



**YANKEE
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CONVENTION**

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www.yankeesecurity.org

FOR IMMEDIATE RELEASE

Press Contacts: Scott Newbury, info@yankeesecurity.org

Yankee Security Convention Elevates Exhibitor Opportunities and Introduces an Innovative DEMO ZONE for the 2023 Show

September 5, 2023 - East Hartford, CT - Yankee Security Convention, a 501C3 charitable organization committed to the promotion and further education of the locksmith and security industry is proud to unveil an exciting addition for the upcoming 2023 Show – the DEMO ZONE.

As the convention continues to evolve and deliver exceptional value, the DEMO ZONE marks a significant leap forward in enhancing exhibitor engagement and attendee experiences. This dynamic new offering invites exhibitors to take center stage and captivate attendees with immersive 20-30 minute informational and/or demonstration sessions that showcase new products, tools, services, solutions and software. By integrating these interactive sessions into the heart of the convention floor, attendees can seamlessly transition from exploring innovative products and services to experiencing them firsthand.

At the DEMO ZONE, exhibitors are presented with a host of exceptional opportunities:

No Added Costs: Participating in the DEMO ZONE comes at no additional expense, establishing an equitable and accessible platform for exhibitors to showcase their latest offerings.

Showcase Excellence: The DEMO ZONE will enable exhibitors to present their latest and most cutting-edge products, tools, software, or services to an engaged audience seeking hands-on experiences.

Dedicated Space: An exclusive area of the convention floor has been designated for DEMO ZONE sessions, eliminating the need for attendees to leave the bustling Convention Hall.

Complete Setup: Each session is facilitated with optimal amenities, including seating for attendees, tables, a projector, and a screen for presenters to seamlessly deliver their captivating demonstrations.

Got questions? Please contact info@yankeesecurity.org.



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Strategic Insight: Exhibitors will receive the DEMO ZONE schedule approximately two weeks before the event, allowing them to plan and prepare for their sessions effectively.

The Yankee Security Convention's commitment to exhibitor success and attendee satisfaction drives this groundbreaking initiative. By offering an innovative channel to engage and interact, the DEMO ZONE empowers exhibitors to leave an indelible mark on attendees, fostering lasting connections that extend beyond the event itself.

As the DEMO ZONE presents limited time slots, exhibitors are strongly encouraged to seize this unique opportunity and request a slot as soon as possible. To request a DEMO ZONE spot, interested exhibitors are invited to reach out to Ginny at Ginny@newburysales.com. In the email, kindly specify the desired number of slots and the proposed topics for the sessions.

Yankee Security Convention looks forward to welcoming exhibitors and attendees alike to experience the groundbreaking DEMO ZONE, enriching the event's atmosphere and delivering unmatched value to all participants. Show exhibit dates are Saturday and Sunday, October 28-29, 2023.

About Yankee Security Convention

Yankee Security Convention, Inc., is a not-for-profit trade organization, formed in 1978 by a group of New England locksmiths. Through their dedication to the industry and a keen understanding that the region needed a venue to showcase the advancement of the trade, the first show was successfully held in Chicopee, MA.

The organization is run by a volunteer Board of Directors. The proceeds from the Convention help fund scholarships for Locksmiths and their families to further the trade throughout New England.

Trade show registration is free if you register before October 7, 2023, after which it is \$15 per person. Please visit www.yankeesecurity.org to register for classes and the trade show. Note that classes sell out early so act now to secure your spot.

For more information contact info@yankeesecurity.org

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