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CONVENTION**

Unlocking Limitless Potential



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BLOG: LOCKING IT UP

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Regional Shows = Key to Business Growth:

Why Exhibiting at Yankee Security Convention is a Game Changer"

Choosing to exhibit at a localized regional industry show over a larger national event offers numerous advantages that can make an enormous difference for your ROI.

Here are just a few of the benefits that you can get from exhibiting at a localized regional industry show like the Yankee Security Convention.

1. **Better networking opportunities:** With fewer attendees and exhibitors, a localized regional industry show creates the perfect environment for building more meaningful networking relationships with participants.

For many national shows, attendees and exhibitors spend a substantial portion of their time getting to and from the exhibit hall and convention center. A more navigable venue means you will have more time to speak with attendees and can interact with industry peers in a more relaxed and intimate setting.

2. **Focused educational tracks:** Unlike national trade shows, localized regional industry shows such as Yankee Security Convention can provide more focused educational tracks that are geared specifically towards peer-to-peer learning within the locksmith industry.

From courses on changing trends such as the advances of mechanical versus digital locking technologies and security advancements using 2FA and AI, regional shows provide tremendous opportunities for both education and hands on learning.

With more time to spend at the show versus traveling, you will have the opportunity to learn more about these products and services and leave with a stronger understanding of how to integrate them into your existing products and solutions.



3. **Higher quality attendees:** Regional trade shows typically attract high-quality attendees within the industry, from nearby cities, making it a wonderful place to build relationships with potential customers and partners in their own backyard.

With a more concentrated attendee base, a regional show is a fantastic way to get to know the local industry and build relationships within the community.

4. **Cost-effective:** With localized industry shows, you can save money on travel expenses, reduce your exhibit expenses, and save valuable time by staying close to home.

Regional events tend to have a lower cost per attendee, which translates in more reasonable costs for the exhibitor. This means you can get a higher return on investment (ROI) which is always right for your business.

5. **Easier follow up:** When you attend a regional event, you can make very targeted contacts and for some companies, this allows them to break into new markets or geographical areas that they may not have had a strong client base in before.

Follow-up can be simplified when dealing with a regional area, versus trying to represent every area of the country as needed with a national event. Meeting post-show with a targeted demographic can also allow you to pay more attention to the after-event support and enhance your opportunities to convert leads to business.

Although all trade shows have value and pros and cons, it is important to attend events that will have the most significant and immediate impact on your business as well as help you build meaningful relationships with industry peers.

Attending regional industry shows can provide a more focused experience and a higher ROI, leading to a better-educated audience, stronger networking opportunities, less travel and hotel expenses, making it an economical and sound option for businesses. For the locksmith and security industry, there is no better time or place to start than the Yankee Security Convention.

To inquire about exhibitor space at the show, [click here](#).

To find out more about the Yankee Security Convention, [click here](#).

To get a copy of the Exhibitor Manual, [click here](#).

For more on the Yankee Security Convention visit www.yankeesecurity.org. Show dates for attendees and exhibitors for the Yankee Security Convention are October 25 – 29, 2023 at the MassMutual Center in Springfield, MA. Educational sessions open in July 2023.