



ESA ELECTRONIC
SECURITY
ASSOCIATION®

MEDIA

2024

KIT

esaweb.org

the
voice of electronic life safety,
security and integrated systems.

STRATEGIC PARTNERSHIPS | PRINT & DIGITAL ADVERTISING | EVENTS | WEBINARS | MARKETING

2024

About ESA

Established in 1948, the Electronic Security Association (ESA) is the largest trade association representing the electronic security and life safety industry. Member companies install, integrate and monitor intrusion and fire detection, video surveillance and electronic access control systems for commercial, residential, industrial and governmental clients. In cooperation with an alliance of chapter associations, ESA provides technical and management training, government advocacy and delivers information, advice, tools, and services that members use to grow their businesses and prosper.

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18

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22

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29

Mailing:

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www.ESAweb.org

**OUR MEMBERS
STRATEGIC PARTNERSHIPS
PRINT
DIGITAL
THOUGHT LEADERSHIP
EMAIL
WEBINAR SPONSORSHIP
EVENTS
PROFESSIONAL GROUP
BUNDLE PACKAGES**

ESA MEMBERS

Nearly **2,000** member companies

Represent more than

70%

of the commercial and residential markets.

THEY SERVE 34 MILLION CLIENTS

PRIMARY BUSINESS

Security Installing Dealer/
Systems Integrator
71%

Security Installing Dealer/
Systems Integrator with a
Central Station
20%

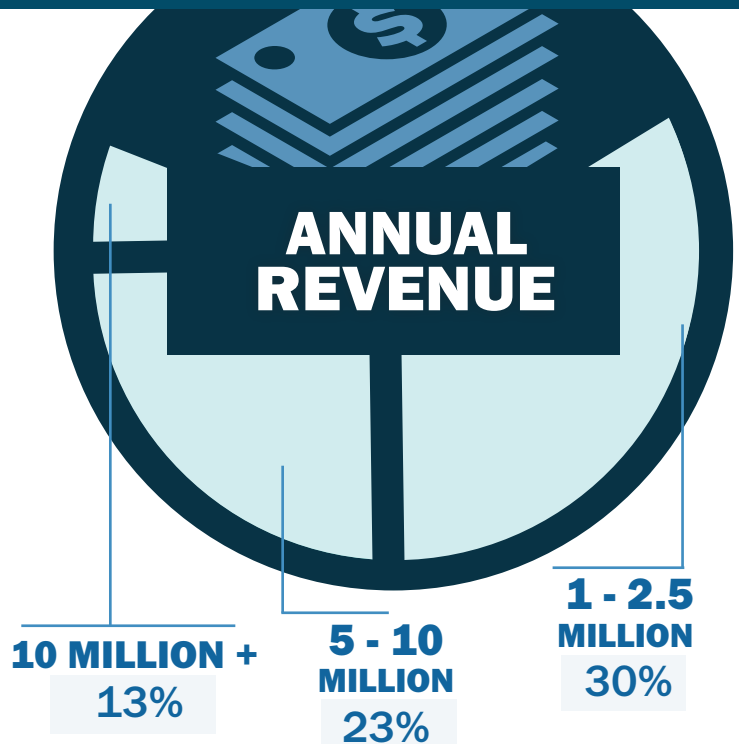
REMAINING 9%

IT VAR/Systems Integrator/MSP

Automation, A/V or Satellite Dealer,
Electrical Contractor

Central Station (Non-installing)

Security Consultant



7 OF THE TOP 10



*COMPANIES ON THE SDM 100 LIST ARE ESA MEMBERS.

40%

of Top Systems Integrators and the SDM 100 are ESA Members



*PUBLISHED SINCE 1991, THIS LIST RANKS COMPANIES ACROSS THE NATION BY RECURRING MONTHLY REVENUE (RMR).

ESA partnerships and exposure opportunities will gain you access to an additional

20,000+

SECURITY INDUSTRY PROFESSIONALS

serve every
end market

- Retail Businesses 89%
- Residential - Single-Family 85%
- Office Buildings & Suites 82%
- Restaurant/Food Service 81%
- Houses of Worship 73%
- Residential - Multi-Family 69%
- Industrial/Manufacturing 62%
- Schools (K-12) 60%
- Government (State & Local) 58%
- Hospitals/Nursing Homes 56%
- Hotels/Motels/Resorts 51%
- Banks 47%
- Entertainment/Sporting Facilities 41%
- Utilities 37%
- Transportation 33%
- Fortune 1000 companies 25%
- Airports 22%

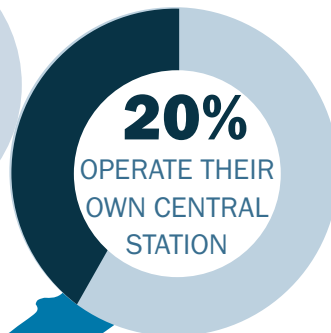


have an average
78
employees

Reported
17%
growth
in product
purchases

been in
business
more than
20 years

96%
are in a
management
position or
higher



*Data from 2018 ESA Member Profile Survey



ON AVERAGE MEMBERS SPEND OVER
\$1,702,079

ANNUALLY ACROSS THE FOLLOWING PRODUCT CATEGORIES

Video Surveillance Systems
Intrusion Alarm Systems
Fire Alarm Systems
Access Control Systems

Accessories & Supplies
Sound, Communications, Automation
IT/Networking
Home & Building Automation

Consulting & Business Services
Digital Health Systems
Central Station Equipment

“

Once again the ESA provides us with the ability to engage with dealers, which allows us to focus on delivering the products and services that they need to be successful.

ESA is a real asset to not only the industry as a whole, but also to companies that are looking to service or sell into the security industry. ”

Mark Hillenburg
VP of Industry Relations at DMP

An investment in ESA is an investment in the electronic security, life safety and integrated systems channel. As the longest standing and largest non-profit trade association serving the market, we are the voice of our members. All sponsorship profits are funneled back into the industry for education, workforce development, public relations and more.



the

voice

of electronic life safety,
security and integrated systems.

ESA ELECTRONIC
SECURITY
ASSOCIATION[®]

Diamond Executive Strategic Partner (EXCLUSIVE)

The most comprehensive partnership, the Diamond Executive Strategic Partner receives the ultimate level of exclusive exposure throughout the year.

Platinum Executive Strategic Partner (EXCLUSIVE)

The Platinum Executive Strategic Partnership receives consistent exposure throughout the year in every aspect of our recognition opportunities.

Gold Executive Strategic Partner (Limited to 4)

Gold Executive Strategic Partners take advantage of the majority of our recognition opportunities, providing exposure for your company consistently throughout the year.

Silver Executive Strategic Partner (Limited to 6)

Silver Executive Strategic Partners receive valuable and powerful exposure throughout the year, taking advantage of every media available and several of our event recognition opportunities.

First Time Strategic Partners (Limited to 10)

This relatively new strategic partner level allows first time companies to gain valuable, ROI garnering exposure to the ESA audience. Experience partnership power at entry level costs for your first year.

resideo

 TELGUARD

 Security America
INDUSTRY-SPECIFIC INSURANCE

 snap one™

 NAPCO
SECURITY TECHNOLOGIES

 KINGS III
EMERGENCY COMMUNICATIONS

 ICT®

 DMD®

 BECKLAR
Enterprise Monitoring



Kaadas
Smart Lock Solutions



EXECUTIVE STRATEGIC PARTNERSHIPS

High impact, comprehensive channel marketing opportunities throughout the entire year.

Executive Strategic Partner Program

The Executive Strategic Partner (ESP) program provides comprehensive marketing platforms, offering valuable year-round exposure through an array of print and online media, digital sponsorships and event opportunities.

These bundled packages are designed to provide maximum return on investment by meeting your primary objectives through extensive overall promotional benefits, unique exposure at signature events and direct access to members.

ESPs are recognized as the true visionaries and leaders of the electronic life safety and security industry. Through their support of the association, they invest in the future of the industry.

Arlo Go LTE Mobile HD Camera

Arlo Pro HD Camera

THANKS TO TELGUARD'S PARTNERSHIP WITH ARLO.

Used as a stand-alone video system or an extension of HomeControl Flex, Arlo wire-free HD cameras can be installed anywhere. Combined with IFTTT, and Amazon Alexa integration, Telguard allows you to meet the growing demand for interactive services. Security distributors nationwide.

AMETEK®

Fast, Faithful Learners

"You have to teach them, but it doesn't take long. I've got two dogs in my lab that can drive a robot in a maze," says Jackson. "Dogs are way more intelligent than a lot of people think, because they've just never tried to train them. But with proper training methods, it works."

To test whether dogs could activate wearables, the dogs in one FIDO project study were trained to use simple interfaces attached to their vests that required a bite, tug or poke with their nose. These interfaces activated simple Arduino circuit boards equipped with an SD card to record the animals' interactions with the device. In one study, 11 different breeds - each with different backgrounds and levels of training - participated in testing the different interfaces.

The rigorous tests showed researchers surprising results: a wide variety of dogs can be trained quickly to use interface devices never seen before.

"The longest it took to train any of the sensors was 27 minutes, the shortest was 27 seconds, so that's compelling," says Jackson. "The

DIAMOND

EXECUTIVE STRATEGIC
PARTNERSHIP



THE
ART
OF THE

DEAL

Over \$220,000 in value for only \$95,000.

EXCLUSIVE resideo

Print Advertising

Two-page, center spread, full color ad in all 8 issues of Security Nation
**Plus "Digital Edition Ad Boost" ★*

Full-page, full color ad in the 2025 NTS Course Catalog
**Plus "Digital Edition Ad Boost"*

Special mention in every issue of Security Nation as an Executive Strategic Partner

Digital Advertising

Ad Retargeting Campaign ★

Ad Zone 2 Banner on ESA site

Special mention on ESA site (Ad Zone 1)

Five (5) job postings on the FAST Resource Center

Featured Content on ESA's Social Platforms

CONTENT MARKETING:
Ability to provide up to
15 news items/year for
inclusion in ESP News
Section, ESA Integrator

★ These inclusions are unique to the Diamond Partnership.

Email Marketing

ESA Integrator e-News: Issue Sponsor (2 QTRs/24x distro)

ESA Integrator e-News: Product Showcase, Annual Run

Product/Company Highlight in exclusive ESP Product Showcase Newsletter - Quarterly

Special recognition as a Strategic Partner in all issues of: Integrator, NTS News, Government Insider

PR

Press release issued by ESA to announce partnership

ESX Event Exposure

Additional 15% OFF Deluxe Passes for Staff at ESX 2024 and on 2025 Sponsorships at Re-book in June ★

ESA Annual Meeting Sponsor at ESX ★

EMP National Forum Sponsor ★

(1) ESX Innovation Award Entry

Full Page Ad in On-Site Guide

Show Floor Announcement

Exclusive Sponsorship of the Weinstock Celebration ★

ESA Training Room Sponsor ★

Sponsored Post on ESX Social Platforms

Banner Ad on ESX website - 2 Months

Product Listing and Banner Ad in ESX Newsletter - 1x

Additional Branding

Morris F. Weinstock Memorial Person of the Year Award Sponsor ★

Special recognition in the ESA booth at ESX 2024

Sponsorship of both the Rising Leaders and Executive Management Professionals Groups

Gift sponsor for ESX

Promotional material and special mention included in the 2024 Regular Member Success Center

Branding in "Take Action" ESA's Government Relations/Advocacy Tool and in all push marketing for these campaigns

Thought Leadership

Two Sponsored Articles in ESA Integrator

Print Advertising

Two-page spread, full color ad in all 8 issues of Security Nation
*Plus "Digital Edition Ad Boost" ★

Special mention in every issue of Security Nation as an Executive Strategic Partner

Full-page, full color ad in the 2025 NTS Course Catalog
*Plus "Digital Edition Ad Boost"

Digital Advertising

Banner ad on ESA website (Ad Zone 2) ★

Special mention on the website as an Executive Strategic Partner (Ad Zone 1)

Five (5) job positings on the FAST Resource Center ★

Featured Content on ESA's Social Platforms

Email Marketing

ESA Integrator Newsletter: Issue Sponsor (one quarter/distribution 12x)

ESA Integrator e-News: Top Leaderboard Ad, Annual Run ★

CONTENT MARKETING: Ability to provide up to 15 news items/year for inclusion in ESP News Section, ESA Integrator

Special recognition as an Executive Strategic Partner in all issues of: ESA Integrator, NTS News, ESA Government Insider

Product/Company Highlight in exclusive ESP Product Showcase Newsletter - Quarterly

Two Dedicated HTML Email Blasts to 24,000+ security pros

PR

Press release issued by ESA to announce partnershi

ESX Event Exposure

Additional 10% OFF Deluxe Passes for Staff at ESX 2024 and on 2025 Sponsorships at Re-book in June ★

ESA Board of Directors Meeting Sponsor ★

(1) ESX Innovation Award Entry

Full Page Ad in On-Site Guide

Show Floor Announcement

Announcement of Sara E. Jackson Award Recipient at ESA General Session ★

Sponsored Post on ESX Social Platforms

Banner Ad on ESX website - 2 Months

Product Listing and Banner Ad in ESX Newsletter - 1x

Additional Branding

Sara E. Jackson Memorial Award Sponsor ★

Special recognition in the ESA booth at the Electronic Security Expo (ESX)

Rising Leaders Professional Group Sponsor ★

Gift sponsor for ESX

Promotional material and special mention included in the 2024 Regular Member Success Center

Branding in "Take Action" ESA's Government Relations/Advocacy Tool and in all push marketing for these campaigns

★ These inclusions are not found in the gold and silver partnership packages.

Over \$124,000 in value for only \$67,000

PLATINUM
EXECUTIVE STRATEGIC
PARTNERSHIP

EXCLUSIVE



GOLD

EXECUTIVE STRATEGIC
PARTNERSHIP

1 AVAILABLE



Print Advertising

Two-page spread, full color ad in 4 issues of Security Nation

*Plus "Digital Edition Ad Boost"

Full-page, full color ad/advertorial in 4 issues of Security Nation

*Plus "Digital Edition Ad Boost"

Special mention in every issue of Security Nation as an Executive Strategic Partner

Full-page, full color ad in the 2025 NTS Course Catalog

*Plus "Digital Edition Ad Boost"

Digital Advertising

Banner ad on ESA website (Ad Zone 3)

Special mention on the website as an Executive Strategic Partner (Ad Zone 1)

Three (3) job postings on the FAST Resource Center

Featured Content on ESA's Social Platforms

These inclusions are not found in the silver partnership package.

Email Marketing

ESA Integrator Newsletter: Issue Sponsor (one quarter/distribution 12x)

CONTENT MARKETING: Ability to provide up to 10 news items/year for inclusion in ESP News Section, ESA Integrator

Product/Company Highlight in exclusive ESP Product Showcase Newsletter - Quarterly

Special recognition as an Executive Strategic Partner in all issues of: ESA Integrator, NTS News, ESA Government Insider

One Dedicated HTML Email Blast to 24,000+ Security Pros

PR

Press release issued by ESA to announce partnership

ESX Event Exposure

Additional 8% OFF Deluxe Passes for Staff at ESX 2024 and on 2025 Sponsorships at Re-book in June

ESA Member Reception Sponsor

(1) ESX Innovation Award Entry

Full Page Ad in On-Site Guide

Show Floor Announcement

Sponsor of Committee Meetings

Sponsored Post on ESX Social Platforms

Banner Ad on ESX website - 2 Months

Product Listing and Banner Ad in ESX Newsletter - 1x

Thought Leadership

Two Sponsored Article Features in ESA Integrator (this can be product/marketing driven as well)

Additional Branding

Special recognition in the ESA booth at ESX 2024

Gift sponsor for ESX

Promotional material and special mention included in the 2024 Regular Member Success Center

Branding in "Take Action" ESA's Government Relations/Advocacy Tool and in all push marketing for these campaigns

Over \$80,000 in value
for only \$42,000.

Customizations Available



Print Advertising

Full-page, full color ad/advertorial in all 8 issues of Security Nation
**Plus "Digital Edition Ad Boost"*

Special mention in every issue of Security Nation as an ESP

Full-page, full color ad in the 2025 NTS Course Catalog
**Plus "Digital Edition Ad Boost"*

Digital Advertising

Banner ad on ESA website (Ad Zone 4)

Special mention on the website as an Executive Strategic Partner (Ad Zone 1)

Featured Content on ESA's Social Platforms

Three (3) job postings on the FAST Resource Center

Email Marketing

CONTENT MARKETING: Ability to provide up to 10 news items/year for inclusion in ESP News, ESA Integrator

Product/Company Highlight in exclusive ESP Product Showcase Newsletter - Quarterly

Special recognition as an Executive Strategic Partner in all issues of: ESA Integrator, NTS News, ESA Government Insider

PR

Press release issued by ESA to announce partnership

Event Exposure

Additional 5% OFF Deluxe Passes for Staff at ESX 2024 and on 2025 Sponsorships at Re-book in June ★

ESA Member Reception Sponsor at ESX

(1) ESX Innovation Award Entry

Full Page Ad in ESX On-Site Guide

ESX Show Floor Announcement

Sponsored Post on ESX Social Platforms

Banner Ad on ESX website - 2 Months

Product Listing and Banner Ad in ESX Newsletter - 1x

Sponsorship of Town Hall Webinar at District Day ★

Additional Branding

Special recognition in the ESA booth at ESX 2024

Gift Sponsor for ESX

Promotional material and special mention included in the 2024 Regular Member Success Center

Branding in "Take Action" ESA's Government Relations/Advocacy Tool and in all push marketing for these campaigns

Customizations Available

SILVER
 EXECUTIVE STRATEGIC
 PARTNERSHIP

3 AVAILABLE



Over \$60,000 in value for only \$30,000.

FIRST TIME

EXECUTIVE STRATEGIC PARTNERSHIP



Kaadas
Smart Lock Solutions

7 AVAILABLE

Print Advertising

(3) full-Page, full color ads in Security Nation Magazine Plus, a complimentary "ESA Ad Boost"

ESP recognition in every issue of Security Nation

Digital Advertising

Special mention on the website as a First Time Strategic Partner (Ad Zone 1)

Ad Zone 3 Banner Ad on ESAweb.org for 1 Quarter

Featured Company/Product Call-Out on ESA's Social Platforms

Email Marketing

Featured Company/Product Listing in EXCLUSIVE ESP Showcase Newsletter - Quarterly

CONTENT MARKETING: Ability to provide up to 5 news items/year for inclusion in ESP News Section, ESA Integrator

Special recognition as a First Time Strategic Partner in all issues of: ESA Integrator, NTS News, and Government Insider

(1) Dedicated HTML Email to 24,000+ Security Pros

Mini Leader Banner Ad in ESA Integrator - 13 weeks

Sponsored Article Content/Case Study in Integrator - 4x or 4weeks

Company/Product Showcase in ESA Integrator - 4 week run

(1) 1-Hour Webinar Sponsorship (or an additional HTML Email)

PR

Press release issued by ESA to announce partnership

Event Exposure

Gift sponsor for ESX

Additional Branding

Branding in "Take Action" ESA's Government Relations/Advocacy Tool and in all push marketing for these campaigns

Special recognition in the ESA booth at the Electronic Security Expo (ESX)

Promotional material and special mention included in the 2024 Regular Member Success Center

Exclusive Discounted Rates for the following Add-on's:

ESX Booth Space: 10% OFF

Full Page Ad in 2025 NTS Course Catalog: \$1,750 (\$2,750 value)

Full Page Ads in the 2024 ESX and ESA Bonus Issues of Security Nation: \$1,500 (\$2,650 value)

Additional Webinar or Email Blast Sponsorship: \$2,500 (\$3,250 value)

Over \$40,000 in value for \$15,000.

PRINT



SECURITY NATION

Circulation: Over 3,500 print

PLUS: expanded distribution at major events and digital distribution to nearly 24,000 security professionals

This glossy, full color publication is distributed bi-monthly to thousands of security industry executives and business owners. Security Nation coverage includes legislative and regulatory updates, industry news, ESA program announcements, event coverage, product and service information, and a variety of other features from subject matter experts on issues that interest and impact our members.

86% of readers are executive decision makers
Owner, Partner, President, General Manager, Executive VP



**PRINT
ADVERTISING
2024**

SECURITY NATION EDITORIAL CALENDAR

	DISTRIBUTION	AD ORDER DUE	AD MATERIALS DUE
Volume 1 <i>January/February</i>	February	Nov. 29, 2023	Dec. 1, 2023
Volume 2 <i>March/April</i>	April	Jan. 31, 2024	Feb. 2, 2024
Volume 3 <i>May/June</i>	June	Apr. 3, 2024	Apr. 5, 2024
Volume 4 <i>July/August</i>	August	May 29, 2024	May. 31, 2024
ESX Bonus Issue	Polybagged with July/August	May 29, 2024	May. 31, 2024
Volume 5 <i>September/October</i>	October	Jul. 31, 2024	Aug. 2, 2024
Volume 6 <i>November/December</i>	December	Oct. 2, 2024	Oct. 4, 2024
Volunteer Edition Bonus Issue	Polybagged with Nov/Dec	Oct. 2, 2024	Oct. 4, 2024
Product Guide Special Insert	December	Oct. 2, 2024	Oct. 4, 2024

2024 Rates

	1x	3x	6x	1x	3x	6x
Inside Front Cover	SOLD	SOLD	SOLD	SOLD	SOLD	SOLD
Inside Back Cover	SOLD	SOLD	SOLD	SOLD	SOLD	SOLD
Back Cover	SOLD	SOLD	SOLD	SOLD	SOLD	SOLD
Spread	\$2,425	\$2,261	\$2,068	\$3,505	\$3,230	\$2,955
1/2 Page Spread	\$1,585	\$1,480	\$1,375	\$2,185	\$2,030	\$1,875
Full Page	\$1,375	\$1,277	\$1,172	\$1,975	\$1,825	\$1,675
1/2 Page	\$1,055	\$962	\$889	\$1,505	\$1,375	\$1,270
Quarter Page	\$795	\$725	\$670	\$1,125	\$1,035	\$870
Center Spread	SOLD	SOLD	SOLD	SOLD	SOLD	SOLD
Special Insert in Nov/Dec Issue Product/Company Listings	\$595 for the first listing, \$100 for each additional					

MEMBER RATES

Special Positions

Advertorial/Sponsored Article in PDF	\$2,995	\$2,000	\$1,500
Belly Band	SOLD		
Corner Peel Add-on	\$1,750	\$1,650	\$1,550
Fold Out Panel (Spread)	\$3,300	\$3,200	\$3,100
Tip In	\$1,500 EACH		



Special advertising positions are available to members only.



PRODUCT GUIDE INSERT

Annual Product Exposure Opportunity

\$595 for the first listing, \$100 for each additional

This product guide is available in print and digital versions and is also inserted into Security Nation's Nov/Dec issue. More than 3,500 print subscribers (Nearly 90% decision makers) will receive this product guide and it will also be distributed digitally to over 25,000 security professional contacts.

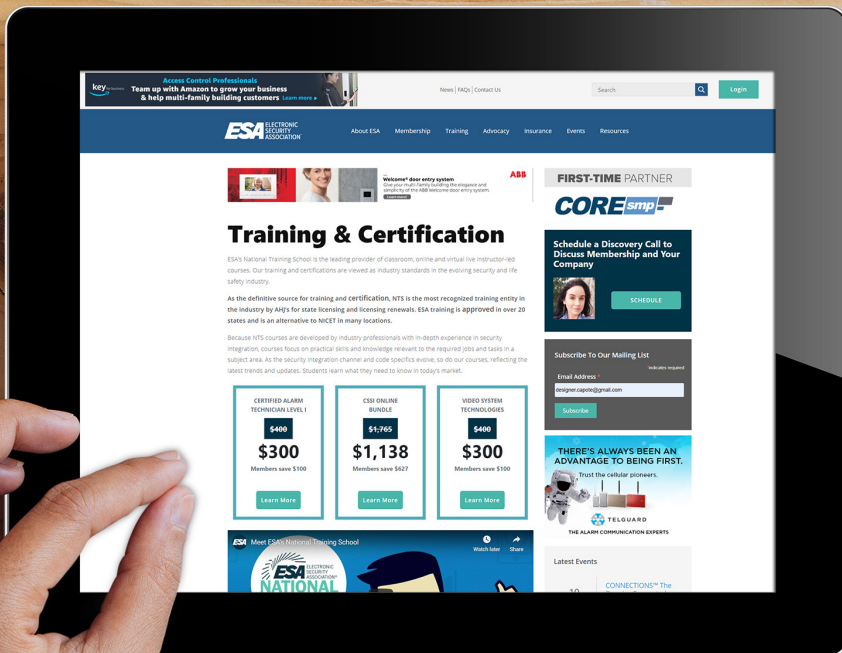
Each preview listing includes:

- Company Logo
- Title of Product/Service
- Company Name
- 50 word Product/Service Description
- Product Image
- Company URL & Phone

DEADLINE

Oct. 4, 2024

DIGITAL



ESAWEB.ORG

Owners of alarm and system integration companies visit [ESAweb.org](https://www.esaweb.org) to gain access to resources, tools, training, industry information, guidance and advice to help them run more successful and profitable businesses. This is where commercial and residential consumers go to find qualified integrator resources. It provides insight to public safety officials and a wealth of industry information and trend data to trade and consumer media.

Non-Members add 20% on all digital and thought leadership opportunities

Web Advertising
Web banners are available for 4 ad zones. Ad zones can accommodate up to 5 banners in rotation.

ESA's new website is user-friendly and integrates your ad with content for maximum exposure.

2023 SITE ANALYTICS AS OF DEC 2023

426K+
pageviews

over **177,000** users

2:02
average time on site

20,388,799 total ad impressions delivered

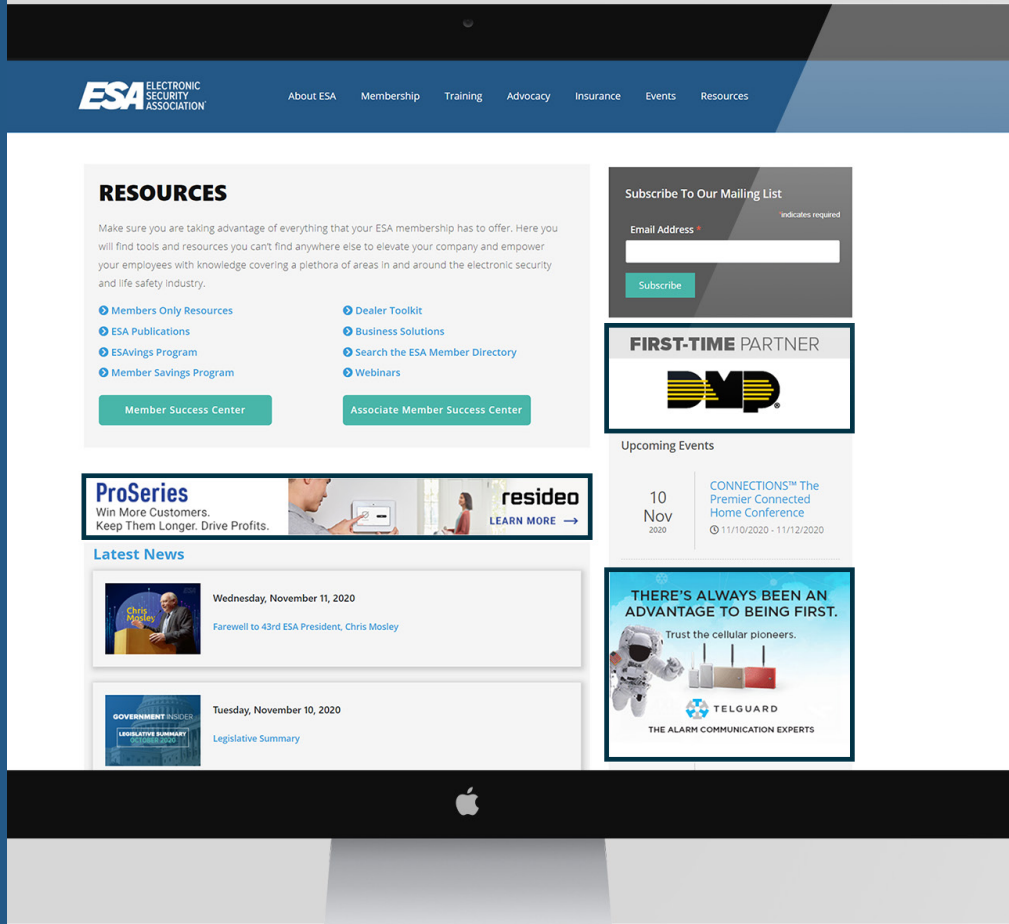
**AD ZONE 1
SOLD**

AD ZONE 2
Monthly: \$1,100
Quarterly: \$2,600
Annual: \$8,600

AD ZONE 3
Monthly: \$850
Quarterly: \$1,900
Annual: \$6,600

AD ZONE 4
Monthly: \$700
Quarterly: \$1,600
Annual: \$5,100

Non-Members add 20% on all digital and thought leadership opportunities



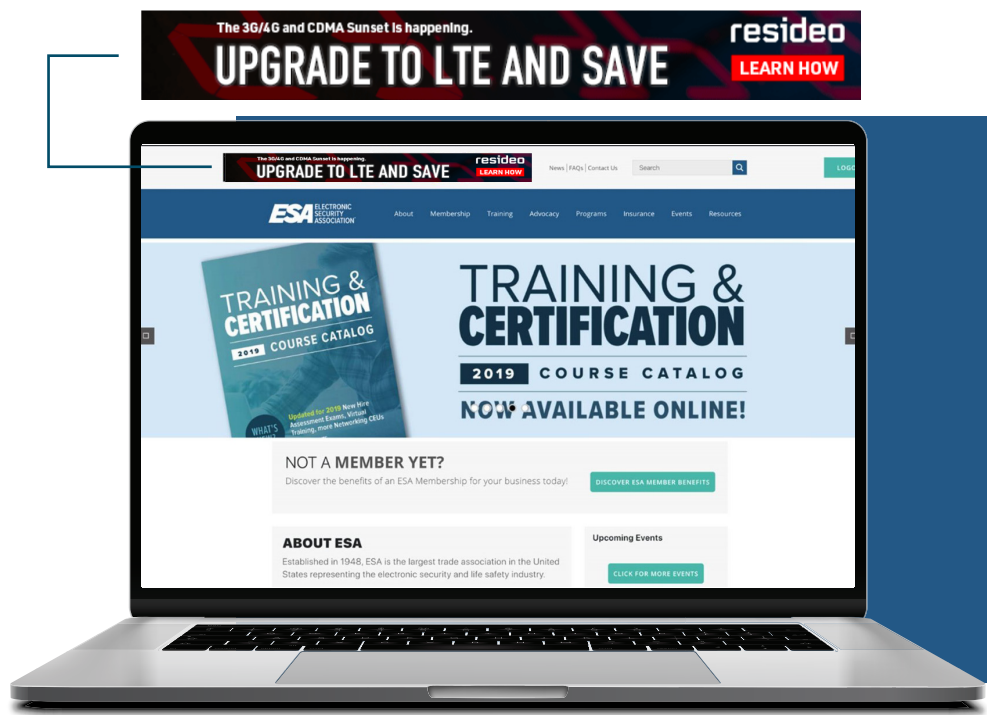
SITE SPONSORSHIP

SOLD

**\$6,000 PER
QUARTER
OR \$20,000
ANNUALLY**

Sample Metrics:

For 1 Quarter of an advertising campaign in 2022, our sponsor received 601 clicks and over 801,650 impressions!



SITE RETARGETING SPONSORSHIP

NEW

SEEING YOUR BRAND HELPS REINFORCE AWARENESS

Seeing your brand repeatedly helps reinforce awareness and recall. Leverage ESA's targeted channel-specific website traffic, retargeting electronic security pros with your advertising to increase brand awareness and visibility and drive sales.

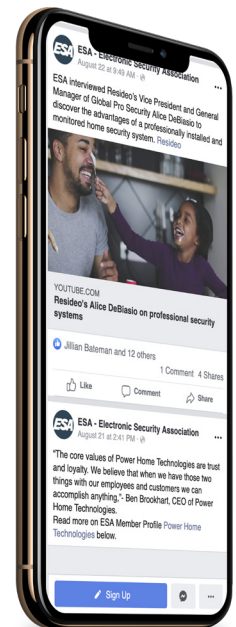
SPONSORSHIP IS \$3,995 PER QUARTER OR \$15,000 ANNUALLY

THOUGHT LEADERSHIP

SOCIAL MEDIA CONTENT PUSH

SPONSORSHIP IS \$3,995 AND INCLUDES:

- Sponsored Content in ESA Integrator e-Newsletter 3x
- Sponsored Content posted and hosted on ESA website
- Sponsored Content added to all of ESA's Social Media Platforms (i.e. Facebook, Twitter, LinkedIn)
- Includes Facebook Boosted Post to ensure your message reaches an even wider audience



Non-Members add 20% on all digital and thought leadership opportunities

MARKET INTELLIGENCE

Thought Leadership with Lead Generation Component

\$7,500 PER WHITEPAPER/INFOGRAPHIC PACKAGE **ONLY 2 LEFT!**

ESA's market research helps leaders in the electronic security and life safety space gain a competitive edge and stay ahead of business trends. Take this thought leadership opportunity to align your brand with the association that *knows the industry*.

Sponsor deliverables include:

Logo branding on white paper and infographic downloads

Branding on email promotions and landing pages

Monthly lead lists for those who download the reports

Research is published 4x per year and potential topics for 2024 include:

- Smart Home: Consumer Insights
- Annual Security Dealer Survey (Q4)
- Value of IoT for MDUs (Q3)
- Smart Home: Integration, Automation and Control (Q2)
- Home Security & Monitoring: Churn and Retention (Q3)
- Home Energy Management (Q1)

NEW!

SECURITY NATION PODCAST

\$2,000 PER QUARTER OR \$7,500 ANNUALLY

Be positioned as a thought leader in the industry and have your brand tied in with ESA's Security Nation Podcast! Security Nation Podcast brings the voice of the electronic security and life safety industry to you! Host Hannah Boone brings on security pros to discuss best practices, real-life experiences, industry forecasts, and more on this monthly podcast. It's the ever-present voice in an ever-changing industry.

Sponsorship includes:

50 Word Ad Read included

Logo exposure on Youtube, during ad read

Opportunity for inclusion of a 1-min promotional video to play at the end of podcast - Youtube version

Edition will say sponsored by COMPANY X

Distribution on ESA's Social Media Platforms and tag as sponsor

SECURITY-NATION.SIMPLECAST.COM

EMAIL



INTEGRATOR NEWSLETTER

ESA Integrator is a weekly e-newsletter publication, delivered every Thursday. It informs its readers with the latest association news, industry trends, chapter updates, product highlights and more – from the resource security integrators trust most.

GOVERNMENT INSIDER UPDATE

Government Insider is a series of webinars conducted bi-monthly to share legislative activity and updates impacting all 50 states legislatures, alerting members when their businesses may be affected and before providing guidance and advice on the most pressing issues and pending legislation.

AVERAGE DEDICATED EMAIL STATS

Non-Members add 20% on all digital and thought leadership opportunities

27%

Avg. Open Rate

13%

Avg. Click Rate

22K+

CIRCULATION

DEDICATED HTML EMAILS

Limited Availability - Only 1 per Quarter

Sponsors will have the opportunity to send a dedicated email blast to nearly 24,000 security professionals.

Sponsors to provide HTML code. **\$3,250**

Own the message with email list rentals.

EMAIL AD ZONES

Leaderboard 600x90px

ESAI INTEGRATOR
SPONSORED BY: **resideo**

**FINANCIAL STATEMENTS:
YARD STICKS THAT MEASURE YOUR SUCCESS**

s
k
y
s
c
r
a
p
e
r

90px
600x

Lower Leaderboard 600x90px

Mini Leader
250x90px

Mini Leader
250x90px

PRODUCT SHOWCASE

ProSeries from Resideo

[Learn More](#)

Simplified Security Control with Clare

[Learn More](#)

INTEGRATOR

*Rates Listed are for a 90-day ad run **13 emails**

	QUARTERLY SOLD
Leaderboard	SOLD
Lower Leaderboard	SOLD
Skyscraper	\$3,495* LIMITED
Product Showcase	\$3,295*
Mini Leader	\$1,595*

Sponsored Content/Article Feature

Integrated into the editorial news of the email, this callout text ad will link to a dedicated page on ESAweb.org. Draw clicks with an image and key takeaways relevant to the readers' security business! Sponsored content items will be archived in the ESA news section of ESAweb.org for one year. \$1,000 per article/1x.

Check out our Social Media Content Push Package for more details and pricing on PAGE 20

NEWS

	QUARTERLY	ANNUAL
Upper Leaderboard	\$1,000	\$3,500
Lower Leaderboard	\$750	\$2,750
Bottom Leaderboard	\$500	\$1,800

**Leaderboard Specs:
600x90px**

ADVERTISING DEADLINES

	Order Due	Artwork Due
1st Quarter 2024	Fri., Dec. 1, 2023	Fri, Dec. 8, 2023
2nd Quarter 2024	Fri., Mar. 1, 2024	Fri, Mar. 8, 2024
3rd Quarter 2024	Fri., Jun. 7, 2024	Fri, Jun. 14, 2024
4th Quarter 2024	Fri., Sep 6, 2024	Fri, Sep 13, 2024
SINGLE DISTRIBUTION OPTIONS: Monthly Due Dates	3 weeks prior to the first of the month	2 weeks prior to the first of the month

WEBINAR SPONSORSHIP

Limited Availability

\$3,250

Webinars are effective vehicles to educate your target audience on your latest and greatest products and services without incurring travel costs, scheduling conflicts and the time drain - making it an incredibly powerful tool for businesses to expand their reach to a broader market even with a limited budget.

Sponsor deliverables include:

Sponsor to provide content and speakers for a 1-hour webinar

Two dedicated email promotions sent to over 22,000 security pros

Multiple promotional items in *ESA Integrator*

ESA will coordinate webinar registration and provide sponsor with complete list of registrants

\$2,500

Special Executive Strategic Partner Discount

Sponsors will be provided a link to view their recorded webinar for use in their own promotional efforts and that we will archive their webinar to the ESA website.

Non-Members add 20% on all digital and thought leadership opportunities

AVERAGE NEARLY

75

REGISTRANTS

*Webinar attendance isn't guaranteed and will vary based on the educational value and trend worthiness of the topic.





ELECTRONIC SECURITY EXPO

JUNE | EXPO
3-6 | 4-5

**Kentucky International
Convention Center
Louisville, KY**

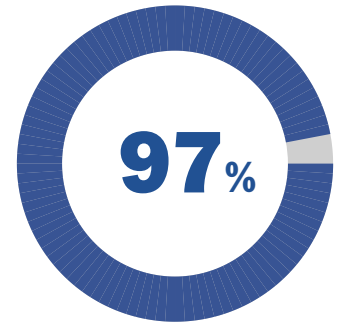
ESXWEB.COM/FLOORPLAN

ESX is where passionate electronic security and life safety professionals gather. It's large enough to see the latest products and services, and intimate enough to have meaningful business conversations.

This conference and tradeshow for security integration, life safety, and monitoring companies has earned a stellar reputation as the must-attend event for the industry's most innovative and influential leaders.

Beyond the tradeshow floor is an unparalleled opportunity to position your organization as a leading force in the marketplace.

When this focused group comes together to share their ideas and solutions, the industry takes a bold leap forward in setting the pace for its future. ESX is a unique environment — and you have the opportunity to set your company apart in a myriad of ways. Sponsorship and Exhibiting opportunities are designed to fit a variety of budgets and marketing initiatives.



of ESX Attendees are made up of Executive and Functional Management

EARLY BIRD PRICING	ADVANCED PRICING	LATE PRICING	PREMIUM BOOTHS
BOOK: BY DEC 31	BOOK: JAN 1-MAR 31	BOOK: APR 1-MAY 31	10x10' +50%
\$40/SQ FT MEMBER	\$42/SQ FT MEMBER	\$44/SQ FT MEMBER	10x10' +25%
\$42/SQ FT NON-MEM	\$44/SQ FT NON-MEM	\$46/SQ FT NON-MEM	20x20' +10%

ADD-ON OPPORTUNITIES

- Exclusive Pinnacle Sponsor.....\$14,995
- Premier Sponsor.....\$9,995
3 LEFT
- Elite Sponsor.....\$4,995
3 LEFT
- Ambassador Sponsor.....\$1,495
3 LEFT
- Lanyards*.....\$4,995
- Conference Bag Insert*.....\$995
- Conference Track Sponsorship.....\$3,995
1 AVAILABLE

- Exhibit Hall Sponsorship.....\$7,995
- Registration Sponsorship.....\$7,995
- Badge Sponsorship.....\$5,995
- Hotel Room Keys*.....\$4,995
PLUS PRODUCTION/HOTEL FEES
- OpenXChange Breakfast.....\$7,495
- Exhibitor Offered Training.....\$2,095
6 AVAILABLE

- Opening Celebration.....\$5,995
 - Opening Keynote Luncheon.....\$9,995
 - Wednesday General Session.....\$9,995
 - Closing Luncheon.....\$8,995
 - ESX Crawl..... \$2,995 PER STOP or \$8,995 FOR ALL 3
1 LEFT!
- Visit www.ESXweb.com for a complete listing of sponsorship opportunities.

FAST Foundation
for Advancing
Security Talent

GOLF CLASSIC

MAY 13, 2024, DALLAS



FAST Golf Classic

The FAST Golf Classic tournament is an annual golf outing that allows industry professionals to network and golf without guilt – as they support vital industry initiatives.

Today, we all struggle to draw qualified talent into the industry. Your contributions in 2024 will be funneled into public relations, education and outreach efforts to spotlight the electronic security industry as an outlet of choice for the next generation of employees.

To gain and maintain momentum, we need your support! Enjoy a guilt-free day of golf with colleagues and industry friends.

Title Sponsor **\$50,000**

This standard sponsorship includes:

- Logo exposure at the registration desk
- Top recognition on all course signage
- Introduction and recognition with an opportunity to address the players at the start of the tournament
- Premium golf shirts will be provided to the players with company and tournament logos
- Back cover full page ad in the event program
- Pre-event email blast to golfers and ESA universe
- Post-event email blast to golfers and ESA universe
- Four complimentary foursomes (16 golfers) will be included so the Title Sponsor can reward VIP customers, prospects and/or employees with a round of golf and the post-play reception

AND MORE!

Champion Sponsor **\$20,000**

2 AVAILABLE

resideo

This standard sponsorship includes:

- Logo exposure in the registration and post play reception area
- Sponsorship recognition on the AIREF website honoring your role and philanthropic support of the electronic security and life safety industry
- Mention in pre-event press release
- Company recognition in the program guide
- Option to provide a logo participant gift for the golfers
- Three complimentary foursomes (12 golfers) will be included so the Champion Sponsor can reward VIP customers, prospects and/or employees with a round of golf and the post-play reception

MORE SPONSORSHIP OPPORTUNITIES

Masters Sponsor	\$10,000	Tee Box Sponsor	\$1,000
Virtual Leaderboard Sponsor	\$7,500	Workforce Development Supporter	\$500
Classic Sponsor	\$5,000		
Invitational Sponsor	\$2,500		
Tournament Contributor	\$1,500		

Visit **advancingsecurity.org** for more information.



PROFESSIONAL GROUP

A Professional Group Sponsorship is available to ESA member companies only.

\$4,500

opportunity limited to 4 sponsors

Executive Management Professionals (EMP) Group

Professionals charged with the strategic and financial leadership of electronic security integration and monitoring companies.

Professional Group sponsorship include:

Exclusive sponsorship of a group webinar

Sponsor logo featured on respective group pages on ESAweb.org, group's Engage page, and group email communications

Sponsor logo on handouts and signage for respective group meetings at ESX

Annual database of registered members

Ability to provide resources for respective group's engage page

Security Nation Advertising Discount

This sponsorship entitles a company to exclusive discounts on the member (6x) rate on Security Nation advertising add-ons.

EXCLUSIVE

CATEGORY PACKAGES

Each category is limited to one manufacturer and/or service provider.

\$7,500

(1) HTML Email Blast

Distribution to over 22,000 security professionals

Webinar Sponsorship

Case Study/White Paper/ Testimonial Push in ESA Integrator or additional sponsored content feature

Exclusive Article Content featured 2x in ESA Integrator

Product Showcase in ESA Integrator, 2x

Sponsored Social Post on ESA's Social Media Platforms

This totals **\$11,045** in value for \$7,500

That's only **\$1,875** per quarter!



Access Control



Accessories



Alarm/Intrusion



Fire/Life Safety



Video



Central Station Equipment



Business Services



Sound Communications Automation



IT Networking



EXPOSURE PACKAGES

Get package pricing on bundled opportunities.

Select a package below or ask about customized options.

ADVERTISING BUNDLE

Print and Digital Exposure

3 full-page, color ads in Security Nation

Dedicated HTML Email
(24,000+ security professionals)

\$7,075 in value for \$5,500
That's only \$1,375 per quarter!

\$5,500

SAMPLER PACKAGE

Print, Digital and Event Exposure

6 full-page, color ads in Security Nation

ESAweb.org Banner Advertising -
Ad Zone 2, one quarter run

ESA Integrator Digital Advertising - White
Paper/Case Study

Gift Sponsorship at ESX in ESA booth

\$12,150 value in value for \$9,500
That's only \$2,374 per quarter!

\$9,500

SAMPLER B PACKAGE

Print, Digital and Event Exposure

6 half-page, color ads in Security Nation

ESAweb.org Banner Advertising -
Ad Zone 2, one quarter run

Gift Sponsorship at ESX in ESA booth

Webinar Sponsor

\$11,720 in value for \$8,500
That's only \$2,125 per quarter!

\$8,500

CONTACT US



“ICT is proud to partner with ESA. As we continue to build our presence in North America and beyond, we strongly feel that being a part of an organization, like ESA, that nurtures and grows the security industry is of the utmost importance. Our partners tell us that the training, support, and opportunities they receive via ESA are world class. We look forward to working together as we continue to bring more unified access and intrusion solutions to integrators and customers across the USA.”

Damon Standish
President - ICT USA

Please contact us for more information.



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📍 **Schedule a Discovery Call today!**



MEDIA 2024 KIT

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