



CLICK TO
RESERVE
YOUR
BOOTH
TODAY!



YANKEE SECURITY CONVENTION **2023** **EXHIBITOR MANUAL**

Unlocking Limitless Potential
MassMutual Center
Springfield, MA
October 25-29, 2023



ABOUT THE YANKEE SECURITY CONVENTION

The Yankee Security Convention is an internationally recognized event providing educational seminars and a trade show for locksmiths and security professionals.

Yankee was formed in 1978 by representatives from the New England region's locksmith associations. The organization's goal is to provide a local venue to conduct training classes for locksmiths and to showcase the advancement of the trade.

For more than 40 years, that goal has not changed. The volunteer Board of Directors are committed to making the Yankee Security Convention annual event the premier source of industry know-how in the Northeast.

PROVIDING EDUCATION, EXHIBITS & MORE

Each year Yankee conducts 3 days and evenings of industry-specific educational seminars.

Drawing from industry leaders, ALOA and other prominent trade organizations, Yankee seeks out the most well-respected and knowledgeable instructors in their areas of expertise.

Seminars vary from trade basics to advanced topics, highlighting the latest products, techniques, and applications in security. We offer subjects for industry beginners and for seasoned professionals.

The weekend trade show features the nation's top manufacturers, distributors, and manufacturer's representatives. Each year over 1,100 locksmiths and security trade professionals from the Northeast and all over the United States attend the 11-hour Trade Show to further their knowledge of our ever-growing and advancing trade. We outgrew our previous venue, so in 2022 Yankee Security expanded, moving our new home to the MassMutual Center in Springfield, Massachusetts.

A MESSAGE FROM OUR BOARD OF DIRECTORS

We want YOU to be a part of the 2023 Yankee Security Convention! This year's theme, "Unlocking Limitless Potential", speaks to the hundreds of opportunities exhibitors and attendees will have during the event to learn, share, and network with like-minded industry professionals dedicated to the advancement of the locksmith and security industry.

Exhibitor Registration is now open for the fall trade show being held on Saturday, October 28th and Sunday October 29th. Most of our booths are 10'x10' and exhibitors may purchase more than one booth. There is also the ability to bring vehicles and larger exhibits onto the show floor. The Vehicle Display Policy is included in this packet.

Find us on the web at www.yankeesecurity.org to learn more about Yankee Security and the benefits of exhibiting with us.

**Come unlock YOUR limitless potential at Yankee Security 2023!
We hope to see you there!**

Yankee Security Board of Directors
Reach us at: exhibitors@yankeesecurity.org



GETTING TO THE YANKEE SECURITY CONVENTION

For 2023, the Yankee Security Convention will be returning to the MassMutual Center at 1277 Main Street in beautiful, Springfield, MA. This event space is a multi-purpose convention center complex located downtown in the city's Metro Center and serves as a venue for meetings, conventions, exhibitions, and sporting and entertainment events.

In addition to the convention center, Springfield offers a number of attractions during non-show times and guests can plan a visit to the various restaurants, The Basketball Hall of Fame, the MGM Grand Casino, and many more. Area hotel, travel, and parking information will be shared on the Yankee Security Convention website at www.yankeesecurity.org.

Don't forget to save the date, Saturday, October 28th for the return of the Arrow/Medeco(R) social event! More details will be provided on the web and at the show.

AIR TRAVEL & DIRECTIONS

You have several options if you are flying into the Springfield Area.

Bradley International Airport
24-min/20 miles
to Downtown Springfield, Mass

Boston Logan International Airport
1 hour 37 minutes / 93 Miles
to Downtown Springfield, Mass

Tweed New Haven Airport
1 hour 10 minutes / 68 miles
to Downtown Springfield, Mass

T. F. Green Providence Airport
1 hour 39 minutes / 96 miles
to Downtown Springfield, Mass

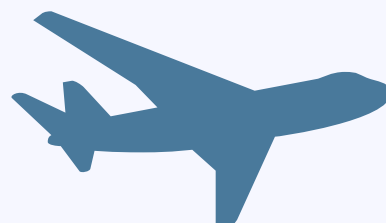


AIRLINES SERVING BRADLEY INTERNATIONAL

Aer Lingus	Air Canada	American Airlines
Breeze	Delta	Frontier Airlines
Jet Blue	Southwest	Spirit
United	Avelo	Allegiant
Sun Country		

Rental Car Companies at Bradley International*

Alamo	Avis	Budget
Dollar	Enterprise	Hertz
National	Thrifty	



RENT A CAR





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LODGING AT THE YANKEE SECURITY CONVENTION

Again for 2023, our base hotel is the Sheraton, located at 1 Monarch Place, in Springfield, MA. The hotel is a 3 block walk from the Convention Center.

The property's recently redesigned hotel rooms and suites provide a modern retreat in downtown Springfield.

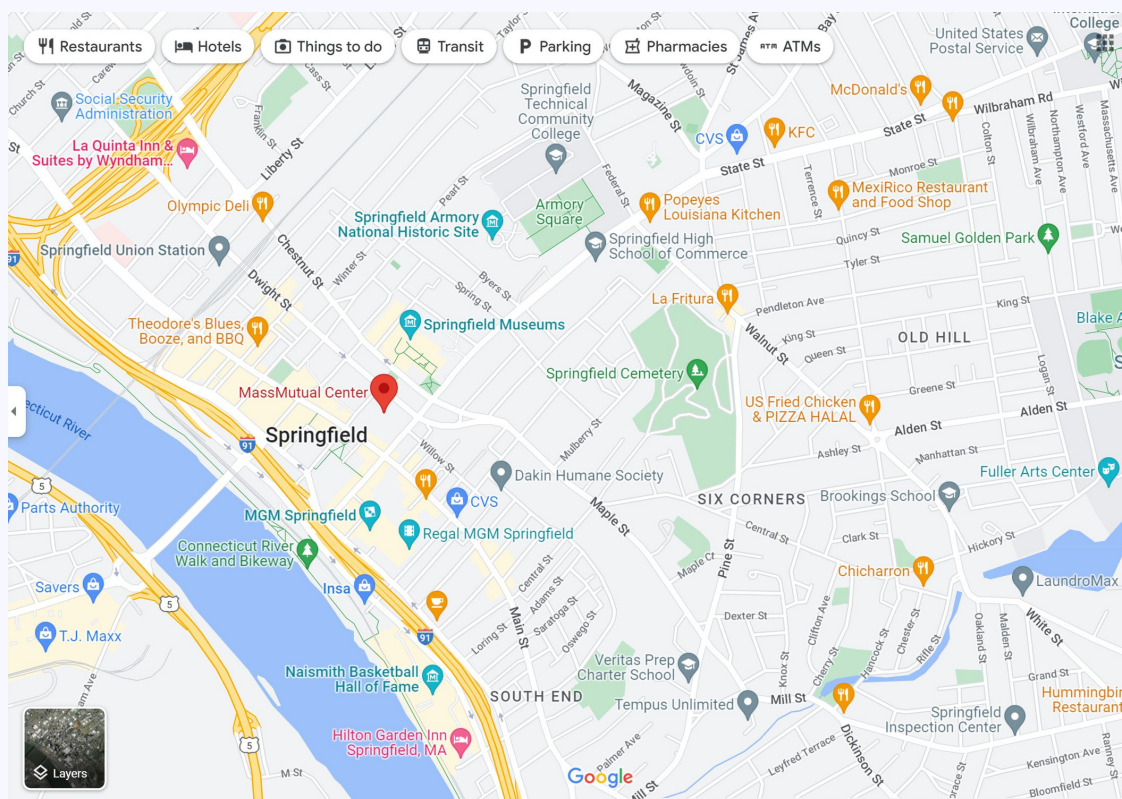
Intuitive in-room amenities include mini-fridges, coffee/tea makers, safes, and premium bath products. Work smart with complimentary Wi-Fi, or order room service and relax in front of your flat-screen TV. Rest comfortably and wake up refreshed and reenergized on the Sheraton Signature Sleep Experience.



Bring your four-legged family member with you on your downtown visit; the hotel is pet-friendly - but call for details - 413-781-1010.

Feeling presidential? Book their Presidential Suite to enjoy views of Springfield, a fireplace, a whirlpool and Club access. Click on the Sheraton icon to be taken to reservations.

There are a number of other accommodation options in Springfield that you can source on your own, but we always recommend staying at the host hotel to maximize your show experience!



ABOUT THE SHOW

WHERE IS IT & WHO'S COMING

VENUE LOCATION

Mass Mutual Center
1277 Main Street
Springfield, MA 01103

EDUCATIONAL CLASSES

October 25th - October 27th
Day and evening classes
will be held each day

TRADE SHOW EXHIBITION

October 28th and October 29th



WHO'S COMING TO THE SHOW?

Every year this show gets bigger and better and this year we expect attendance and exhibitor participation to be at an all-time high.

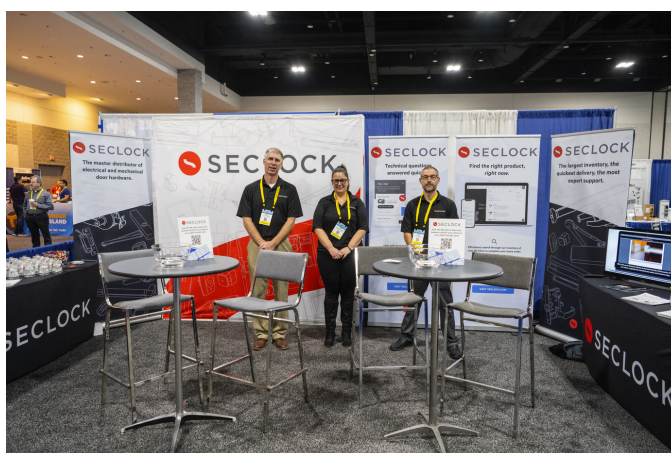
At the show you will find:

-Locksmiths and Security Professionals

-Savvy Business Owners & Company Decision Makers looking for new products and security solutions

Where from?

from New England, New York, New Jersey, and beyond looking for the newest and greatest products and companies



• What to expect...

- ✓ >Start new business relationships
- ✓ >One-on-one interactions
- ✓ >See the newest available electronic and mechanical advancements
- ✓ >Networking during and after the Trade Show and More!

• Show demographics

- ✓ At last year's show we had nearly 1100 registrants!
- ✓ MA 37% CT 20%
- NY 11% RI 5%
- NH 4% NJ 3%
- ✓ Remaining 20% from 25 States and Canada

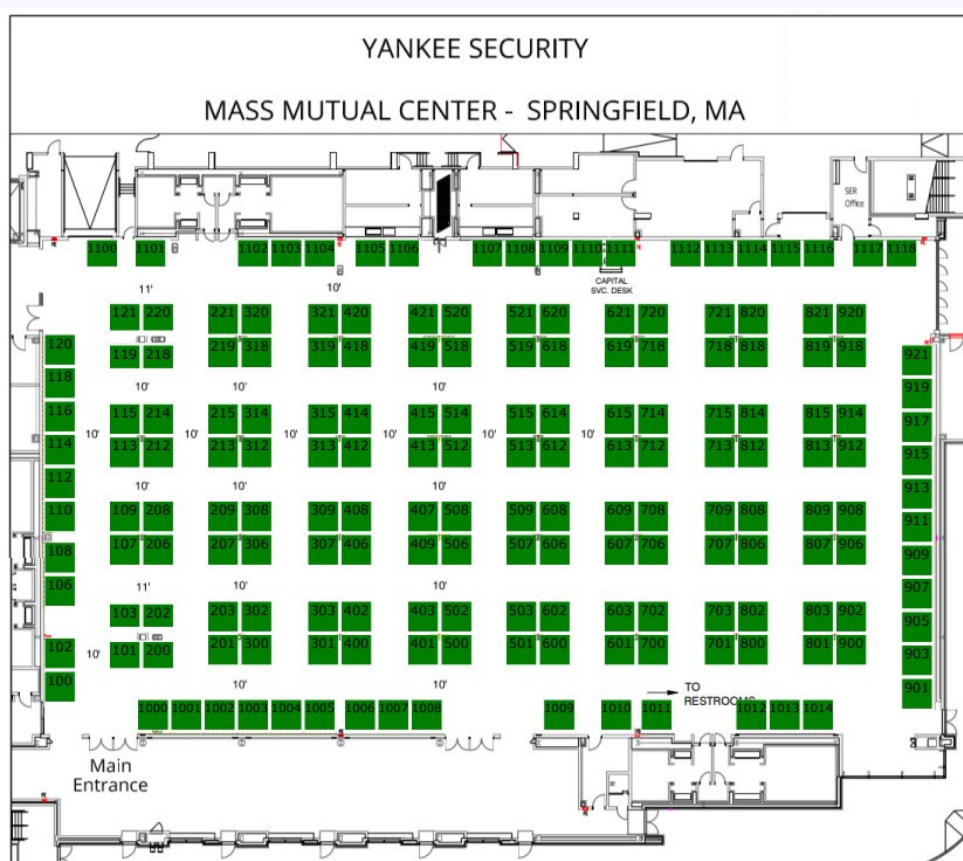
Register Now at www.YankeeSecurity.org



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WHERE WILL YOU BE ON THE TRADE SHOW FLOOR?

With the expanded space we have at the MassMutual Center exhibitors can easily build the brand and booth that they want to promote their company and showcase their products and solutions to attendees. Space is going fast, so contact our exhibitor team today to reserve your spot! exhibitors@yankeesecurity.org



Most booth spaces are 10' x 10' for \$1,500 however other sizes may be available. Please contact exhibitors@yankeesecurity.org for more details.

The booth spaces will be assigned by Yankee Security Convention in early September. We will do our best to accommodate any special requests.



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A GREAT INVESTMENT BOOTH COSTS & SAVINGS

Yankee Security offers tremendous financial savings over other national locksmith shows which means you have more resources to fuel your pre and post-show sales and marketing efforts. Check out this quick comparison.

Yankee Security 2023	vs.	Other National Locksmith Shows
\$15.00	Booth Price Per sq. ft.	\$21.25 or more
Included	6/8 Foot Draped Table	Not Included
Included	2 Chairs	Not Included
Included	Carpeted Booth	Not Included
Included	Wastepaper Basket	Not Included
No	Union Dock	Yes

Typical booths are 10' x 10'. You can request special end-cap locations. Reserve as many booths as you like! There will be a special demonstration area at the show. Also, you can include vehicles as part of your booth and we now have island booths available.

Contact exhibitors@yankeesecurity.org to discuss your unique needs.

Electrical Request Form, Vehicle Display Policy, and Conference Rules and Regulations included in this packet



TRADE SHOW EXHIBIT DATES & HOURS

Plan to maximize your exposure and experience at the show. We've made some slight modifications to the trade show timelines so check below for our 2023 schedule.

Trade Show Hours	Exhibitor Move-In	Exhibitor Move-Out
Saturday October 28th 12:00pm to 6:00pm	Friday October 27th 12:00pm to 5:00pm	Sunday October 29th 2:00pm to 6:00pm
Sunday October 29th 9:00am to 2:00pm	Saturday October 28th 8:00am to 11:00am	

Move-in/out information will be sent out prior to show dates.

Make it a GREAT show with these top 4 tips!

✓ Prepare ahead

Exhibitors, make sure you leverage every aspect of the show. Use the venue as a way to meet potential new hires, dealers, and distributors, or set up times to meet with editors of trade magazines to discuss post show opportunities.

Another great way to maximize the show? Use it as a way to train new employees on new products and solutions so they can sell in the future!

✓ Set booth rules

It should go without saying but meet with your booth team to set rules for working the booth. There is nothing worse than spilling a coffee all over a prospect, so consider making your booth a no eating/drinking zone. You're at the show to conduct business, but attendees need to be valued for their time, so keep cell phone calls to a minimum.

Make sure to have your business cards or a QR code people can scan for more info.

✓ Education First

Almost as much can happen off the trade show floor as it does on it, if you leverage your "downtime" by attending as many educational programs, demonstrations and social events as you can.

Share your experiences and what you've learned with others. This can help build new relationships and strengthen existing ones.

Invite everyone you meet off the floor to come see you at your booth.

✓ Follow Up

You might be surprised to hear something Salesforce found out when they conducted a survey on trade show sales: 85% of leads aren't followed up after an event. ATS, Yankee's badge and registration company, offers badge scanning lead retrieval to all exhibitors.

Make sure to have a follow up plan in place before the show!



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SPONSORSHIP OPPORTUNITIES

Why Sponsor?

Trade shows present a great opportunity for companies to showcase their brand by sponsoring events. In addition to offering promotional products, there are several types of events and/or services you can sponsor at trade shows such as the Yankee Security Convention.

Investing in trade show sponsorships can be well worth the cost when looking at the positive outcomes you can expect from using this as part of your marketing strategy. Sponsorships can be a great way to differentiate your brand and get your products/services in front of buyers.

Here are four advantages that come along with this approach:

1. Increased visibility for your company
2. Showcasing product samples, info, and differentiators
3. Selling more products due to increased awareness
4. Generating leads with thoughtful and engaging events

Available Sponsorships

Note: These were available at the time this manual was created, some may no longer be available. Please visit the Yankee Security Convention website for more information on these sponsorships or contact our organization to find out which sponsorships are still open.

- Attendee Lanyards (1 Available)
- Educational Class Lunches (3 Available)
- Educational Class Breaks (3-6 Available)
- Water Stations
- Trade show Carry Bag
- Education Notebooks
- Water Bottles
- Social Zone in Exhibit Hall
- Name Badges
- Registration Area Pens
- Tote Bag Insert

ADS & LISTINGS

Full Page B&W Ad in Show Program Guide

1/2 Page B&W Ad in Show Program Guide

FREE Listing in Attendee Brochure (up-to 500 characters)



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CONFERENCE RULES

YANKEE SECURITY CONFERENCE AND TRADE SHOW

October 28 & October 29, 2023

Mass Mutual Center | 1277 Main Street | Springfield, MA. 01103

CONFERENCE EXHIBITOR RULES AND REGULATIONS

1. Set-up of Exhibits — Show floor will be ready for occupancy at noon on Friday, October 27, 2023. Setup hours are 12:00 noon to 5:00 p.m. on Friday, October 27, and from 8:00 a.m. to 11:00 a.m. on Saturday, October 28, 2023. Exhibitors will be allowed back into the Exhibit Hall 20 minutes before show opens. Exhibit setup must be completed by 11:00 a.m. Saturday. No exhibit set-up materials may be brought into the exhibition area while the show is open to visitors. **Please see Mass Mutual Center material handling rules and load in load out procedures for specifics on the load in process and associated cost.**
2. Exhibit Hours — A total of eleven hours of exhibition time is scheduled. Saturday, October 28, 12:00 p.m. — 6:00 p.m.; Sunday, October 29, 9:00 a.m. — 2:00 p.m.
3. Dismantling — No exhibit material may be removed from the floor BEFORE 2:00 p.m. on Sunday, October 29, 2023. All material must be packed and shipped out of the area by 6:00 p.m. Sunday, October 29, 2023.
4. Booth assignments - Booth locations will be assigned approximately 3 weeks prior to show. All booths are as shown on the floor plan and dimensions are believed to be accurate but are only warranted to be approximate.
5. Furnishings & Decorations — One draped 2' x 6' table, two chairs, and a trash can will be furnished by the Yankee Security Convention, Inc. Any additional tables must be draped. Capital Conventions will provide Exhibitors with an Exhibitors Kit, via email, with information regarding rental of additional booth needs, i.e. electrical, additional tables, etc.
6. Booth Equipment & Service —The Yankee Security Convention will be furnished with a uniform booth set-up. To maintain uniformity and prevent obstruction of view of adjoining booths, displays must not be higher than 8 feet in the back except that dividers may be built up beginning at the back of the divider and extending no further than 3 feet from the back. No walls, partitions, decorations or other obstructions may be erected which in any way interfere with the views of the other exhibitors. Exhibition Manager's decision is final.
7. Light/Power — General lighting in the exhibition hall is furnished by the Convention, and the area will be well-lighted. Special electric needs will be available on order forms included in the Exhibitor's Kit and in this packet.
8. Booth Contents — Exhibitor's materials must be non-flammable and conform with applicable fire laws and safety regulations. Materials of a dangerous nature are prohibited. Nothing may be attached to wall surface of the area.
9. Signs — A uniform two-line name sign will be provided on each backdrop. Any additional signs will be at the discretion of the Convention Management.



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YANKEE SECURITY CONFERENCE AND TRADE SHOW

October 28 & October 29, 2023

Mass Mutual Center | 1277 Main Street | Springfield, MA. 01103

CONFERENCE EXHIBITOR RULES AND REGULATIONS - CONTINUED - **PAGE 2**

10. Aisle — All aisle space is under the control of the Convention and shall not be used by the exhibitor for any purpose.
11. Badges — Each exhibitor will receive ID Badges that must be worn by all Booth Personnel for the duration of the show. All booth personnel should be registered online before the show. Attendee passes are not provided unless registered online as attendees.
12. Exhibits — Exhibitors shall exhibit only within their designated areas and may not sublease any of their space without permission of the Show Management.
13. Security — Security guards will be provided by Mass Mutual Center for the exhibit hall. The Convention will not be responsible for or guarantee to the exhibitor the safety of exhibit materials against fire, accident, theft or loss or injury whatsoever. The exhibitor agrees to assume all liability which might ensue by reason of the exhibit and its presence at the exhibit. No merchandise may be removed from the exhibit area after being set up, until closing of the Convention at 2:00 p.m. on Sunday, October 29, 2023.
14. Cleaning — The Convention will arrange for cleaning the entire show floor area on Saturday between 11:00am and 12:00pm. After that, each exhibitor will be responsible for cleaning his or her own booth area. The Convention will arrange for cleaning aisles.
15. Insurance — Yankee Security Convention, Inc. accepts no responsibility for the loss of, or damage to, any said material or displays. Exhibitors are to carry insurance on their exhibits at their own expense.
16. Sound Effects, Loudspeakers, etc. — Attention-getting devices, noisy equipment and audio visual equipment will not be permitted except in locations where in the opinion of the Exhibition Manager such sounds and activity do not interfere with the activities of any exhibitor.
17. Dangerous Products — The exhibitor, on signing this contract, agrees to indemnify the Yankee Security Convention, Inc. from any claim or suit arising from the use or misuse of his or her products displayed in this exhibition, including reasonable attorney's fees or other costs of defense.
18. Meetings — Meetings of any type not sponsored by the Convention will not be permitted during the course of the Convention on October 25 through October 29, 2023, unless permission has been granted by Yankee Security Convention, Inc. specifically for such meetings.



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CONFERENCE EXHIBITOR RULES AND REGULATIONS - CONTINUED - **PAGE 3**

19. Conduct — Exhibitors and their representatives are expected to conduct themselves in a manner that does not harass, intimidate or discriminate against any other exhibitor, attendee or member of the public at the venue hosting the convention.

Yankee Security Convention Inc. reserves the right to take any action deemed necessary and appropriate, including immediate removal from the convention without warning or refund, in response to any incident of unacceptable behavior. This includes reserving the right to prohibit attendance at any future meeting.

20. Cancellation of Exhibit Space — Booth refunds will be as follows — Full refund if cancellation is received before **September 1st, 2023**. 50% refund if cancellation is received between September 1st - September 15th. No refund for cancellations received after September 15th. **All cancellations must be in writing to Exhibitors@yankeesecurity.org.**

21. All Exhibit Material requiring shipment to and from Convention must be consigned no sooner than 10 days before convention to Yankee Security Convention, Capital Convention Contractors, 153 Northboro Road, Southborough, MA 01772. The procedures will be emailed to the Exhibitor contact by Capital Conventions.

DO NOT SEND SHOW MATERIALS TO THE MASS MUTUAL CENTER. THE FACILITY WILL NOT ACCEPT and neither the FACILITY or Yankee Security accepts any responsibility for the items. Materials will be delivered to your booth on Friday for set-up.

Capital Convention Contractors will also be available on Sunday at the end of the convention to arrange for removal. Please see Mass Mutual Center material handling rules and load in load out procedures for specifics on the load in process and associated cost.

22. The Yankee Security Convention, Inc. as the exhibit management, reserves the right to determine the eligibility of any company, product, or person for inclusion in the exhibit.

Neither the Yankee Security Convention, Inc. or its representatives, nor any member of the Convention or Exhibition Committee, will be responsible for any loss, injury or damage that may occur to the Exhibitor or the Exhibitor's employees or property, prior, during, or subsequent to the period covered by the Exhibitor's contract.

The Exhibitor, on signing/accepting the contract, expressly releases The Yankee Security Convention, Inc. from, and agrees to indemnify same against, all claims for such loss, damage or injury.



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CONFERENCE EXHIBITOR RULES AND REGULATIONS - CONTINUED - **PAGE 4**

It is further agreed that the Exhibitor assumes responsibility for damages done by his or her representatives to the floor or property of the decorator or the property of any other Exhibitor as a result of carelessness, violation of these rules or any neglect on the part of the Exhibitor.

In the event the Exhibit quarters, or any part thereof shall be destroyed by fire or any other causes and the use of the premises prevented before or during the Exhibit, the Exhibitor hereby waives any claims or damages or compensation which may arise by reason thereof except the Convention agrees to return to the Exhibitor a proportionate payment for the rental of the Exhibit space.

In the event the Exhibitor shall fail in any respect to comply with the terms of this agreement, the Convention shall have the right, without notice to the Exhibitor, to sell or offer for sale, the space hereby leased and the Exhibitor shall be liable for any deficiency, loss or damage suffered by the Convention, by reason thereof, which loss, deficiency or damage, the Exhibitor agrees to pay the Convention upon demand.



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PLACES TO GO THINGS TO DO

We encourage you to fully enjoy the surrounding area near Springfield, MA while you make plans to attend, exhibit and showcase your company at Yankee Security Convention.

Here are just a few area attractions to consider.

- ***Basketball Hall of Fame***

The Naismith Memorial Basketball Hall of Fame is an American history museum and hall of fame, located at 1000 Hall of Fame Avenue in Springfield, Massachusetts. It serves as basketball's most complete library, in addition to promoting and preserving the history of basketball.

Address: 1000 Hall of Fame Ave, Springfield, MA 01105

Web: <https://www.hoophall.com/>



- ***MGM Springfield Resort***

The MGM Springfield Resort & Casino has much to offer in its nightlife, amenities, and entertainment options. Take in a show, listen to music, dine, drink and take a chance and spin to win. The casino boasts over 1,500 slot machines, MGM Springfield always has new games on the floor. More machines mean more opportunity.

Address: 1 MGM Way, Springfield, MA 01105

Hours: Open 24 hours | Phone: (413) 273-5000

<https://mgmspringfield.mgmresorts.com/en.html>



- ***Dr. Suess Museum***

The Amazing World of Dr. Seuss Museum, the newest museum on the Quadrangle, is devoted to Springfield native Theodor Geisel, aka Dr. Seuss!

Address: 21 Edwards St, Springfield, MA 01103

Phone: (413) 263-6800

<https://springfieldmuseums.org/about/dr-seuss-museum/>



PLACES TO GO THINGS TO DO

We continue with the "something for everyone" list of area attractions.

For more about Springfield, MA, visit the Chamber of Commerce at:
<https://springfieldregionalchamber.com/>

We wish you safe travels!

- *Springfield Armory*

For nearly two centuries, the U.S. Armed Forces and American industry looked to Springfield Armory for innovative engineering and superior firearms. Springfield Armory National Historic Site commemorates the critical role of the nation's first armory by preserving and interpreting the world's largest historic US military small arms collection, along with historic archives, buildings and landscape.

Address: 1 Armory St #2, Springfield, MA 01105
Web: <https://www.nps.gov/spar/index.htm>



- *Six Flags*

Six Flags New England, formerly known as Gallup's Grove, Riverside Grove, Riverside Park and Riverside: The Great Escape, is an amusement park located in Agawam, Massachusetts, a western suburb of Springfield, Massachusetts. Wikipedia

Address: 1623 Main St, Agawam, MA 01001
Phone: (413) 786-9300
<https://www.sixflags.com/newengland>



At the time of this writing, the October schedule was not available on the site, so please check it for details if scheduling a visit.



MEET OUR TEAM

IMPORTANT SHOW CONTACTS

It takes tremendous time, resources and talents to put on a show like the Yankee Security Convention. At the helm are a core of volunteers, the Board of Directors and people like you. For additional show information as you plan your event, keep this list of show contacts available. We look forward to having you become part of another successful event in 2023.



Lee Whitford



Exhibitor Contact,
Board Member



860-790-6312



exhibitors@yankeesecurity.org



D. J. Dabenigno



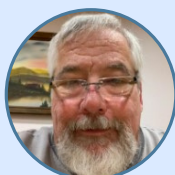
Exhibitor Contact
Board Member



781-350-5770



dj@dabbslock.com



Bob O'Keefe



Sponsor Contact
Board Member



781-861-1056



rokeefe25@verizon.net



Scott Newbury



Attendee Registration
Board Member



860.829.9112
860.550.4587 (cell)



info@yankeesecurity.org



STAY CONNECTED **ALL YEAR LONG**

Our mission is to ensure that our industry remains a strong, vibrant, and responsive industry that attracts new talent and supports great companies. The money we raise provides scholarships to secure this future, with bright, innovative students that learn from us, further the trade and make our world a safer place.

We encourage you to stay connected and an active part of the Yankee Security Convention - not only at the show - but all year long.

Exhibitor Contacts

 860-528-7237
Lee Whitford
lwhitfordjr@comcast.net

 781-350-5770
D.J. Dabenigno
dj@dabbslock.com

Website

 www.yankeesecurity.org

General Email

 info@yankeesecurity.org

Social Media

 www.linkedin.com/company/yankee-security-convention-inc/

 Facebook: Yankee Security Convention Inc

On behalf of the Yankee Security Convention Board Members, we thank you for your interest in our event and look forward to seeing you at the show!