

ALOA 2025

Your Key to Connections

Hilton Orlando
ORLANDO, FLORIDA

Classes
AUGUST 3-7, 2025

Security Expo
AUGUST 8-9, 2025

Be a part of the security industry's

PREMIER EVENT

> Develop connections with decision-makers

> Meet engaged attendees

> Invest in your company's future and experience valuable connections



The Key to Connecting With Your Audience Is at ALOA 2025

Join us in Orlando for the industry's premier event for security professionals! The Security Expo at ALOA 2025 has all the keys to help you grow your market and get to know your customers better. Connect with your prospects, demonstrate new products and develop closer customer relationships.

Make New Connections

ALOA 2025 will have all of the industry leaders who are ready and able to buy your products and services. Display your latest products, provide hands-on demonstrations, receive in-person feedback and connect with new customers.

Your reach will also extend beyond the Security Expo attendees as ALOA markets your company in convention promotional vehicles such as:

- **Emails to the ALOA membership**
- **Direct mail and brochures**
- **Listing and interactive floorplan on the ALOA website**
- **Articles in *Keynotes*, the award-winning and most trusted industry publication, which reaches 5,000 security professionals monthly**
- **Detailed listing in the On-Site convention program to encourage attendee follow-up**



Your Company's Key to Success in 2025

- **Create New Connections**
- **Engage Industry Leaders**
- **Enhance Client Relationships**
- **Expand Market Knowledge**
- **Introduce New Products**
- **Find New Industry Partners**

ALOA 2025 | ORLANDO | WWW.ALOA.ORG

SECURITY EXPO & CONVENTION



Hilton Orlando

6001 Destination Parkway
Orlando, FL, 32819

Classes - August 3-7, 2025
Security Expo - August 8-9, 2025

Reach the Key People

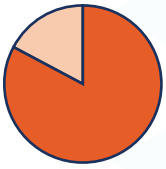
ALOA MEMBERS with a collective $1 billion in annual sales

DECISION-MAKERS ready to purchase

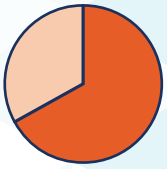
EXPERIENCED SECURITY PROFESSIONALS ready to view your latest products

Attendee Profile

Knowledgeable, Experienced Decision-Makers

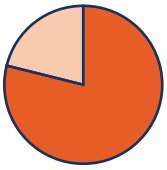


83%
have 10 or more years of industry experience.



67%
of Security Expo attendees are business owners.

Security Expo Attendance



79%
spend six hours or more on the show floor.

Get keyed in at ALOA 2025

CALL US NOW TO RESERVE YOUR SPACE!

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EXHIBITOR INFORMATION

Exhibitor Dates & Hours

Expo

Friday, August 8
10 am - 4 pm

Saturday, August 9
10 am - 4 pm

Exhibitor Move-In

Wednesday, August 6
2 pm - 5 pm
(for 400 sq. ft. and up)

Thursday, August 7
8 am - 5 pm

Friday, August 8
8 am - 10 am

Exhibitor Move-Out

Saturday, August 9
4 pm - 10 pm

Exhibitor Registration

Wednesday, August 6
2 pm - 5 pm

Thursday, August 7
8 am - 5 pm

Friday, August 8
8 am - 9 am

Your Investment

> $23 per square foot for paid 2025 ALOA Associate Members
> $30 per square foot for non-members
> ONLY $180 for each exposed corner
> Minimum booth size: 10' x 10'

Exhibitor Value

> Well-attended destination with many direct flights
> Security Expo is two days of focused and uninterrupted time with customers

What's Included

> Draped 8' backwall and two 3' side wall drapes
> Company name sign
> 24-hour on-site security
> Listing in the On-Site Program and pre-convention marketing materials
> Admission to Kick-Off Party, an additional networking opportunity for your business
> Attendee list distributed before and after the Security Expo
> Unlimited opportunities to connect with your audience!

Expo Traffic Drivers

> Promotional giveaways provided throughout the Expo
> 12 non-conflicting Security Expo hours
> Announcement of exhibitor booth events

Participate in the New Product Showcase!

Drive extra traffic to your booth by displaying your new products in a central location. Attendees vote for the winner, who receives a trophy and photo op.

Book Your Space Now!

Interactive Floorplan: bit.ly/4bvSy8B

EXHIBIT SALES TEAM

> **Kelly Parker:** kelly@aloa.org or 912-713-9680
> **Phyllis Jones:** phyllis@aloa.org or 469-453-5588