



BLOG: October 2023

Leveraging Your Yankee Experience: An Attendees Guide to Maximizing Show Value

Are you planning to attend the Yankee Security Convention this year? If so, you're in for an incredible experience filled with cutting-edge security products, insightful classes, and valuable networking opportunities. To make the most out of your time at the convention, it's essential to plan ahead and have a strategy in place.

In this guide, we'll walk you through the steps to maximize your Yankee Security Convention experience and ensure you get the most value out of the event. Read on!

Research and Plan Ahead

Check the Exhibitor List in Advance

Before you even set foot in the convention center, take some time to review the exhibitor list available on Yankee Security Convention website [here](#) and [grab the show floor plan here](#).

Make a list of the booths you want to visit first based on your specific interests and needs. This will help you prioritize your time and ensure you don't miss out on any must-see exhibits.

Pre-Schedule Appointments

Once you've identified the exhibitors you want to visit, consider calling or emailing them in advance to book an appointment to speak with them. Let them know about any specific products or services you're interested in, so they can prepare relevant information and demonstrations for your visit. This will save you time and





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ensure a personalized experience.

Register Early

Remember, registration for the show is FREE up until October 7th and will be \$15 after that date. Register for the show [here](#).



Take Part in the Brand New Demo Zone

Review the Demo Zone Schedule

The Yankee Security Convention is proud to announce the addition of the brand-new Demo Zone where exhibitors showcase their latest products and technologies.

To stay ahead of the curve, check the website for the complete Demo Zone schedule and make note of the demonstrations you want to attend. Arrive early to secure a front-row seat, as these demos will be informative and give you a firsthand look at cutting-edge solutions.

Make the Most of Educational Opportunities

Class Schedules and Offerings

The convention offers a variety of educational courses across four different tracks: Basic & Mechanical Locksmithing, Access Control, Safes, and Automotive. For a breakdown on which classes are offered under each track click [here](#).

To make the most of these opportunities, review the class schedules and course offerings in advance. You can access the show brochure with class information [here](#). Identify the ones that align with your professional goals and interests and be sure to sign up for them ahead of time. Popular sessions can fill up quickly, so securing your spot early is essential. Click [here](#) to register for classes today!

Be sure to take advantage of the free Saturday morning class being hosted at 9am on Oct 28th. This class “Live from Springfield, MA - It’s I Dig Hardware” features Lori Greene, leading industry expert and is sponsored by Allegion. For more on Lori Greene, [click here](#).

Network Effectively

Attend Networking Events

One of the most valuable aspects of any convention is the opportunity to network with industry peers and insiders. Take advantage of free networking events, social gatherings, and mixers at the convention. Kick off the weekend with the Yankee Security Convention Social being held on Friday Oct 27th at the Sheraton Hotel



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in the Stone Haven Room at 6pm. The next day, be sure to join us for the Annual Locksmith & Distribution Party on Saturday October 28th at the Mass Mutual Center on the 2nd Floor Ballroom, sponsored by ASSA ABLOY. These events can be a goldmine for making connections, sharing insights, and even discovering new career opportunities.

In addition to these more structured events, be sure to take a break and visit our Social Zone where you can relax and reset, making casual conversation with exhibitors and attendees.

Connect With Our Sponsors

Be sure to visit the booths of our wonderful sponsors! Our sponsors are leaders in the locksmith industry and are committed to elevating and enhancing the industry as a whole, beyond the convention.

You can learn more about the sponsors for this upcoming show by checking out our press releases [here](#). To visit their individual websites to learn more about these amazing companies click the name of the sponsors below:

- Diamond Sponsor- [Top Notch Distributors](#)
- Diamond Sponsor - [SECLOCK](#)
- Ruby Sponsor - [American Key Supply](#)
- Ruby Sponsor - [JMA](#)
- Emerald Sponsor - [Commonwealth Lock Company](#)

Stay Organized

Create a Schedule

With so much happening at the Yankee Security Convention, it's easy to get overwhelmed. Create a daily schedule or itinerary to keep track of your appointments, class sessions, and networking events. Having a clear plan will help you stay organized and make the most of your time.

Take Notes

Bring a notebook or use a note-taking app to jot down key takeaways, contact information, and insights from the exhibitors, classes, and networking events. This will help you remember important details and follow up with new contacts after the convention.

Maximize Your Time

For 2023 the Yankee Security Convention is offering expanded show hours. Plan to take advantage of this increased time to network and explore what the show has to offer. You never know, you may be a lucky



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attendee and win one of the hourly giveaway prizes! Prizes include various electronics including a Garmin Smart Drive GPS and Samsung Galaxy Tablet. Maybe you'll win the grand prize and receive a scholarship to the 2024 Yankee Security Convention including lodging and 3 days of classes! But remember, you have to present to win!

If you have extra time over the weekend, be sure to check out some local attractions. Whether it's Six Flags or the Dr. Seuss Museum, there's something fun for everyone! Click [here](#) to learn more about fun events in the area.

Follow Up After the Convention

Once the convention is over, the networking and learning don't have to stop. Follow up with the contacts you made, review your notes, and explore further any products or services that caught your interest. This post-convention engagement can lead to valuable business opportunities and collaborations.

In Conclusion

In conclusion, attending the Yankee Security Convention can be a game-changer for your career in the security industry. By planning ahead, staying informed, making the most of educational opportunities, and networking effectively, you can maximize your time at the event and extract incredible value from your Yankee experience. So, get ready to immerse yourself in the world of security innovation, and make this convention an unforgettable chapter in your professional journey.

For more on Yankee Security Convention and our upcoming event, visit www.yankeesecurity.org.