



YANKEE SECURITY CONVENTION

SECURING THE FUTURE

JOIN US FOR OUR 44TH ANNUAL EVENT
OCTOBER 23 - 27, 2024 | MASS MUTUAL CENTER | SPRINGFIELD, MA



BLOG: February 2024

Celebrating Our Partners:

Why We Love Our Yankee Security Convention Sponsors

As the excitement builds for this year's Yankee Security Convention, it's essential to take a moment to appreciate the incredible support we receive from our exhibitors and sponsors. Behind every successful event, there are dedicated organizations who contribute not only financially but also with their expertise, time, products, and services.

In this blog post, we'll delve into why sponsors are integral to the success of events like ours and express our gratitude to our esteemed sponsors from last year and invite you to consider sponsoring our 44th annual event. Read on.

Our exhibitors and sponsors make the Yankee Security Convention possible. 2023 was the first year the Yankee Security Convention offered formal show sponsorships. Here are just a few reasons why we appreciate and support our sponsors.

1. Financial Support:

No trade show could occur without the financial support of the exhibitors who purchase booth space. Sponsors go beyond this and provide additional financial support to offer attendees incentives to attend. Incentives include industry swag, networking events, and opportunities for educational enrichment. From venue rental to speaker fees, marketing materials to catering, the costs of putting together a convention can quickly add up. The generous support of our sponsors allows us to offer a better experience to our attendees.

2. Industry Expertise and Innovation:

Our sponsors aren't just contributing financially; they also bring their industry expertise and innovative products to the table. All exhibitors showcase the latest advancements in security technology, tools, and solutions.



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Sponsors enrich the convention experience for attendees by teaching seminars, hosting social events, and providing gifts to attendees. Our sponsors play a pivotal role in keeping The Yankee Security Convention dynamic, informative, and fun.

3. Networking Opportunities:

One of the most significant benefits of attending the Yankee Security is the opportunity to network with industry peers, experts, and potential collaborators. Sponsors enhance these networking opportunities by bringing together professionals from various sectors of the security industry. Whether you're a locksmith, a security consultant, or a technology provider, our sponsors offer events, social zones and forums for meaningful connections that can lead to future partnerships and collaborations.

4. Industry Growth and Awareness:

By supporting the Yankee Security Convention, sponsors contribute to the overall growth and awareness of the security industry. Conventions provide a platform for professionals to exchange ideas, stay updated on industry trends, and learn from one another. Additionally, the exposure gained through sponsoring such events helps sponsors raise brand awareness and establish themselves as leaders in the field.

5. Strengthening the Industry for the Future:

Finally, the support of sponsors not only benefits the present but also strengthens the security industry for the future. By investing in events like ours, sponsors demonstrate their commitment to advancing the field and nurturing the next generation of security professionals. Whether through scholarships, mentorship programs, or educational initiatives, sponsors play a crucial role in shaping the future of the industry.

In Appreciation of Last Year's Sponsors:

We would like to extend our sincere gratitude to last year's sponsors: AKG Academy provided instruction for our Automotive track.

- **Allegion** conducts the Saturday Morning Seminar, highlighting important industry topics. They are also an integral part of our educational program, providing day and evening classes.
- AKG Academy provided instruction for our Automotive track.
- **American Key Supply** sponsored our lanyards.
- **Amsec** provided instruction for our Safe track
- **AssaAbloy** puts on the Saturday Night Arrow/Medeco Social Event that all attendees look forward to. They also support our educational initiative by supplying instructors.
- **Commonwealth Lock** sponsored the water stations on the show floor.
- JMA USA sponsored the Social Zone on the trade show floor.
- **Repworks** provided instruction for our Access Control track.
- **SECLOCK** provided the bags each attendee received upon checking in.
- **Top Notch Distributors** sponsored our water bottles.



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The unwavering support and commitment to excellence demonstrated by these sponsors helped make the 2023 Yankee Security Convention a resounding success. We value your partnership and look forward to continuing our collaboration in the upcoming year.

In conclusion, sponsors are an integral part of the success of the Yankee Security Convention. Their financial support, industry expertise, and commitment to innovation not only enhance the attendee experience but also contribute to the growth and strength of the security industry. As we prepare for another exciting convention, we celebrate and express our gratitude to our sponsors, past, and present, for their invaluable contributions.

If you are interested in finding out more about the 2024 sponsorship opportunities, please contact our team at exhibitors@yankeesecurity.org.

See you at Yankee Security Convention later this year, October 23 – 27, 2024 at the Mass Mutual Center in Springfield MA!