



**YANKEE  
SECURITY  
CONVENTION**

Unlocking Limitless Potential



[www.yankeesecurity.org](http://www.yankeesecurity.org)

**BLOG: July 2023**

**Unlocking Success:**

## **The Benefits of Exhibiting at Yankee Security Convention**

In the fast-paced world of locksmiths and security professionals, staying ahead of the competition is crucial. As companies explore various marketing avenues to promote their products and services, one avenue stands out as a game-changer: exhibiting at an industry tradeshow.

Participating in an in-person, live event is a worthwhile investment for companies and their key salespeople. You can discover new products and solutions, get hands-on training and demonstrations, speak directly to key manufacturers about projects and challenges, attend educational sessions and keynote speaker presentations and network with industry colleagues on and off the show floor.

When speaking with new exhibitors about their decision to exhibit at Yankee Security Convention, we often hear how they wished they only started exhibiting sooner. This year, we have an amazing line up for the event. In this blog, we share testimonials from just a few of our key sponsors and exhibitors and what they have to say about the show. Read on!

**COMMONWEALTH**  
L O C K C O M P A N Y

Commonwealth Lock Company, Paul Krochune

“Commonwealth Lock Company has been involved with the Yankee Security Convention since year one when the convention was held in Chicopee, MA. Our father was one of the supporting New England locksmiths when the organization was formed in 1978.

It is an honor and a pleasure to work with an organization that continues to promote and educate the locksmith and security industry. The Board of Directors does an excellent job at providing a network platform that connects manufacturers, industry experts, distributors, and locksmith/security professionals together. The yearly Yankee Security Convention is a great opportunity to meet and get to know individuals from all levels of the locksmith and security industry, as well as learn about new products and ask questions.”



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SECLOCK, Jenna Schwartz

“We are thrilled to be participating at the Yankee Convention as an exhibitor and sponsor. We are deeply committed to supporting the industry and we take great pride in being a part of this event. We look forward to connecting with attendees and engaging with fellow professionals.”



JMA USA, Eduardo Urbieta

“It’s an honor to sponsor the Yankee Security Trade Show 2023; JMA views these events as a clear opportunity to be closer to the locksmith world, a simple approach while listening to their challenges, will allow us to develop long lasting options to make their work easier and profitable”

**We are excited for the 2023 event and to see these and more exhibitors share their expertise and experience. We hope you join us!**

To register for the show, [click here](#).

To find out more about exhibiting, [click here](#).

To learn more about Yankee Security Convention, [click here](#).

#TradeShowPreparation #YankeeSecurityConvention #NetworkingOpportunities #ExhibitorTips  
#IndustryThoughtLeadership