



YANKEE SECURITY CONVENTION

SECURING THE FUTURE

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



BLOG: May 2024

Getting Ready for Yankee Security Convention: Your Ultimate Pre-Show Checklist

The excitement is palpable as we get closer to the Yankee Security Convention returning to Springfield, MA for the 44th Annual Event, slated for October 23-27, 2024. This 5-day gathering of locksmiths and security professionals promises an unparalleled opportunity for networking, education, and industry insights.

We took the liberty of compiling a thorough pre-show checklist to make sure you are prepared for the show. Dive into the checklist below and if you have not signed up to exhibit yet, there's still time! Head over to the [exhibitor portal now](#) to secure your spot and access the manual for more information.

Follow these simple steps to prepare for the upcoming trade show:

Research and Plan Ahead:

Before immersing yourself in the convention's bustling atmosphere, take a moment to review the exhibitor list and grab the show floor plan. Identify booths of interest and pre-schedule appointments with exhibitors to streamline your experience. With over one hundred exhibitors and new sponsorship opportunities, planning is key to maximizing your time.

If you're an exhibitor interested in sponsoring the event, [click here](#) to view the current sponsorship opportunities.



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Take Part in the Demo Zone:

Explore the Demo Zone where exhibitors highlight their latest innovations. Check the schedule and arrive early to secure front-row seats for firsthand insights into cutting-edge products and technologies.

P.S. If you are an exhibitor, reach out to our team to discuss Demo Zone opportunities to try to secure your own time slot!

Make the Most of Educational Opportunities:

With over twenty-five classes covering a wide variety of subjects, the convention offers valuable educational opportunities led by industry experts. Classes fall under one of four educational tracks: basic and mechanical locksmithing, access control, safes and automotive. Classes will be held each day October 23rd- October 25th, 2024. Evening classes available that Wednesday and Thursday. Class registration opens this summer, so be sure to secure your spot early.

Stay informed about class offerings and updates on the [Yankee Security Convention website](#).



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Network Effectively:

Forge connections and gain insights from industry peers at free networking events like the 2nd Annual Yankee Security Convention Social on Friday, October 25th from 6-9 PM and the ASSA ABLOY Locksmith & Distributor Party on Saturday October 26th from 6-8 PM.

Take advantage of the expanded trade show hours to meet fellow professionals and explore new products and services.

Stay Organized:

Craft a daily schedule to manage appointments, classes, and networking events effectively. Take notes throughout the convention to capture key insights and contact information for future follow-ups.

Maximize Your Time:

Plan to take advantage of the increased trade show hours and explore what the convention has to offer. Register for classes and the trade show early to secure your spot, as classes tend to fill up quickly.

Follow Up After the Convention:

After the convention concludes, continue the conversation by following up with contacts and exploring further opportunities that arose during the event. Stay connected with industry updates and news through the Yankee Security Convention website and social media channels.

Stay tuned for our post show guide for straightforward ways to maximize follow up after the show.



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Follow Yankee Security on Social Media:

Stay updated on all things Yankee Security Convention by following us on [Facebook](#) and [LinkedIn](#)! Get the latest news, updates, and exclusive content leading up to the event. Do not miss important announcements and engaging discussions—connect with us today!

The Yankee Security Convention offers a unique opportunity to connect with industry experts, explore innovative technologies, and gain valuable insights into the world of security.

By planning and actively engaging with all the convention has to offer, you can make this event a pivotal moment in your professional journey.

So, get ready to secure your spot and immerse yourself in the world of security innovation! For more information and to register, visit www.yankeesecurity.org.