BE A PART OF THE SECURITY INDUSTRY’S
Premier Event

🔥 Get access to decision makers
🔥 Meet engaged attendees
🔥 Get incredible value for your investment
Heat Up Your Sales
AT ALOA 2020

Join us in Kansas City for ALOA 2020 and tap into the industry’s premier event for security professionals. As the “Barbecue Capital of the World,” Kansas City is famous for its smoky meats and tangy sauces, and next year’s Security Expo is going to be smokin’ as well. This is your chance to get in-person access to new prospects and to grow existing relationships.

LET ALOA 2020 SERVE YOU A BIGGER SLICE OF THE MARKET.

THE WINNING INGREDIENTS
ALOA’s Security Expo is the perfect recipe for marketing your brand to seasoned decision-makers. ALOA 2020 attendees are making an investment in their future and are ready to learn about — and buy — your products. Get priceless in-person feedback, give demonstrations and reach new customers, all at a superior value.

ON THE MENU AT ALOA 2020
- New customer connections
- Access to industry leaders
- Better customer relationships
- Better market knowledge
- Platform for new product introductions
SECURITY EXPO & CONVENTION

Kansas City Convention Center
301 W. 13th St #100
Kansas City, MO 64105
Classes - July 19-23
Security Expo - July 24-25

YOUR MARKET

🔥 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 EXPECTATIONS

🔥 One-on-one CONTACT WITH SUPPLIERS🔥
🔥 ACCESS to potential suppliers to create business opportunities🔥
🔥 NETWORKING with manufacturers, distributors and other attendees🔥

ATTENDEE PROFILE

Knowledgeable, Experienced Decision-Makers

83% have 10 or more years of industry experience
65% of Security Expo attendees are business owners

SECURITY EXPO ATTENDANCE

55% spend six hours or more on the show floor
63% have attended five or more Security Expos

READY TO HEAT UP YOUR SALES? CALL US NOW TO RESERVE YOUR SPACE!

ALOA 2020 🔴 Kansas City, MO 🔴 ALOA.org
EXHIBITOR INFORMATION

TRADESHOW HOURS
Friday, July 24
10:00 am – 4:00 pm
Saturday, July 25
10:00 am – 4:00 pm

EXHIBITOR MOVE-IN DATES
Wednesday, July 22
2:00 pm – 5:00 pm
for 400 sq. ft. and up
Thursday, July 23
8:00 am – 5:00 pm

EXHIBITOR MOVE-OUT DATE
Saturday, July 25
4:00 pm – 11:00 pm

YOUR INVESTMENT
🔥 $21.25 per square foot for paid ALOA Associate Members 🔥
🔥 $27.75 per square foot for non-members 🔥
🔥 $175 for each exposed corner 🔥
🔥 Minimum booth size: 10’ x 10’ 🔥

EXHIBITOR VALUE
🔥 Centrally located within the U.S. for maximum attendance 🔥
🔥 Affordable flights 🔥
🔥 Security Expo is two days, allowing you to save on hotel costs 🔥

INCLUDED IN YOUR BOOTH
🔥 Draped 8’ backwall and two 3’ side wall drapes 🔥
🔥 Company name sign 🔥
🔥 24-hour on-site security 🔥
🔥 Listing in the attendee program and pre-convention marketing materials 🔥
🔥 Admission to Kick-Off Party, the best place for networking 🔥

SHOW FLOOR TRAFFIC DRIVERS
🔥 Giveaways to keep attendees engaged and staying longer 🔥
🔥 12 non-conflicting Security Expo hours 🔥
🔥 New Product Showcase allows exhibitors to highlight exciting new products 🔥
🔥 Promotion of exhibitor booth events 🔥
🔥 Prize drawings that bring attendees to YOUR booth 🔥
SPONSORSHIP OPPORTUNITIES

Sponsorship of the ALOA Convention & Security Expo brands you as a leader in the security industry and gives you a competitive edge by providing an array of marketing opportunities. Enhance your exposure to potential customers with sponsorship add-ons such as the following:

GOLD LEVEL
- Membership Meeting Speaker
- Water Bottles/Tumblers
- Video Advertisement
- Keynotes Ad Discount Packages
- Convention Tote Bags
- Food on the Show Floor
- Lanyards
- Convention Lapel Pins
- Happy Hour
- Lounge Area (Networking)
- Kick-Off Party

SILVER LEVEL
- Expo Aisle Signs
- Standing Sign Board
- Women in Locksmithing Reception
- Class Lunch
- Education Class
- Corporate Banners
- Membership Meeting
- Tote Bag Inserts
- Class Refreshment Breaks
- Opportunity to Donate Products or Prizes for Show Floor Giveaways
- Charging Stations

BRONZE LEVEL
- Convention Web App for Attendees
- Onsite Program Advertisements
- Water Stations

PERSONALIZED SPONSOR PACKAGES ARE AVAILABLE!

“ALOA is a great value for us. Being able to have a presence and getting to talk one-on-one directly with customers is a great way to get our message across.”

- Travis Howell, H.L. Flake
“It gives manufacturers an opportunity to showcase their new products and resources they have available to their locksmiths. We’re able to access a significant portion of our target market.”

- Sherri Hanson, Master Lock

CONVENTION MARKETING: BONUS EXPOSURE FOR YOUR COMPANY

Through ALOA SPAI’s marketing of the overall convention, you get extra exposure as an exhibitor through increased attendance and name recognition. You will be listed in places such as:

- Emails to ALOA members and contacts
- Direct mail and brochures
- ALOA website
- Mobile convention site
- Articles in Keynotes, the award-winning and most trusted publication in the industry, which reaches 5,000 security professionals monthly
- Advertising in industry publications
- Kick-Off Party to allow for increased attendee networking in a relaxed setting

EXHIBITOR SUPPORT

ALOA offers its exhibitors enhanced support. We have many optional add-ons that can enhance your exhibiting experience and enable easy follow-up with potential customers. Options include program ad purchases, Internet service in the booth and more. Contact us to learn more.

READY TO BOOK YOUR SPACE? Call us now!

EXHIBIT SALES TEAM, KATHRYN BEARD
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