

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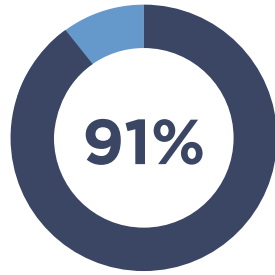
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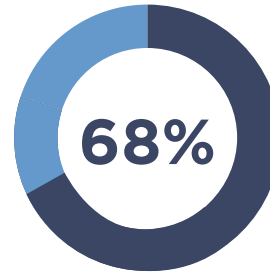
ESX ATTENDEE DATA



OF ATTENDEE COMPANIES HAVE BEEN IN BUSINESS FOR 20+ YEARS

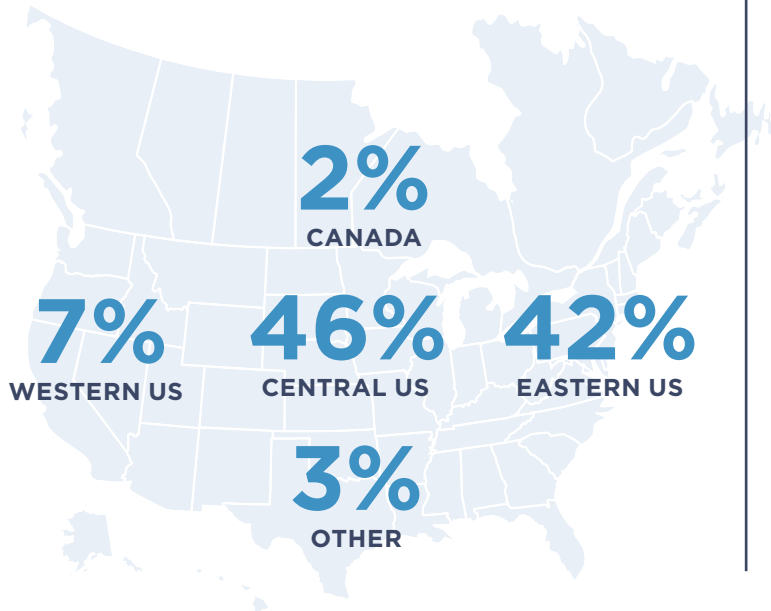


OF ATTENDEES SERVE THE COMMERCIAL MARKET



OF ATTENDEES SERVE THE RESIDENTIAL MARKET

GEOGRAPHIC BREAKDOWN

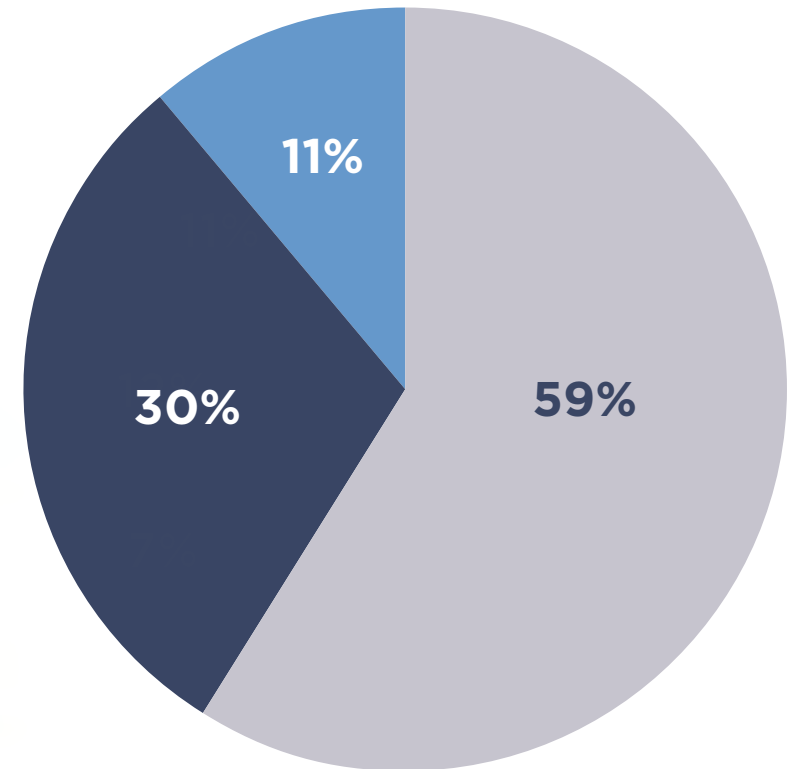


JOB FUNCTION



ESX COMPANY DATA

70%
OF ATTENDEE
COMPANIES HAVE \$1M+
IN COMPANY REVENUE.



SIZE OF ESX COMPANIES

- 1-50
- 51-499
- 500-1000+

NEW 2020 ESX SPONSORSHIP

ESX heard your input and we are excited to announce a new Sponsorship program for the 2020 ESX Conference - all to help you maximize the return on your company's investment.

ESX Conference Sponsorship levels are now a customized program that combine your booth space and sponsorship investments into one of four sponsorship levels. Along with your booth space and a la carte sponsorship selections, each sponsorship level comes with additional benefits that fully integrate your company into the ESX Conference. Please review the new levels below, and reach out to us directly so we can create a program that is just right for you. Please contact Jim Conlon at jconlon@esxweb.com or Mike Gallego at mgallego@esxweb.com.

	PINNACLE	PREMIER	ELITE	AMBASSADOR
INVESTMENT	\$40,000	\$30,000	\$20,000	\$10,000
EXPO SPACE	Variable	Variable	Variable	Variable
SPONSORSHIP CREDITS	Variable	Variable	Variable	Variable
PREMIUM PASSES	4	4	2	1
EXPO ONLY PASSES	12	12	6	3
LOGO ON ALL EVENT MARKETING*	X	X	X	X
PRODUCT PREVIEW	2	2	1	1
ESX ONLINE LISTING	X	X	X	X
GENERAL SESSION ACKNOWLEDGEMENT**	X	X	X	X
LOGO ON ESX WEBPAGE	X	X	X	X
LOGO ON ENTRANCE UNIT	X	X	X	X
OPENING CELEBRATION DRINK TICKETS	30	20	10	5
PRIORITY POINTS FOR ESX 2021	4	3	2	1
LOGO ON ENTRANCE CARPET	X	X		
ONSITE GUIDE AD	X	X		
FULL PAGE ON PPB	X	X		
REGISTRATION BAG INSERT	X	X		
FLOOR GRAPHIC IN FRONT OF BOOTH	X	X		

*Cannot include on all emails

**Includes logo on General Session slides

KEYNOTE & RECEPTION SPONSORSHIPS

RECEPTIONS

ESX PUB CRAWL - \$5,000 EACH STOP

Three Available

- Exclusive branding in pre-show marketing materials related to the ESX Pub Crawl
- Recognition on signage, maps, t-shirts*, pub crawl monitors (where applicable), and napkins*

NEW! EXPO HALL RECEPTION - \$12,000 FOR EXCLUSIVE

Four Available at \$4,000 each

New this year, we are bringing the drinks to the Expo Hall. Sponsor this event to drive additional traffic and increase your brand recognition. All attendees will be welcomed to attend this reception.

- Logo on ESX website and pre-show marketing materials related to the Expo Reception
- One ad on Digital Walls
- 15 Expo Reception Drink tickets,
- All attendee drink tickets to include your company logo on it
- Signage and giveaway*

OPENING CELEBRATION - \$10,000

One Available

Sponsor the most vibrant, important event of the ESX experience! Attendees use this celebration to connect with new and familiar faces.

- Opportunity to provide opening remarks
- Logo on ESX website and pre-show marketing materials related to the Opening Celebration
- One ad on Digital Ad Walls
- 15 Opening Celebration drink tickets
- Signage and giveaway*

KEYNOTES

OPENXCHANGE - \$12,000

One Available

Sponsor 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
- 1 product preview inclusion (eShowcase or Product Preview Brochure)
- Signage and giveaway

WEDNESDAY GENERAL SESSION - \$12,000

One Available

Sponsor the final General Session and have the last word before attendees depart Nashville.

- Opportunity to provide introductory remarks or play a sponsored video
- Logo on pre-show marketing materials related to the final General Session
- Two ads on Digital Ad Walls
- 1 product preview inclusion (eShowcase or Product Preview Brochure)
- Signage and giveaway

30-SECOND VIDEO AD - \$3,000

Two Available

Provide us with a video advertisement, no more than a minute and thirty seconds long, and we'll play it before the start of a keynote session.

One ad per general session and placement determined by ESX staff.

**Sponsor to produce*

“ESX is an opportunity to get quality time with dealers, vendors, and industry peers in a setting and location that isn’t as hectic as other events.”

Brian Walling, Kwikset

2019 ESX Exhibitor

EXPO HALL

EXPO SPONSORSHIP* - \$12,000 FOR EXCLUSIVE *Four Available at \$4,000 each*

This opportunity gives you exposure to the influencers who are visiting the Expo.

Inclusions:

- Aisle sign graphics
- Logo on carpet at Expo entrance
- Banner or branding in the Expo
- 2 ads on Digital Ad Walls
- Logo on Expo entrance signage

ESX CENTRAL - \$7,500 *Four Available*

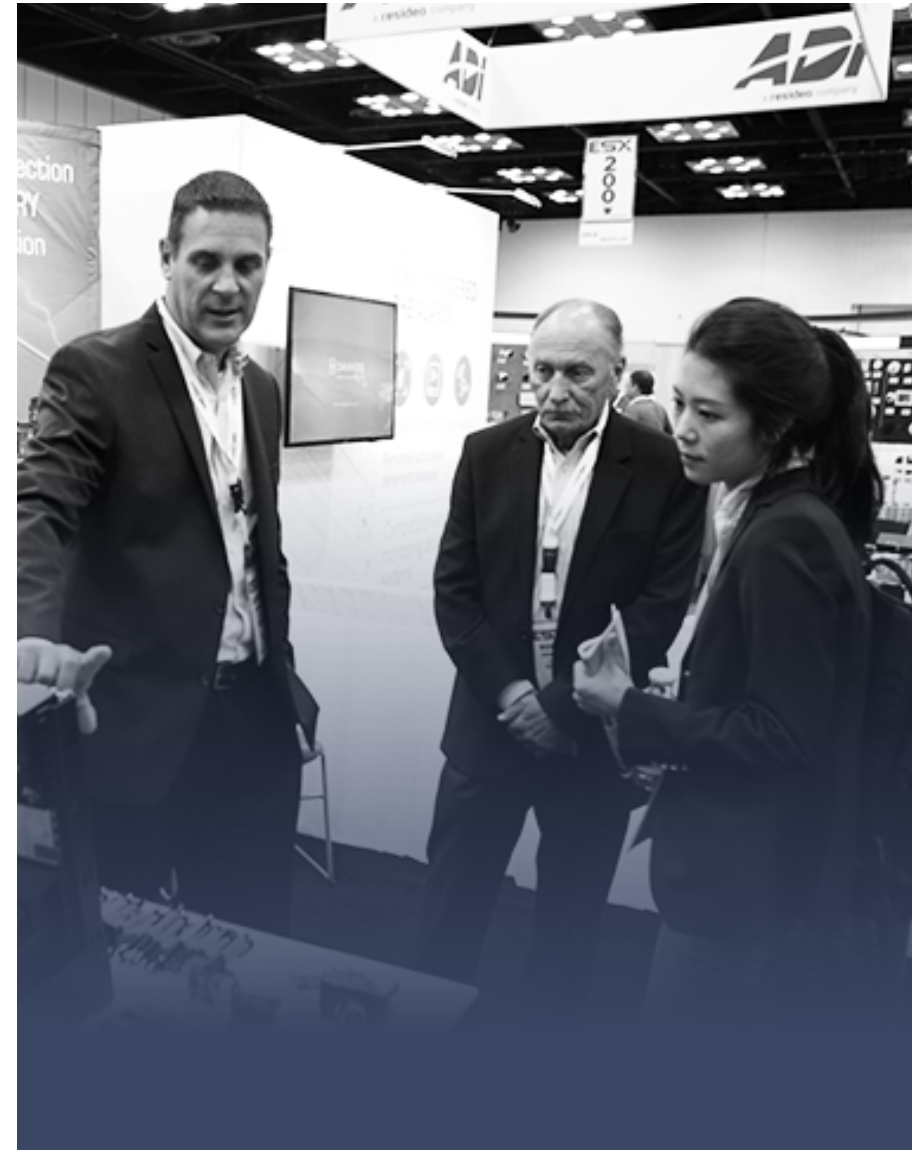
Engage with attendees at the center of the Expo floor.

Opportunities include:

- Exhibitor offered training
- Innovation award showcase
- Other custom opportunities, contact ESX Sales Team to discuss

NEW! SHOW FLOOR MEETING ROOMS

One Day - \$3,000
Two Days - \$2,000



EXPO SPONSORSHIPS

PRIVATE MEETING ROOMS

One Day - \$3,000

Two Days - \$5,000

Three Days - \$7,500

Located on the Education Level

CHARGING STATIONS* - \$5,000

No one's battery lasts forever! Take advantage of the charging stations located in the Music City Center by personalizing them with your company's brand or message.

EXPO GIVEAWAY* - \$5,000

Engage attendees as they're entering the Expo by distributing collateral and directing them to your booth. One representative will be allowed at the entrance for up to two hours.

THEMED EXPO DAYS - \$7,500

Contact the [ESX Sales Team](#) for more information.

DIGITAL AD WALLS - \$995

Ad walls are hard to miss, and they're one of the most effective and efficient solutions for event branding. Attendees will notice your brand as they come and go from the Expo.

- **20-Second Video Ad Upgrade - \$1,495**

FLOOR DECALS

\$500 - floor graphic in front of booth, 24" W X 24" D

\$5,000 - (set of 20) footprints from show entrance to booth

Floor decals are an effective way to grab the attention of attendees as they're entering the Expo. The design and placement of decals can be customized to meet your goals.

LOBBY COLUMN WRAPS* - \$2,000

Four Available

Put your company front and center in highly trafficked areas, including registration and the entrance of the Expo.

LED EDUCATION SCREENS* - \$2,500

Three Available

Drive traffic to your sponsored education session or booth using special LED screens. LED screens are located on the Education Level of the convention center.

**Sponsor to produce*

EXPO BOOTH

BOOTH PRICING

10' x 10' Booth - \$3,700 member rate/\$3,900 non-member

Each 10' x 10' space includes:

- 8' high back wall drape
- 3' high side rail
- Booth ID sign (44" w x 7" h)

Additional Benefits:

- One all-access pass
- Four exhibit-only passes
- All access upgrade for \$250
- Carpeting, furnishings, electrical, etc. are additional costs

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*See contract for additional premium booth fees

EXHIBITOR BENEFITS

As an Exhibitor, your company will receive the following recognition:

- Company listing including a hyperlink to the company's website on the ESX website
- Complimentary marketing tools to invite customers and prospects to designated booth. Tools include email template, web, banners, and event landing page.

10' x 10' booths may be combined for larger exposure.



BOOTH DRIVERS

Drive traffic to your booth with one of these highly engaging opportunities.

NEW! LUNCH - \$5,000

Sponsor a lunch for premium attendees so they don't have to leave the Expo floor! Premium attendees will receive a voucher with your logo on it.

NEW! COFFEE BREAK - \$3,000**

Sponsor a coffee break at your booth and connect with attendees in-between meetings.

NEW! SNACK BREAKS - \$3,000**

Sponsor a creative, yet delicious, snack break at your booth like freshly baked cookies or hot popcorn that will draw attendees to the Expo floor.

NEW! GAME SHOW* - \$3,000

Sponsor a fun game at your booth like Plinko or Ring Toss and interact with attendees on a more personable level. Game pieces will be included in attendees' registration bags.

NEW! TECH TOURS - \$2,000

We provide the attendees; you provide the excitement. Sign up to be part of one of our designated Tech Tours during Expo Hours, where you can showcase your solutions and services addressing today's biggest industry challenges. Based on topics like cybersecurity, sunseting 3G, monitoring and fire safety, ESX will lead guided tours of the Expo Hall to connect interested attendees and exhibitors. As a Tech Tour sponsor, you'll have 10 minutes to provide a product/service overview in your booth to tour participants, as well as the chance to connect post-event with a dedicated Tour email message (sent by ESX).¹ Tours are limited to four exhibitors per topic.² Tech Tour sponsors must have a booth on the Expo floor.

**Sponsor to produce*

***Additional cost for coffee and snacks*



ESX INNOVATION AWARDS

Deadline: February 2020

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 2020 ESX Product Preview Brochure mailed to 20,000+ or e-showcase product listing if entry is submitted after Feb 14, 2020
- 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)
- Recognized at 2020 ESX in the Innovation Awards Showcase in the expo hall
- Considered to compete in the ESX 2020 TechVision Challenge

ENTRY FEES

- \$895 FOR FIRST ENTRY
- \$595 FOR EACH ADDITIONAL ENTRY
- \$1,395 FOR NON-EXHIBITORS FOR FIRST ENTRY
- \$1,095 FOR NON-EXHIBITORS ADDITIONAL ENTRY

Based on the judges’ discretion, up to 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 2020 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.



**Sponsor to produce*



“ESX provided us a platform to unveil our new products. It was well attended by the customers we are working to reach.”

Travis Willis,
PDQ Manufacturing

SUPPORT THE ATTENDEE EXPERIENCE

MOBILE APP - \$9,000

Exclusive

The time attendees spend in Nashville is valuable, and the mobile app helps them make the most out of it. Sponsor will be recognized on app signage and in messaging.

HEADQUARTER HOTEL ROOM KEYS* - \$7,500

Exclusive

Sponsor branding on Expo hotel keycards.

HEADQUARTER HOTEL ROOM DROP* - \$4,500

Exclusive

Connect with attendees outside of the Music City Center with a personalized message. You provide the materials, and we'll drop them in the room.

ATTENDEE BAG INSERT* - \$1,500

Six Available

Whether it is a flyer, informational flash drive, or something uniquely your brand, the conference bag is the perfect vehicle to add value to an attendee's experience and get some extra attention, too.

ATTENDEE GIVEAWAYS* - \$2,500 per giveaway

Sponsor provides the giveaway and examples include:

- Luggage Tags
- Pens
- Highlighters
- Mobile Phone Screen Cleaners

REUSABLE WATER BOTTLES* - \$3,500

Exclusive

Make sure attendees stay hydrated in Nashville by supplying branded, environmentally-friendly water bottles.

EXPO BAGS* - \$7,500

Exclusive

Help attendees carry their giveaways by sponsoring the premium attendee registration bag. Your company's presence will be felt throughout the entirety of the Expo.

PREMIUM ATTENDEE BAGS* - \$7,500

Exclusive

Every attendee will receive a complimentary bag upon check-in. Have your company's logo placed prominently on that bag to carry at the event and at home.

**Sponsor to produce*

PROVIDE HANDS-ON TRAINING

CONFERENCE TRACK SPONSORSHIPS - \$5,000

Four Available

Sponsor one of the four ESX Conference tracks and position your company as a thought leader during the Conference.

Sponsor Receives:

- One Educational Session
(Content and speakers subject to approval by ESX)
- Sponsorship recognition on Conference program
- Onsite signage

EXHIBITOR OFFERED TRAINING CLASS - \$3,000 per class

Nine Available

To satisfy our attendees' thirst for knowledge, ESX features exhibitor-branded training during the show. These 75-minute session spots are your opportunity to educate attendees on your products and services. *Deadline is December 31, 2019.*

Benefits include:

- 75-minute training class in a private meeting room
- List of attendees delivered post-show
- Promotion on the ESX website and in pre-show marketing
- Basic A/V set up
- Opportunity to host in ESX Central



A LA CARTE REGISTRATION OPTIONS

PRE-SHOW AND ONSITE REGISTRATION - \$6,000

Exclusive

- Leaderboard ad on ESX registration website
- Company or product description (75-word maximum) and hyperlink as part of the registration confirmation email
- 2 ads on Digital Ad Walls
- Company logo on registration background and counters, co-branded with ESX logo
- Literature distribution on registration counters*
- Mousepads* and computer signage* for self-registration stations
- Logo on registration screens with sponsored message

BADGE SPONSOR - \$6,000

Exclusive

BADGE LANYARDS* - \$5,000

Exclusive

**Sponsor to produce*

PRODUCT PROMOTION

PRODUCT/TRAINING PREVIEW LISTING

\$495 for first listing, \$200 for each additional

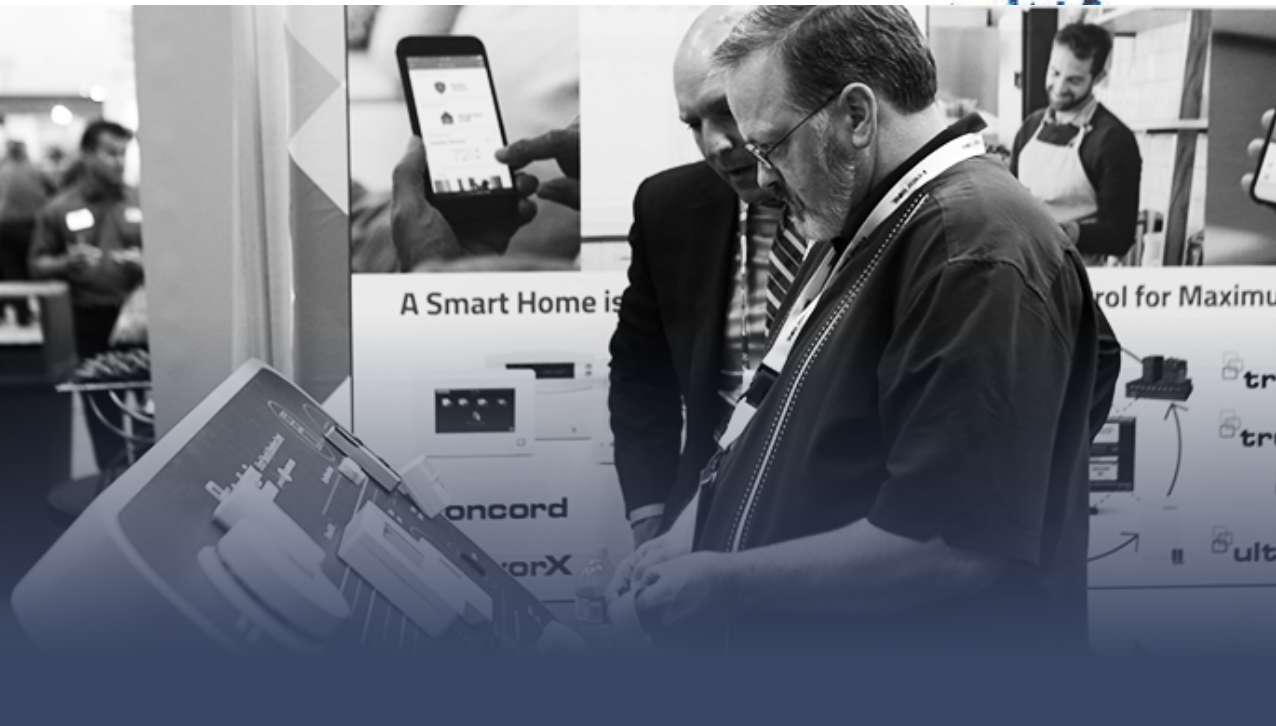
Deadline: February 2020

The showcase for the industry's most important offerings also used a blueprint by which event attendees navigate the show and make decisions about who and what to see when they attend. Listing is distributed to 20,000+ industry professionals and includes company name, URL, and logo, as well as the project or training title, 50-word description and image.

PRODUCT E-SHOWCASE LISTING

\$500 for first listing, \$250 for each additional

Linkable product link emailed to 20,000+ industry professionals. Listing includes company name, URL, and logo, as well as the product or training title, 50-word description and image.



QUESTIONS?

Contact ESX Sales Director, Jim Conlon, jconlon@esxweb.com
or Sales Manager, Mike Gallego, mgallego@esxweb.com.

To review the 2020 floor plan, [click here](#).

