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ESX®

ELECTRONIC SECURITY EXPO

PREVIEW

JUNE 16-19

COBB COUNTY, ATLANTA, GA HOME OF THE ATLANTA BRAVES

Find educational sessions, special events, the latest technologies and services inside



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NAPCO SECURITY TECHNOLOGIES, INC.

Rising Costs Have You Searching for a New Resi RMR Solution?

Exhibitor Free Training
Tues, June 17th
2:30–3pm
ESA, Booth #317



Prima All-in-One Lowers Equipment & Service Costs, Speeds Installs & RMR Account Acquisitions in Minutes

prima by NAPCO

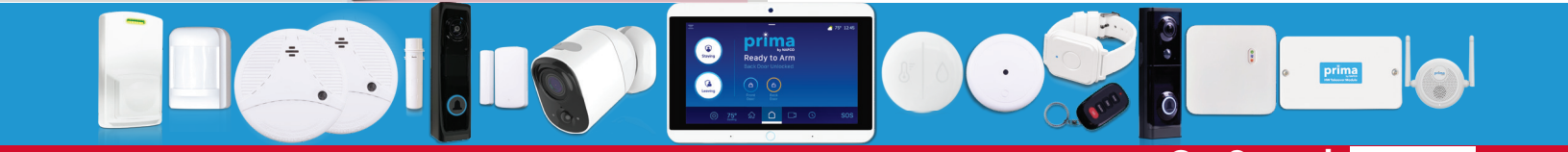
Basic Prima 3-1 System Kit under $280 & $6.99/mo



Napco's Prima 7" Super Panel Checks All the Boxes

- ☑ Lower account acquisition costs and add more RMR accounts/day
- ☑ Priced to alleviate the pain of rising OPEX costs
- ☑ Security/Video/Smart Home all in one intuitive talking multilingual panel
- ☑ Designed to reduce labor & minimize training requirements, with fastest setup in minutes, anyone can do
- ☑ Award-winning featureset that attracts today's new consumers
- ☑ Patented self-healing AI video Wi-Fi prevents costly, often unbillable truckrolls, i.e., when routers or password are changed etc.
- ☑ Just 2 simplified service plans; full dealer dashboard, app control & custom reporting

See NAPCO ESX Booth 510



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Napco Prima® is a trademark of Napco Security Technologies. Sugg. Dealer pricing quoted in USD for base system kits # PKIT1A (AT&T) or PKIT1V (Verizon)

Get Started Building Your Business with Prima

JUNE 16-19

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ESX SCHEDULE 2025

Monday 16

TechVision Challenge
9:00 AM – 12:00 PM
Innovation Awards

Registration Open
11:00 AM – 6:30PM

Executive Leadership Workshop Part 1: Battling Burn Out
11:45 AM – 1:15 PM
Education Session

Executive Leadership Networking Lunch
1:15 pm – 1:45 pm

Executive Leadership Workshop Part 2: Leadership in Depth: Three Questions, Three Leaders
1:45 pm – 3:15 pm
Education Session

Tuesday 17

OpenXchange: The Convergence Revolution – AI, IoT, and Monitoring Transforming Security
8:00 am - 9:15 am
Main Stage

Transforming Video Monitoring with AI-Powered Analytics
9:30 am - 10:45 am
Education Session

Maximizing Revenue: Driving Growth by Expanding Sales to Existing Customers
9:30 am - 10:45 am
Education Session

Taming Operational Expenses: Addressing the Top 5 Costly Habits
9:30 am - 10:45 am
Education Session

Financial Health and Valuation Case Study: Assessing the Impact of RMR vs EBITDA
9:30 am - 10:45 am
Education Session

TechVision Challenge Awards
2:15 pm - 2:30 pm
Expo

Tech Talk Sponsored by Napco and Coffee Break at ESA Central
2:30 pm - 3:00 pm
Expo

Security Pulse Live: Insightful Trends & Dialogues at ESA Central
3:00 pm - 4:00 pm
Expo

Executive Management Professionals (EMP) Meeting
3:00 pm - 4:00 pm
Expo

Expo Block Party
4:00 pm - 5:00 pm
Expo

SIAC Awards
5:00 pm - 6:00 pm
Networking

Wednesday 18

Reimagining Emergency Response: What Lies Ahead
9:00 am - 10:15 am
Education Session

Harnessing AI to Transform Your Sales and Marketing Strategies
9:00 am - 10:15 am
Education Session

Essential Strategies for Project Management Success
9:00 am - 10:15 am
Education Session

RMR Blueprint: Tactics for Growth, Opportunity, and Stability
9:00 am - 10:15 am
Education Session

Tech Talk Sponsored by Eastern Bank
9:15 am - 10:15 am
Exhibitor Training

Cloud-Based Access Control: Elevating Security and Driving RMR
3:15 pm - 4:30 pm
Education Session

Winning the Talent Race: Strategies for Developing and Retaining Your Technicians
3:15 pm - 4:30 pm
Education Session

The Power of Video Monitoring: Elevating Security, Safety, Intelligence, and RMR
3:15 pm - 4:30 pm
Education Session

Weinstock Celebration at Truist Park
6:30 pm | Networking

Thursday 19

From Top Salesperson to Sales Manager: Knowing When and How to Promote
8:45 am - 10:00 am
Education Session

Enhancing Subcontractor Relationships: Selection and Management
8:45 am - 10:00 am
Education Session

Optimizing Uptime: Best Practices for Effective Fire Alarm System Maintenance
8:45 am - 10:00 am
Education Session

Managing Your Business: Adopting a Sell-Ready Mindset
8:45 am - 10:00 am
Education Session

Elevating K-12 Safety and Security: Next-Gen Technologies with Real Impact
10:15 am - 11:30 am
Education Session

ESX SCHEDULE 2025

ESA Associate Member Meeting
2:30 pm – 3:30 pm

NEW ESA Member and Attendee Meetup
3:15 pm – 4:15 pm
Networking

Exhibitor Orientation
3:30 pm – 4:00 pm
Expo

ESA Annual Meeting
4:30 pm – 5:45 pm

Opening Celebration
6:00 pm - 7:30 pm
Networking

Security Workforce Fundraiser by FAST at Good Game
8:00 pm - 9:30 pm
Networking

Tech Talk Sponsored by Hybrid Moon
10:00 am - 11:00 am
Exhibitor Training

Tech Talk Sponsored by OneTel Security and TouchTone Communications
10:00 am - 11:00 am
Exhibitor Training

Mastering the Art of Selling Video Monitoring Solutions
11:00 am - 12:15 pm
Education Session

From Tension to Teamwork: Managing Conflict Between Operations and Sales
11:00 am - 12:15 pm
Education Session

Maximizing Performance: Proven Technician Incentive Strategies for Success
11:00 am - 12:15 pm
Education Session

Leveraging Your RMR Base to Accelerate RMR Growth
11:00 am - 12:15 pm
Education Session

Tech Talk Sponsored by LiftMaster
11:15 am - 12:15 pm
Exhibitor Training

Opening Keynote Luncheon Featuring Kyle Scheele
12:30 pm - 1:45 pm
Main Stage

Expo Open
2:00 pm - 5:00 pm
Expo

Pub Crawl
7:00 pm
Networking



STOP 1: Murph's
7:00 – 8:00PM
1 Galleria Parkway, Atlanta, GA 30339

STOP 2: The Tavern at Live!
8:00 – 9:00PM
825 Battery Ave SE, Suite 600, Atlanta, GA 30339

STOP 3: Park Bench Battery
9:00PM – ??
900 Battery Ave SE Ste 1060, Atlanta, GA 30339

General Session & Weinstock Award: Featuring John Smoltz
10:30 am - 12:00 pm
Main Stage

Lunch on Expo Floor
12:00 pm - 1:00 pm
Expo

Expo Open
12:00 pm - 3:00 pm
Expo

Tech Talk @ ESA Central
12:30 pm - 1:00 pm
Exhibitor Training

ESA Government Relations Committee Meeting
12:45 pm - 1:45 pm

Expo Tailgating Party
1:00 pm - 3:00 pm
Expo

Consultative Selling: Emphasizing Value Over Price in Sales
3:15 pm - 4:30 pm
Education Session





Weinstock Celebration at Truist Park

Join us for the Weinstock Celebration to celebrate the ESA Weinstock Person of the Year under the lights at Truist Park as the Atlanta Braves take the field vs. the New York Mets! Whether you're a die-hard baseball fan or just looking for a fun night out, this is the perfect way to experience America's favorite pastime with industry leaders. **7:15pm First Pitch**

Targeting Success: Strategies to Tap into Growing Commercial Verticals
10:15 am - 11:30 am
Education Session

Elevating Sales Performance: The Power of Comprehensive Evaluation
10:15 am - 11:30 am
Education Session

The Service Advantage: Leveraging Customer Experience to Distinguish Your Brand
10:15 am - 11:30 am
Education Session

Closing Lunch Featuring Michael Barnes
11:45 am - 1:00 pm
Main Stage





INDUSTRY-LEADING EDUCATION





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CMS' hiring process involves extensive background checks prior to entering our rigorous 12-week training program. Operator education is intensive & hands-on.

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EDUCATION SESSIONS THAT COVER ALL THE BASES

REAL-WORLD ADVICE TO BRING BACK TO YOUR BUSINESS

ESX brings together the best and brightest professionals in the electronic security and life safety industry, making its education program one of the most sought-after in the industry.

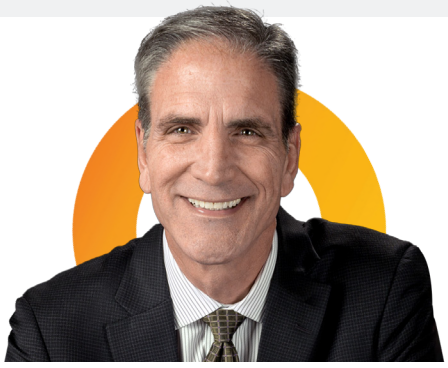
Designed by industry peers and thought leaders, ESX 2025 education sessions offer invaluable insights and practical advice for dealers, integrators, and monitoring professionals alike. Dive deep into a wealth of relevant topics, from cutting-edge strategies for building and maintaining strong Recurring Monthly Revenue (RMR), AI tools to power your sales and marketing teams, management techniques, the latest in school security, and the future of video monitoring. Whether you're looking to expand your service offerings, maximize revenue growth, or streamline operations, ESX provides actionable knowledge to elevate your skills and drive success back at your business.

"This was the best ESX show that I have attended so far with the educational content being the best I can recall. My team felt much the same way and we look forward to returning next year."

JEREMY BATES
PRESIDENT OF BATES SECURITY



ESX is excited to unveil its full educational lineup for the 2025 conference. Taking place June 16th through 19th at the Cobb Galleria Centre in Atlanta, Georgia, ESX 2025 is positioned to provide security professional attendees with a comprehensive educational experience. Sessions will span five important tracks – Sales & Marketing, Operations, Management, Monitoring, and Executive Leadership.



"ESX remains the leading forum where security professionals can access valuable educational sessions, identify industry trends, and discover the latest technology innovations. We understand that both Recurring Monthly Revenue (RMR) and EBITDA contribute to the financial health and growth of security integration and monitoring companies. Our sessions provide practical strategies and operational insights that help security businesses strengthen these key metrics and overall company value, positioning them for long-term success."

GEORGE DE MARCO, ESX CHAIRMAN

THE 2025 ESX EDUCATION PROGRAM SESSIONS INCLUDE:

THESE SESSIONS ARE ONLY FOR DELUXE AND EXECUTIVE PASS HOLDERS.

Sales & Marketing Track Sessions

Learn to develop your brand and go-to-market strategy to keep the focus on building your Recurring Monthly Revenue (RMR). Identify complementary markets and new products, and services that give your sales teams the edge over the competition. Explore proven sales management processes that accelerate sales performance and increase your revenues and RMR. Sessions in Sales & Marketing:

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- MASTERING THE ART OF SELLING VIDEO MONITORING SOLUTIONS
- HARNESSING AI TO TRANSFORM YOUR SALES AND MARKETING STRATEGIES
- MAXIMIZING REVENUE: DRIVING GROWTH BY EXPANDING SALES TO EXISTING CUSTOMERS
- CONSULTATIVE SELLING: EMPHASIZING VALUE OVER PRICE IN SALES
- CLOUD-BASED ACCESS CONTROL: ELEVATING SECURITY AND DRIVING RMR
- FROM TOP SALESPERSON TO SALES MANAGER: KNOWING WHEN AND HOW TO PROMOTE
- ELEVATING SALES PERFORMANCE: THE POWER OF COMPREHENSIVE EVALUATION

Operations Track Sessions

Discover best practices that improve your company's operational excellence and customer experience. Explore ways to build efficiencies in installation practices, service methodologies, and human resources. Examine how others are solving today's most common operations struggles, like recruiting and retaining employees, supply chain lags, truck rolls, job safety, training, and more. Sessions in Operations Track:

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TCX
The Connection Xchange

- ESSENTIAL STRATEGIES FOR PROJECT MANAGEMENT SUCCESS
- FROM TENSION TO TEAMWORK: MANAGING CONFLICT BETWEEN OPERATIONS AND SALES
- WINNING THE TALENT RACE: STRATEGIES FOR DEVELOPING AND RETAINING YOUR TECHNICIANS
- TAMING OPERATIONAL EXPENSES: ADDRESSING THE TOP 5 COSTLY HABITS
- ENHANCING SUBCONTRACTOR RELATIONSHIPS: SELECTION AND MANAGEMENT
- THE SERVICE ADVANTAGE: LEVERAGING CUSTOMER EXPERIENCE TO DISTINGUISH YOUR BRAND
- OPTIMIZING UPTIME: BEST PRACTICES FOR EFFECTIVE FIRE ALARM SYSTEM MAINTENANCE







Management Track Sessions

Learn to implement and manage key performance indicators (KPIs) that streamline processes and improve top and bottom-line results. Find ways to build a strong culture that drives transformational leadership and change throughout the organization. Examine emerging trends and leading-edge technologies that excite your customers' changing demands and open new markets to evolve your business. Sessions in Management Track:

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RMR BLUEPRINT: TACTICS FOR GROWTH, OPPORTUNITY, AND STABILITY

FINANCIAL HEALTH AND VALUATION CASE STUDY: ASSESSING THE IMPACT OF RMR VS EBITDA

THE POWER OF VIDEO MONITORING: ELEVATING SECURITY, SAFETY, INTELLIGENCE, AND RMR

LEVERAGING YOUR RMR BASE TO ACCELERATE RMR GROWTH

MANAGING YOUR BUSINESS: ADOPTING A SELL-READY MINDSET

TARGETING SUCCESS: STRATEGIES TO TAP INTO GROWING COMMERCIAL VERTICALS

MAXIMIZING PERFORMANCE: PROVEN TECHNICIAN INCENTIVE STRATEGIES FOR SUCCESS

Monitoring Track Sessions

Delivering quality security and life safety monitoring services to end-users, including cloud-based lifestyle enhancements, is mission critical 24/7. Discover best-of-breed operator training, state-of-the-art technology infrastructure, and vital monitoring processes and procedures for next-gen monitoring centers. Learn from seasoned professionals who share best practices to maximize your 24/7 monitoring operation effectively and profitably. Sessions in Monitoring Track:

TRANSFORMING VIDEO MONITORING WITH AI-POWERED ANALYTICS

REIMAGINING EMERGENCY RESPONSE: WHAT LIES AHEAD

ELEVATING K-12 SAFETY AND SECURITY: NEXT-GEN TECHNOLOGIES WITH REAL IMPACT

"The ESX show is really the highlight of the summer for the security industry. It is the best of both worlds, it feels like a big industry tradeshow at times, but delivers the value and best practice sharing of a smaller industry event. It is really an event that allows us to have meaningful longer conversations with key customers and prospects alike. If you are a dealer or integrator that is interested in RMR you need to be at ESX!"



MARK HILLENBURG
VICE PRESIDENT OF INDUSTRY RELATIONS AT DMP – DIGITAL MONITORING PRODUCTS

EXECUTIVE LEADERSHIP WORKSHOPS

(SESSIONS OPEN TO EXECUTIVE PASS TYPES)

The ESX Executive Leadership Track is an opportunity for connecting, learning and growing with other C-suite operators and owners of electronic security and life safety companies. The program will offer insight to freshen up your leadership approach and motivate your team in an intensive afternoon of workshops.

The most successful business leaders never stop learning. An Executive Pass is required for access to these workshops and includes access to all ESX programming.

AS THE SAYING GOES, "IT CAN BE LONELY AT THE TOP." BUT IT DOESN'T HAVE TO BE.

EXECUTIVE LEADERSHIP WORKSHOP PART 1:
Battling Burn Out: How the Best Leaders Inspire, Support and Motivate Teams



JUNE 16, 11:45 AM - 1:15 PM

MICHAEL BONNER

CEO OF BONNERVILLE

This workshop explores how great leaders can combat burnout by fostering a culture of inspiration, support, and motivation. Learn proven strategies to reignite passion in your team, promote well-being, and create a sustainable, high-performance work environment. Discover how you can lead with empathy, develop resilience, and empower your team to thrive even in the most demanding of circumstances. Whether you're managing a small group or a large organization, these actionable insights will help you become a more impactful leader.

Michael Bonner, an acclaimed speaker and advocate for transformative leadership, inspires leaders across sectors to create these empowering environments. With experience in the Ron Clark Academy and his own company, Bonnerville, Bonner brings practical, impactful insights on culture and vision.



MONDAY, JUNE 16 | 1:15 PM - 1:45 PM

EXECUTIVE LEADERSHIP NETWORKING LUNCH

JOIN AN EXCLUSIVE

Gathering of senior leaders for a high-impact networking lunch designed to spark meaningful connections, foster strategic conversations, and share insights on the evolving landscape of the electronic security and life safety industry.

This is a unique opportunity to engage with fellow C-suite professionals, exchange ideas, and explore collaboration in a relaxed, noncompetitive setting.

Whether you're navigating growth, innovation, or organizational change, surround yourself with peers who understand the challenges—and opportunities—of leading at the top.













EXECUTIVE LEADERSHIP WORKSHOP PART 2:
Leadership in Depth: Three Questions, Three Leaders

WITH KIRK MACDOWELL, SHANNON WOODMAN, JORDAN JACKSON, JEREMY BATES.

JUNE 16, 1:45 PM - 3:15 PM



This session offers a rare opportunity to dive deep into the minds of top industry leaders as they each answer a profound question about leadership. Discover how strategic insights can be effectively applied for tactical success in real-world scenarios. Participants will gain invaluable tools to enhance team performance, make smarter decisions, and bridge the gap between strategy and execution. This engaging forum is designed to empower executives to drive sustainable growth and resilience, elevating their leadership impact in a highly competitive landscape.

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NEARLY 100 INDUSTRY PROFESSIONALS WILL SHARE THEIR EXPERTISE IN THIS YEAR'S PROGRAM

SEE SPEAKERS

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MONDAY, JUNE 16

AN ESX EXECUTIVE OR DELUXE PASS IS REQUIRED FOR ACCESS TO THESE SESSIONS.

EXECUTIVE LEADERSHIP WORKSHOP PART 1: BATTLING BURN OUT: HOW THE BEST LEADERS INSPIRE, SUPPORT AND MOTIVATE TEAMS

This workshop explores how great leaders can combat burnout by fostering a culture of inspiration, support, and motivation. Learn proven strategies to reignite passion in your team, promote well-being, and create a sustainable, high-performance work environment. Discover how you can lead with empathy, develop resilience, and empower your team to thrive even in the most demanding of circumstances. Whether you're managing a small group or a large organization, these actionable insights will help you become a more impactful leader.

Michael Bonner, an acclaimed speaker and advocate for transformative leadership, inspires leaders across sectors to create these empowering environments. With experience in the Ron Clark Academy and his own company, Bonnerville, Bonner brings practical, impactful insights on culture and vision.

11:45 AM - 1:15 PM

EXECUTIVE LEADERSHIP WORKSHOP PART 2: LEADERSHIP IN DEPTH: THREE QUESTIONS, THREE LEADERS

This session offers a rare opportunity to dive deep into the minds of top industry leaders as they each answer a profound question about leadership. Discover how strategic insights can be effectively applied for tactical success in real-world scenarios. Participants will gain invaluable tools to enhance team performance, make smarter decisions, and bridge the gap between strategy and execution. This engaging forum is designed to empower executives to drive sustainable growth and resilience, elevating their leadership impact in a highly competitive landscape.

1:45 PM - 3:15 PM



TUESDAY, JUNE 17

AN ESX EXECUTIVE OR DELUXE PASS IS REQUIRED FOR ACCESS TO THESE SESSIONS.

MONITORING TRACK

TRANSFORMING VIDEO MONITORING WITH AI-POWERED ANALYTICS

What if your video monitoring solution could proactively recognize patterns, detect anomalies, and provide actionable insights, enhancing security and significantly reducing false alarm dispatches?

This session will explore how AI-powered analytics are transforming monitoring services. Discover innovations that enable smarter, real-time surveillance, moving beyond traditional methods to detect and respond to incidents more effectively. This advancement not only improves security and response but also opens opportunities to generate higher RMR with advanced monitoring solutions.

9:30 AM - 10:45 AM



OPERATIONS TRACK

TAMING OPERATIONAL EXPENSES: ADDRESSING THE TOP 5 COSTLY HABITS

Effective cost management is key to maximizing profitability.

This session will pinpoint the top five expense areas affecting electronic security dealers, including labor, materials, equipment, overhead, and project management. Gain practical insights into controlling these costs, implementing cost-saving measures, and optimizing your budget. Learn how to enhance financial performance and maintain a competitive edge through strategic cost management.

9:30 AM - 10:45 AM

SALES AND MARKETING TRACK

MAXIMIZING REVENUE: DRIVING GROWTH BY EXPANDING SALES TO EXISTING CUSTOMERS

In today's competitive market, driving sustained revenue growth relies on maximizing the value of your existing customer base, not just acquiring new clients.

This session will highlight the importance of client success initiatives and outreach efforts in fostering long-term relationships. By prioritizing client success, you not only enhance customer satisfaction but also set the stage for increased referrals and lasting loyalty. Attendees will learn how to create value for their clients by understanding their needs, proactively addressing concerns, and ensuring that they are fully leveraging the services provided. This session will explore strategies for selling additional services to current customers and strengthening relationships to fuel growth. We'll cover effective techniques for cross-selling, upselling, and implementing technology upgrades to enhance both your RMR and overall profitability.

9:30 AM - 10:45 AM



MANAGEMENT TRACK

FINANCIAL HEALTH AND VALUATION CASE STUDY: ASSESSING THE IMPACT OF RMR VS EBITDA

Which metric better reflects your company's financial health and valuation: RMR or EBITDA?

Learn to evaluate the value of your RMR and its effect on business performance, while understanding why EBITDA is increasingly favored for valuation. We'll compare two fictitious integrators, analyzing their revenue streams, customer retention, and growth potential to assess their financial health and value. Gain actionable strategies to boost your RMR while focusing on EBITDA to optimize financial performance.

9:30 AM - 10:45 AM



TUESDAY, JUNE 17

AN ESX EXECUTIVE OR DELUXE PASS IS REQUIRED FOR ACCESS TO THESE SESSIONS.

SALES AND MARKETING TRACK

MASTERING THE ART OF SELLING VIDEO MONITORING SOLUTIONS

Video monitoring represents a significant opportunity to increase recurring revenue. In this session, your sales team will gain the essential skills to effectively communicate the unique value proposition, empowering them to confidently present and sell video monitoring solutions. We will cover key benefits, address common objections, and tackle customer concerns. Through practical exercises and real-world examples, your team will be prepared to sell video monitoring systems effectively and profitably, boosting both their confidence and enthusiasm to drive higher RMR.

11:00 AM - 12:15 PM

OPERATIONS TRACK

FROM TENSION TO TEAMWORK: MANAGING CONFLICT BETWEEN OPERATIONS AND SALES

The relationship between sales and operations can be challenging, with sales focused on closing deals and operations centered on efficiency and resource management.

This session will explore strategies to manage the sales-to-operations handoff, addressing common conflicts such as misaligned goals and communication breakdowns. Participants will gain practical techniques for fostering collaboration, improving communication, and aligning team objectives. Effectively managing these conflicts will enhance teamwork, streamline processes, and drive better results.

11:00 AM - 12:15 PM

MANAGEMENT TRACK

MAXIMIZING PERFORMANCE: PROVEN TECHNICIAN INCENTIVE STRATEGIES FOR SUCCESS

A well-designed technician incentive program can significantly boost motivation, foster healthy competition, and enhance installation efficiency. This session will guide you through the essential elements of creating and implementing effective incentive programs that drive tangible results and meet customer expectations. We'll explore strategies for developing performance-based rewards, setting realistic goals, and aligning incentives with your company's financial requirements. Additionally, you'll learn how to craft programs that recognize exceptional performance, promote skill development, and boost overall team productivity.

11:00 AM - 12:15 PM

MANAGEMENT TRACK

LEVERAGING YOUR RMR BASE TO ACCELERATE RMR GROWTH

Maximizing RMR goes beyond simply maintaining current streams; it's about leveraging your existing RMR to fuel growth.

Maximizing RMR goes beyond simply maintaining current streams; it's about leveraging your existing RMR to fuel growth. This session will explore strategies to use current RMR to drive business expansion, enhance services and products, and increase market presence. You'll learn how to assess and package high-value offerings such as advanced monitoring, proactive maintenance, premium support, and data analytics. Discover practical approaches for pricing, marketing, and delivering these services to boost profitability while meeting your customers' evolving needs, transforming your RMR into a powerful engine for long-term business growth.

11:00 AM - 12:15 PM





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WEDNESDAY, JUNE 18

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MONITORING TRACK

REIMAGINING EMERGENCY RESPONSE: WHAT LIES AHEAD

What if alarms went unanswered—do they lose their value? Emerging technologies and methodologies are reshaping emergency response, ensuring your systems remain reliable and secure.

We'll examine how the latest standards impact your installations, focusing on effectiveness and compliance. If prioritized response is critical to your service, this session is essential for maintaining top security standards.

9:00 AM - 10:15 AM

SALES AND MARKETING TRACK

HARNESSING AI TO TRANSFORM YOUR SALES AND MARKETING STRATEGIES

Artificial Intelligence (AI) has moved beyond tech giants and is now revolutionizing how businesses of all sizes approach sales and marketing.

In this session, we will explore a range of practical AI applications that can benefit your organization. We will cover a variety of essential topics, including how to get started with AI, strategies for promoting your company and personal brand, effective methods for generating leads, techniques for targeting the right audience and best practices for streamlining marketing processes. Attendees will learn how to effectively integrate AI tools, such as ChatGPT, into their sales and marketing efforts to achieve meaningful results and leverage AI for growth and success.

9:00 AM - 10:15 AM

OPERATIONS TRACK

ESSENTIAL STRATEGIES FOR PROJECT MANAGEMENT SUCCESS

Effective project management is crucial for the successful deployment of client systems.

This session will cover key aspects such as implementing, planning, scheduling, billing, risk management, stakeholder communication, and quality control. Whether managing small installations or large-scale integrations, you'll gain the tools and strategies needed to complete projects on time, within budget, and to high standards. Leave with actionable tips and processes to confidently lead your next project.

9:00 AM - 10:15 AM

MANAGEMENT TRACK

RMR BLUEPRINT: TACTICS FOR GROWTH, OPPORTUNITY, AND STABILITY

For business owners and C-suite executives, increasing RMR is crucial for sustained growth and profitability.

This session will provide actionable strategies to maximize RMR with practical approaches to enhance your revenue streams. We will cover techniques to improve your service and product offerings, optimize pricing models, and strengthen customer relationships to boost RMR rates. Learn how to unlock the full potential of your RMR to drive long-term financial success.

9:00 AM - 10:15 AM









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WEDNESDAY, JUNE 18

AN ESX EXECUTIVE OR DELUXE PASS IS REQUIRED FOR ACCESS TO THESE SESSIONS.

SALES AND MARKETING TRACK

CONSULTATIVE SELLING: EMPHASIZING VALUE OVER PRICE IN SALES

In today's competitive market, relying solely on price can erode margins and damage long-term customer relationships.

Consultative selling shifts the focus from the lowest price to understanding each customer's unique needs. This approach emphasizes asking the right questions, delivering tailored solutions that highlight value, and building trust. You'll learn to reduce the fear of selling by developing essential skills that boost confidence and effectiveness. We'll cover how to understand your value proposition, enhance listening skills, ask insightful questions, and identify decision-makers. By implementing these strategies, you'll create more meaningful customer interactions and strengthen your sales outcomes.

3:15 PM - 4:30 PM

SALES AND MARKETING TRACK

CLOUD-BASED ACCESS CONTROL: ELEVATING SECURITY AND DRIVING RMR

Cloud-based access control is revolutionizing security and access management with its unparalleled flexibility, scalability, and efficiency, serving as a powerful driver of increased recurring revenue.

In this instructional session, you will move beyond simply selling features to effectively communicate the true value of cloud-based solutions. This will also include strategies for preparing your company to offer cloud-based systems, overcoming resistance to change, and developing the right sales compensation programs and internal processes to ensure a smooth adoption process throughout the organization.

3:15 PM - 4:30 PM



OPERATIONS TRACK

WINNING THE TALENT RACE: STRATEGIES FOR DEVELOPING AND RETAINING YOUR TECHNICIANS

Attracting and retaining skilled technicians can be challenging, especially when top talent gravitates towards the highest bidder.

Instead of a constant hiring cycle, focus on creating structured career paths and developing in-house talent. Learn effective strategies for nurturing technicians, reducing turnover, and building a dedicated, skilled team to ensure your company's long-term success.

3:15 PM - 4:30 PM

MANAGEMENT TRACK

THE POWER OF VIDEO MONITORING: ELEVATING SECURITY, SAFETY, INTELLIGENCE, AND RMR

Are your video offerings meeting industry standards, or could you be missing out on revenue?

Video monitoring offers a significant opportunity to boost profitability and increase RMR. Unlike traditional RMR, video monitoring leverages video analytics, cloud storage, and advanced features to command higher fees. However, many dealers and integrators face challenges in effectively selling and pricing these premium video solutions.

3:15 PM - 4:30 PM



THURSDAY, JUNE 19

AN ESX EXECUTIVE OR DELUXE PASS IS REQUIRED FOR ACCESS TO THESE SESSIONS.

SALES AND MARKETING TRACK

FROM TOP SALESPERSON TO SALES MANAGER: KNOWING WHEN AND HOW TO PROMOTE

Promoting a top salesperson to a manager role can be challenging, as the skills required for management differ significantly from those needed for sales.

This session will provide guidance on key considerations for making this transition successfully. We'll explore how to evaluate a salesperson's leadership potential, their ability to mentor and inspire a team, and the potential pitfalls of placing a top performer in a role that may not align with their strengths or the organization's needs. We'll discuss the advantages and disadvantages of promoting internal candidates versus hiring outside talent, defining the role of a sales leader, and how to uncover the right personality traits for success in management. By the end of this session, you'll gain insights into best practices for selecting the right person for the sales manager role.

8:45 AM - 10:00 AM

OPERATIONS TRACK

ENHANCING SUBCONTRACTOR RELATIONSHIPS: SELECTION AND MANAGEMENT

The success of your projects hinges on the quality of your subcontractors.

This session will guide you through the strategic process of selecting, managing, and aligning subcontractors with your organization's standards. Discover how to mitigate risks and ensure subcontractors meet your quality benchmarks. Our panelists will share best practices for identifying and evaluating top subcontractors, sourcing reliable partners, setting clear expectations, maintaining effective communication, and incentivizing performance to enhance project quality and efficiency.

8:45 AM - 10:00 AM

OPERATIONS TRACK

OPTIMIZING UPTIME: BEST PRACTICES FOR EFFECTIVE FIRE ALARM SYSTEM MAINTENANCE

Effective maintenance is key for ensuring the reliability and longevity of fire alarm systems, and it can also drive RMR.

This session will cover best practices for routine maintenance, including inspection schedules, testing procedures, and component replacements. We will address common challenges such as troubleshooting faults, managing false alarms, and complying with safety regulations. Participants will learn strategies for implementing a proactive maintenance plan, utilizing technology for monitoring and diagnostics, and enhancing service efficiency. Additionally, discover how to leverage maintenance agreements to boost RMR, minimize downtime, and improve overall system performance.

8:45 AM - 10:00 AM



MANAGEMENT TRACK

MANAGING YOUR BUSINESS: ADOPTING A SELL-READY MINDSET

Are you prepared to achieve top value if you decide to sell tomorrow?

The most successful businesses operate as if they are always on the market. Embracing a 'sell-ready' mindset means managing your company with the anticipation of a potential sale, driving both operational excellence and strategic growth. This session will provide practical steps to enhance your business's readiness, including streamlining operations, improving financial health, and strengthening strategic planning.

8:45 AM - 10:00 AM

THURSDAY, JUNE 19

AN ESX EXECUTIVE OR DELUXE PASS IS REQUIRED FOR ACCESS TO THESE SESSIONS.

MONITORING TRACK

ELEVATING K-12 SAFETY AND SECURITY: NEXT-GEN TECHNOLOGIES WITH REAL IMPACT

As educational institutions, corporate campuses, houses of worship, and government agencies face evolving security challenges, advanced monitoring solutions are essential for ensuring the safety of students, staff, and visitors.

This session will explore the development and deployment of cutting-edge security packages tailored to address critical needs across multiple sectors, including K-12 schools, higher education, corporate campuses, houses of worship, and government agencies. These comprehensive solutions encompass features such as vape detection, elevated voice detection, chemical detection, gun detection, and lockdown capabilities. We'll also examine how next-generation technologies, when integrated with professional monitoring services, create robust security systems that provide a safer environment for learning, working, and public service.

10:15 AM - 11:30 AM

MANAGEMENT TRACK

TARGETING SUCCESS: STRATEGIES TO TAP INTO GROWING COMMERCIAL VERTICALS

Discover how to identify, sell into, and service high-growth vertical markets. Learn strategies for targeting profitable sectors, tailoring security solutions, and delivering exceptional service that fosters long-term relationships.

Gain insights to align your offerings with customer priorities, address key challenges, and maximize recurring revenue (RMR), positioning your business for sustainable growth in your marketplace.

10:15 AM - 11:30 AM



SALES AND MARKETING TRACK

ELEVATING SALES PERFORMANCE: THE POWER OF COMPREHENSIVE EVALUATION

To sustain consistent sales growth, regular performance assessments and effective coaching of your sales team are essential.

The Elevating Sales Performance: The Power of Comprehensive Evaluation session will provide a guide to conducting sales team audits and outline the key elements of successful 1-on-1 coaching. We will cover metrics analysis, performance evaluation, process review, and customer feedback to help you develop a framework that identifies strengths and areas for improvement. You'll learn how to structure effective 1-on-1 meetings, including setting agendas, fostering constructive dialogue, and providing actionable feedback. By the end of this session, you'll gain insights into best practices for enhancing sales performance through meaningful audits and effective coaching.

10:15 AM - 11:30 AM

OPERATIONS TRACK

THE SERVICE ADVANTAGE: LEVERAGING CUSTOMER EXPERIENCE TO DISTINGUISH YOUR BRAND

Do you have a defined customer journey that includes comprehensive support, personalized service, training, and follow-up?

Exceptional customer service can set your brand apart in today's competitive market and enhance your online reputation with positive Google Reviews. In this session, we'll explore how to create customer roadmaps that improve interactions with existing clients. Gain best practices for effective communication, managing expectations, and efficiently handling service requests and issues. Learn strategies to build strong relationships, address complaints effectively, and ensure satisfaction with both installation and ongoing support.

10:15 AM - 11:30 AM

TECH TALKS

ALL ESX REGISTRANTS HAVE ACCESS TO TECH TALKS

TUESDAY, JUNE 17

CONFIDENTLY TRANSITION FROM POTS LINES

Discover how Ooma's intelligent, end-to-end POTS replacement solution helps you cut costs while maintaining life-safety compliance and mission-critical connectivity. Powered by a dedicated, hassle-free wireless network, Ooma delivers a seamless upgrade path from outdated POTS lines—ensuring your systems stay reliable, secure, and future-ready. Can't make the talk? Stop by booth #312 (TouchTone/OneTel).

10:00-11:00AM | MEETING ROOM 106

SPONSORED BY onetel security / TouchTone communications

BRAND STORYTELLING THAT STICKS: CRAFTING NARRATIVES THAT CAPTIVATE & CONVERT

In today's crowded marketplace, brands that tell compelling stories don't just sell products; they create lasting connections. This session will teach you how to harness the power of storytelling to elevate your brand, engage customers, and differentiate yourself from the competition. Learn how to craft narratives that highlight your company's journey, values, and milestones in a way that resonates with your audience and builds brand loyalty. Join Eric & Heather with Hybrid Moon to discover storytelling techniques that transform your brand into a memorable experience!

10:00-11:00AM | MEETING ROOM 113/114

SPONSORED BY HYBRID MOON

DESIGNING TO MAXIMIZE ROI

With LiftMaster Access Control, go beyond being just an installation partner. By teaming up with the right partners, you can offer a complete ecosystem of services, enhancing your value and opening multiple income streams. Delivering turnkey solutions means more growth opportunities and success, while providing clients with ultimate convenience and security.

11:15-12:15PM | MEETING ROOM 106

SPONSORED BY LiftMaster POWERED BY myQ

"PRIMA TIME": SAY GOODBYE TO LABOR DRAINS & HELLO TO RMR GAINS"

Ready for a smarter, faster way to grow your resi business? Discover PRIMA—Napco's breakthrough 7" all-in-one smart panel with built-in video, Wi-Fi & automation. This tech talk shows how dealers are using it to close more accounts, slash install time, and unlock steady RMR.

2:30-3:00PM | ESA CENTRAL BOOTH 317

SPONSORED BY NAPCO

TECH TALKS

ALL ESX REGISTRANTS HAVE ACCESS TO TECH TALKS

WEDNESDAY, JUNE 18

ELIMINATING FEAR OF THE UNKNOWN- BANKING RELATIONSHIPS IN THE SECURITY INDUSTRY

Making the decision to borrow against RMR to fund growth can be overwhelming. This panel discussion will walk you through the process from the entrepreneur's initial interest in obtaining funding to the lender and the professionals along the way. Although there are many unknows for first time borrowers, the initial investment, strengthening of the management team, and partnership with an industry lender allows for sustainable and rapid growth. This growth can be unattainable without leverage. It is not only access to capital that allows for growth. The borrowing process and integration of acquisitions requires management teams to focus on the future, learn new skills, build new relationships, communicate effectively, and develop trust. This session will allow you to ask questions of the lender, the entrepreneur, and a consultant that assists first time borrowers throughout the process.

9:15-10:15AM | MEETING ROOM 113/114

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THE ESX MAIN STAGE WILL MOTIVATE, ENERGIZE AND INSPIRE.



MAIN STAGE

INSPIRATION AND NETWORKING

Sponsored by:
BECKLAR



TUESDAY, JUNE 17 | 8:00 AM - 9:15 AM

OPENXCHANGE BREAKFAST



MODERATED BY

GEORGE DE MARCO

ESX CHAIRMAN

This forward-looking session brings together three thought-leaders driving the electronic security industry's technological evolution. Priya Serai, CIO of Zeus Fire and Security, will reveal how AI is fundamentally reshaping the world of security. Matthew Wooten, Co-founder/CTO of Ivani LLC, will show how IoT and security are meshing, creating unprecedented collaboration that enhances customer experiences and better outcomes for alarm verification. Darrin Reilly, President/CEO of Mission Critical Partners, will showcase the future of monitoring technologies revolutionizing alarm dispatching for integrators, monitoring centers and emergency communications centers.

PANELISTS INCLUDE:



PRIYA SERAI
CIO
ZEUS FIRE & SECURITY



DARRIN REILLY
PRESIDENT & CEO
MISSION CRITICAL PARTNERS, LLC



MATTHEW WOOTON
CO-FOUNDER AND CTO
IVANI LLC

MEDIA ENDORSER: SECURITY BUSINESS
The Path to Greater Profits for Security Integrators

SIW SECURITY INFOWATCH.COM

ESA'S YOUTH SCHOLARSHIP AWARD WILL BE PRESENTED.

KEYNOTE LUNCHEON



FEATURING: KYLE SCHEELE

TUESDAY, JUNE 17 | 12:30PM – 1:45PM

BECOMING AN IDEA FACTORY:
How to Turn Yourself and Your Organization into an Innovation Machine.

Creativity is a skill like any other: it can be learned.

In the same way that we teach employees how to track expenses, process invoices, and jiggle the lock just right to get into the supply closet, we can teach them how to be more creative, how to have better ideas, and how to build a culture where innovation is a natural by product.

TRUE CREATIVE WORK EXISTS IN THE GAP BETWEEN WHAT YOU HAVE AND WHAT YOU THINK YOU NEED. THE ESX KEYNOTE LUNCHEON WILL PROVIDE THE TOOLS YOUR TEAM NEEDS TO BECOME MORE INNOVATIVE.

KEY TAKEAWAYS:

- HARNESS YOUR OWN CAPACITY FOR CREATIVITY AND INNOVATION.
- PRACTICAL TIPS FOR HOW TO GET MORE (AND BETTER!) IDEAS OUT OF YOURSELF AND YOUR TEAM)
- THE 5 THINGS THAT EVERY IDEA NEEDS
- AVOID COMMON IDEA-KILLERS IN YOUR ORGANIZATION.

MEDIA ENDORSER: SECURITY SYSTEMS NEWS — THE SECURITY INDUSTRY'S MOST TRUSTED NEWS SOURCE

PRESENTED BY KYLE SCHEELE | MOTIVATIONAL AUTHOR, SPEAKER, AND ARTIST.

ESA'S SARA E. JACKSON AWARD WILL BE PRESENTED BY TELGUARD.



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The BLACK MAX is Here:
Arm Yourself Well for More RMR
New Intrusion Multi-SIM Tech from StarLink

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Napco StarLink's Black MAX2 Burg Communicator Conquers All: Best Tech, Lower Price Product & Plans

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- **Plunder Grand Savings on Both Equipment & Service Plans** with Dependable StarLink Labor-Savings Technology 5G LTEM
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- **Comes Complete – Ready for Battle -** Includes Dual High-Performance Antennas & All Hardware
- **Forge More Fortune with Pro Incentive Instant Rebate** (Nothing to Do/Mail)

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StarLink Intrusion MAX 2

See NAPCO ESX Booth 510

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For More



CONGRATULATIONS MIKE KEEGAN,

ESA'S 2025 SARA E. JACKSON AWARD WINNER

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GENERAL SESSION

FEATURING:

JOHN SMOLTZ

MLB HALL OF FAMER & LEGENDARY PITCHER



WEDNESDAY, JUNE 18 | 10:30AM – 12:00PM







TIPS FOR DEVELOPING AN ALL-STAR CULTURE

Like championship-winning ballclubs, great teams aren't just born — they're built. In this keynote by Atlanta Braves Cy Young Award winner, **John Smoltz**, we'll dive into what it takes to create an all-star culture, where every member excels at their position, supports their teammates and swings for the fences every day.

From scouting and developing the right talent, to driving home accountability and shared vision — in this session, you'll discover how to foster a group of teammates and bolster them into champions. Get ready to step up to the plate with actionable strategies to take home.

PLAYED 21 SEASONS IN MAJOR LEAGUE BASEBALL (1988–2009), SPENDING ALL BUT HIS FINAL YEAR WITH THE ATLANTA BRAVES.

MAIN STAGE SPONSOR: CMS

MEDIA ENDORSER SDM

PRESENTED BY resideo



CONGRATULATIONS JOHN LOUD,

ESA'S MORRIS F. WEINSTOCK PERSON OF THE YEAR

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CLOSING LUNCHEON

PRESENTED BY:

MICHAEL BARNES

INDUSTRY EXPERT, FOUNDING PARTNER OF BARNES ASSOCIATES



THURSDAY, JUNE 19 | 11:45AM – 1:00PM

THE U.S. ELECTRONIC SECURITY AND LIFE SAFETY MARKET – WHAT YOU NEED TO KNOW:

In this segment, industry expert, Michael Barnes will review US revenue growth, market share breakdowns, operating KPIs and more. Here's what you need to know to benchmark your business and make smart decisions for 2025. What are the upcoming threats and potential market value and capital trends? This session is your roadmap to leveraging data and market intelligence for smarter decisions and sustainable growth in 2025 and beyond.

The 2025 ESX Closing Luncheon will be held on the ESX Main Stage. Come here for inspiration, motivation and networking with like-minded electronic security and life safety peers. This plated luncheon will include programming that will inspire members of your organization to accomplish their goals and lead others to climb to higher levels of success. Executive, Deluxe and Expo Plus pass holders have access to this luncheon.











EXPO





EXPO FLOOR

WHERE THE INDUSTRY HAS QUALITY CONVERSATIONS

At ESX attendees won't hear rattled-off product pitches. They can expect to tap exhibitors for advice on marketing, sales, installation training, merchandising, and more. ESX is uniquely only open the pro-installed channel, so exhibitors can better target their conversations – for a more focused experience for everyone involved.

LIST AS OF 4/25/2025

Company Name	Booth #
ADI Global Distribution	607
ADT Dealer Program	712
Advantage Electronics Wire & Cable	212
AES Corporation	316
Affiliated Monitoring	211
Aiphone	613
AI-RGUS	620
Ajax Systems	320
Alarm Products Distributors	818
Alarm.com	411
AlarMax Distributors, Inc.	716
ASSA ABLOY	623
Astute Financial Consulting	122
AVYCON	220
Axis Communications	217
Batteries Plus	726
Becklar Monitoring	617
BOLD Group	507
Bosch Security and Safety Systems	306
Brinks Home	210
BuildOps	804
Cartell	125
Cen-Signal	805
CHeKT	811
Clinton Electronics	628
CMS – Criticom Monitoring Services	711

Company Name	Booth #
COPS Monitoring	511
DICE Corporation	629
CSS	719
Cyber Power	309
Cypress Integration Solutions	722
DAVANTIS	710
DMP	501
D-Tools, Inc.	528
Edgeworth Security	616
Electronic Security Association	317
Ellipse Security	802
EMP Meeting/Meetup Zone	106
ESA Jersey Bar	529
ESA's National Training School (NTS)	317
EyezOn-Connect2Go	622
Global Axiom	729
Guardian Angel Pepper Spray	829
Hakimo	229
Hanwha Vision	610
Icetana AI - A Macnica Company	825
IDIS Americas	223
Insperity	117
JLM Wholesale	406
Jonard Tools	627
Kings III Emergency Communications	410
Level Up System	815

Company Name	Booth #
LiftMaster | myQ	828
Lockly PRO	227
Loyva	124
Luminys Systems Corporation	214
M2M Services	601
March Networks	428
Matrix Comsec	208
Minuteman Power Technologies	329
Monitor Computer Systems	707
Napco Security Technologies	510
National Monitoring Center (NMC)	606
OneTel Security/TouchTone	312
OpenEye	411
OPTEX Inc.	611
Ormandy Software	224
Pillar and Compass HR	126
Platinum Tools	429
Port Security Systems LLC	121
Potter Signal	816
Power-Sonic Corporation	713
Quick Response	318
Rapid Response Monitoring	523
Reconeyez	115
Renova Technology, Inc.	221
Resideo	607
Rev.io	310
RMR Factory	116
ScanSource	129
SDI – Systems Distributors Inc.	408
Securitas Technology Wholesale Monitoring	307
Security America Insurance	317
Security Central	311
Security Dealer Marketing	118
Secutron	720
SiteOwl	226
Snap One	607
SPRX Technologies, Inc.	120
SS&Si Dealer Network	813
STid	213
Tactacam	100
TEK Systems	103

Company Name	Booth #
Telguard	517
Umbo CV	328
uniview tec	717
USA Central Station	326
Vicon Industries, Inc.	111
Viking Electronics	521
VirtuGuard™	300
Wesco	219
WeSuite	527
Winland Electronics	626
WorkHorse	621
YourSix	217
ZKTeco	218

MEETING ROOMS	
Resideo	Room 117
Security Products	Room 115

ADDITIONAL SPONSORS

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EXPO ACTIVITIES

TUESDAY, JUNE 17

TECHVISION CHALLENGE WINNERS REVEALED

TUESDAY, JUN 17, 2025
2:15 PM – 2:30 PM
LOCATION: ESA CENTRAL



TECH TALK SPONSORED BY NAPCO & COFFEE BREAK

TUESDAY, JUN 17, 2025
2:30 PM – 3:00 PM
LOCATION: ESA CENTRAL



SECURITY PULSE LIVE: INSIGHTFUL TRENDS & DIALOGUES

TUESDAY, JUN 17, 2025
3:00 PM – 4:00 PM
LOCATION: ESA CENTRAL



EXPO ACTIVITIES

TUESDAY, JUNE 17



EXPO BLOCK PARTY RECEPTION

TUESDAY, JUNE 17, 2025 | 4:00 PM – 5:00 PM
LOCATION: EXPO FLOOR

Get ready to celebrate Atlanta's vibrant culture and flavors at our Block Party on the ESX 2025 Expo Floor! Each corner of the expo will be transformed into a unique Atlanta-themed experience, offering attendees a chance to unwind, connect, and indulge in the city's iconic tastes and vibes.

Savor southern hospitality with bites like Chick-fil-A's famous chicken sandwiches and Georgia peach inspired desserts. Quench your thirst with Coca-Cola classics or The Varsity inspired snacks, Atlanta's most iconic drive-in.

This lively event blends great food, music, and camaraderie. Don't miss this chance to mix, mingle, and celebrate all things Atlanta at the heart of ESX 2025!



SPONSORS: myQ LiftMaster XSPONSE

EXPO ACTIVITIES

WEDNESDAY, JUNE 18

LUNCH ON THE EXPO FLOOR

WEDNESDAY, JUNE 18, 2025
12:00 PM – 1:00 PM
LOCATION: ESA CENTRAL



TECH TALK @ ESA CENTRAL

WEDNESDAY, JUNE 18, 2025
12:30 PM – 1:00 PM
LOCATION: ESA CENTRAL





EXPO ACTIVITIES

WEDNESDAY, JUNE 18





STEP UP TO THE PLATE AT THE EXPO TAILGATE PARTY

WEDNESDAY, JUNE 18, 2025 | 1:00 PM – 3:00 PM
LOCATION: EXPO FLOOR

ESX is bringing the energy and excitement of game day to life! Themed around Atlanta's love of sports, each corner of the expo will immerse you in a different iconic baseball-inspired experience:

BULL PEN
Kick back and munch on some nachos and popcorn while connecting with industry peers in this lively hub.

HANK AARON CORNER
Celebrate the legendary "Hammerin' Hank" with a walk down memory lane and a **tasty slider bar** as we honor one of baseball's all-time greats.

THE DUGOUT
A perfect spot to talk strategy—whether it's about your next big business move or scoring the best food on the floor like **jumbo pretzels** and **sunflower seeds**!

CONCESSION STANDS
Indulge in game-day favorites like **crafted ice cream cookie sandwiches and iconic Atlanta flavors.**

This event is the ultimate mix of fun, food, and networking in a relaxed, tailgate-style atmosphere.

Don't miss your chance to step up to the plate, connect with fellow professionals, and pregame for the Braves Game Weinstock Celebration following the ESX 2025 Tailgate Party!

THE TAILGATE PARTY IS SPONSORED BY:

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SPECIAL EVENT

SIAC AWARDS RECEPTION

TUESDAY, JUNE 17, 2025 | 5:00 PM – 6:00 PM

Join us as we celebrate dispatch education

Celebrate excellence in the security industry at the SIAC Awards Presentation. This event honors individuals and organizations advancing alarm management and strengthening industry partnerships with public safety. Enjoy delicious hors d'oeuvres and beverages while networking with industry peers. Join us to recognize this year's award recipients and connect with leaders shaping the future of security and alarm management. Don't miss this inspiring and celebratory gathering!

2025 WILLIAM N. MOODY AWARD







LOCATED IN THE ESX MAIN STAGE



SIAC
Security Industry Alarm Coalition

MEDIA ENDORSER: Security Sales & Integration



FEATURED PRODUCTS & SERVICES

WHERE THE INDUSTRY HAS QUALITY CONVERSATIONS



ALARMWATCH
BY: COPS MONITORING

AlarmWatch professionally monitored video allows your company to earn more RMR from new and existing video systems. Stay ahead of your competition by offering this enhanced service today!

ALARMWATCHVIDEO.COM

BOOTH 511



BUSINESS CONSULTING
BY: ASTUTE FINANCIAL CONSULTING

In changing times, clarity is your edge. Astute Financial helps companies in the Life Safety & Security industry with expert accounting support and real-time insights powered by Vivid Reports. From cash flow to operations, we turn your data into confident decisions—so you can adapt faster and lead with insight.

ASTUTEFINANCIAL.BIZ

BOOTH 122

FEATURED PRODUCTS & SERVICES

CIELO365
BY: ZKTECO USA

Cielo365 is a powerful cloud-based access control platform featuring the Omni Series reader-controllers for unified mobile, biometric, and credentialed access. Paired with MySmartGuard+, its built-in visitor management system, Cielo365 delivers seamless, scalable security and real-time monitoring for smarter, safer, and fully connected facility management across any environment.

ZKTECOUSA.COM

BOOTH 218



COMPACT IP VIDEO INTERCOMS
BY: VIKING ELECTRONICS INC.

Viking X-205 intercoms provide HD video and two-way voice communication - all wrapped up in an attractive compact chassis. The built-in cameras have H.264 video compression, a wide viewing angle, and dual video stream output. The intercoms are ONVIF compliant, programmed via web UI, and available in 3 finishes.

VIKINGELECTRONICS.COM

BOOTH 521



CP1500PFCRM1U PFC RACKMOUNT UPS SYSTEM
BY: CYBERPOWER

CyberPower's CP1500PFCRM1U UPS provides battery backup power with sine wave output for sensitive security systems and audio/visual equipment. The compact design allows additional space, flexibility, and easier cable access. Surge protection defends connected devices against damaging power spikes while EMI/RFI noise filtering reduces interference for optimal sound and picture quality.

CYBERPOWERSYSTEMS.COM

BOOTH 309

FEATURED PRODUCTS & SERVICES



CRITICAL ENVIRONMENTAL MONITORING

BY: WINLAND ELECTRONICS

Winland's EnviroAlert Professional® Gateway for on-premises environmental monitoring such as water, temperature, humidity, loss of power and more with third party sensors. Wired and Wireless up to 34 zones. Connect to local alarm system and use Winland's INSIGHT Cloud monitoring to provide your customers with real-time information and more.

WINLAND.COM

BOOTH 626



DEFEND BY TACTACAM

BY: TACTACAM

Defend by Tactacam allows you to bring simple security, anywhere. Our rugged cameras deliver security images and videos to the Defend mobile app without Wi-Fi or wall power. Keep watch over large properties, entrance gates, cabins, barns, boats and campers, storage units, jobsites, or anywhere an extra set of eyes is needed.

DEFENDCELLCAM.COM

BOOTH 100



FIRST ALERT VISTA® HYBRID SECURITY SYSTEM

BY: RESIDEO

The First Alert® VISTA® H Series, is a full-service, scalable security system designed for residential and light-commercial security installations which builds on the dependability customers trust from Resideo's existing VISTA Platform. VISTA H3 delivers a flexible solution that can easily integrate with the latest technology, which can reduce installation time and labor costs.

RESIDEO.COM

MR 117

FEATURED PRODUCTS & SERVICES

WINLAND™
ELECTRONICS, INC.



INCREASE RMR WITH WINLAND'S INSIGHT

BY: WINLAND ELECTRONICS

Winland™ INSIGHT provides real-time visibility, detailed notifications, compliance reporting and action plans for environmental conditions of facilities and inventory. Works with our EnviroAlert Professional® Gateway. Grow your RMR while providing your customers with the power to manage their facilities and inventory.

WINLAND.COM

BOOTH 626

DMP | 50 SINCE 1975



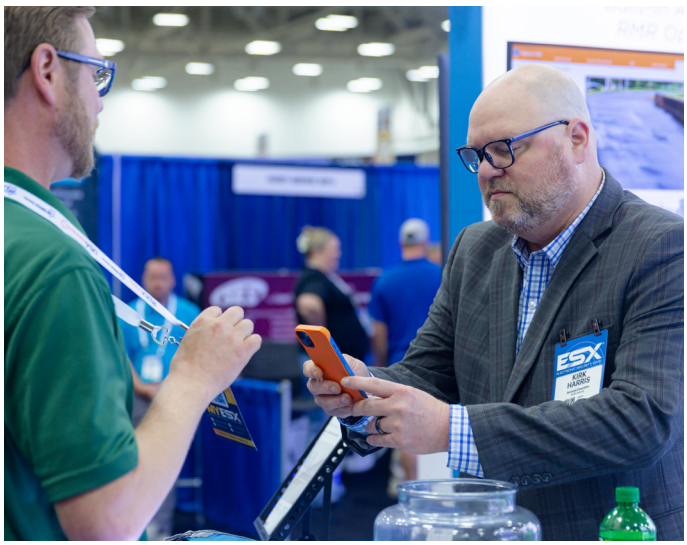
JAMALERT™

BY: DIGITAL MONITORING PRODUCTS (DMP)

This revolutionary new device detects when cellular frequencies are being jammed. JamAlert is the first of its kind in the industry and works with DMP or non-DMP panels. Add JamAlert to security systems for protection against the growing threat of jamming devices that interfere with cellular alarm transmission.

DMP.COM

BOOTH 501









FEATURED PRODUCTS & SERVICES



BOOTH 711

MONITORING EXCELLENCE
BY: CMS – CRITICOM MONITORING SERVICES

Professional monitoring services are the core of the security industry. Our three monitoring centers are linked together with the latest technology to operate as one virtual monitoring center. Our superior resources, infrastructure and technology equate to a higher comfort level for our dealers and their customers—with added redundancy.

CMSN.COM



BOOTH 511

MPOWER 2.0
BY: COPS MONITORING

How do you make a leading dealer access even better? You reimagine it on a new platform and set the stage for a whole new set of features to help you run your business more efficiently.

COPSMONITORING.COM/MPOWER2



BOOTH 511

MYALARM.CHAT
BY: COPS MONITORING

With MyAlarm.chat you can increase the speed and reliability of alarm notification, improve customer communication, and reduce false alarms using the technology your customer's trust.

COPSMONITORING.COM/MYALARMCHAT

FEATURED PRODUCTS & SERVICES



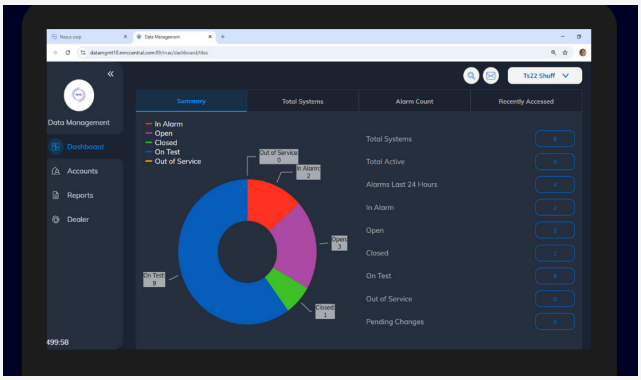
BOOTH 805

NATIONWIDE WHOLESALE MONITORING

BY: CEN-SIGNAL

Cen-Signal is a UL listed, FM Approved, IQ certified, non-competing central station that has been providing nationwide monitoring for over 50 years. We understand that protecting your customers' safety and possessions is serious business. That's why our staff undergoes intensive training that stresses technological skill and courteous service, so your customers get a prompt, thoughtful response every time.

CENSIGNAL.COM



BOOTH 606

NEXUSCORP

BY: NATIONAL MONITORING CENTER (NMC)

NexusCorp is designed for enterprise-level organizations, providing advanced insights and tools to manage large-scale accounts efficiently. NexusCorp is specifically crafted to address the distinct challenges that enterprises encounter today, setting the stage for future growth and success. It empowers Alarm Dealers to efficiently oversee complex commercial portfolios with features like real-time alerts, live alarm views, and quick data access.

NMCCENTRAL.COM



BOOTH 219

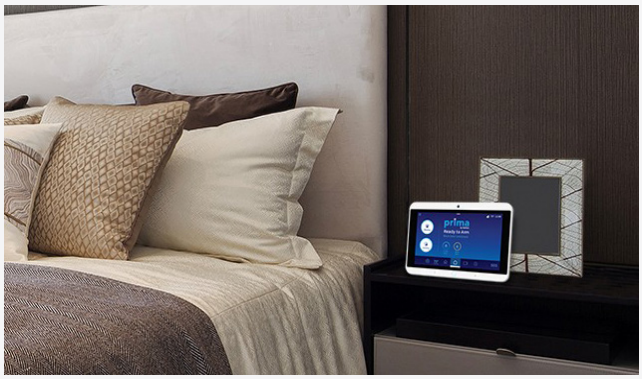
POWERING THE FUTURE OF SMART SECURITY

BY: WESCO

As technology shapes the way we live and work, businesses need security solutions that go beyond simple protection — they need solutions that integrate seamlessly and drive results. At Wesco, we make it happen. Our advanced solutions, industry expertise and partner network help you build a smarter, secure future.

WESCO.COM

FEATURED PRODUCTS & SERVICES



PRIMA BY NAPCO™ ALL-IN-ONE 7” SUPER PANEL

BY: NAPCO SECURITY TECHNOLOGIES

Prima by NAPCO is an all-in-one Smart Security Panel that helps dealers tackle rising costs and labor shortages while boosting RMR. Sleek and easy to install, it combines intrusion, automation, and video. Featuring a new secondary keypad for added convenience, Prima offers innovative and effective security solutions for today’s residential and small business needs.

BOOTH 510

NAPCOSECURITY.COM



RUGGED AND RELIABLE IP VIDEO INTERCOMS

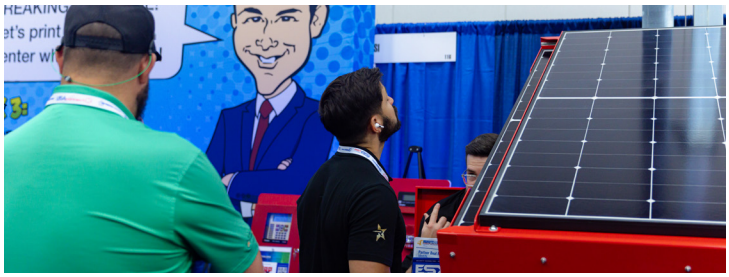
BY: VIKING ELECTRONICS

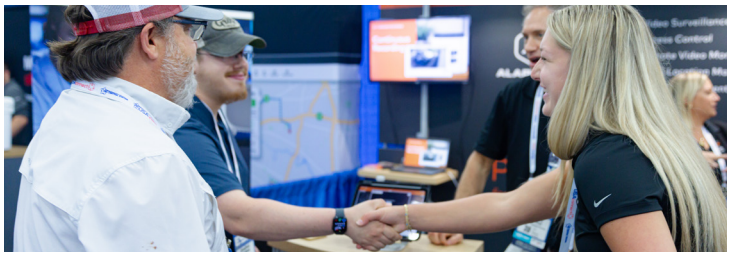
Viking X-35 intercoms provide HD video and voice communication for SIP VoIP phone systems and service providers. The built-in cameras have H.264 video compression, a wide viewing angle, and dual video stream output. These heavy-duty stainless steel intercoms are ONVIF compliant, programmed via web UI, and available in 3 finishes.

BOOTH 521

VIKINGELECTRONICS.COM







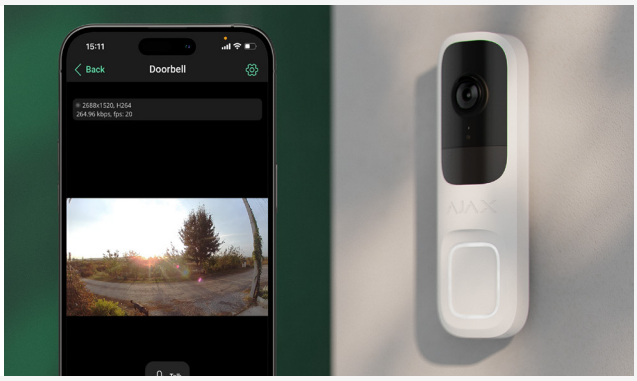
INNOVATION AWARDS PROGRAM



ESX's Innovation Awards distinguish innovation and excellence in the industry — and identify the next-gen products and services that will offer significant growth opportunities for dealers, integrators and monitoring centers.



ACCESS CONTROL/ID SYSTEMS



BOOTH 320

AJAX DOORBELL

BY: AJAX SYSTEMS

Ajax DoorBell is more than just a convenient Wi-Fi doorbell; it's a next-level device with robust connectivity, AI, outstanding speed, and the trusted security legacy of Ajax. Designed to protect entry points and perimeters, it delivers an exceptional user experience while opening new opportunities for security business growth.

AJAX.SYSTEMS



BOOTH 601

M2M ACCESS CONTROL SYSTEM - M2M-AXS

BY: M2M SERVICES

M2M Access Control is a cellular-powered access control system built for remote residential and commercial sites. It offers card, NFC, Bluetooth, and cellphone unlocking, remote user/group management, scheduling, notifications, and video doorbell integration. Easy to install and manage, it enables RMR through app-based services and real-time access control.

M2MSERVICES.COM



COMMERCIAL AUTOMATION, CONTROL SYSTEMS AND NETWORKING



BOOTH 607

ACCESS NETWORKS A770 WI-FI 7 INDOOR ACCESS POINT

BY: ADI | SNAP ONE

The A770 from Access Networks is a premier, enterprise-grade Wi-Fi 7 indoor access point that delivers high-performance connectivity to even the most complex environments. With features including BeamFlex+ adaptive antennas and the latest Wi-Fi 7 technology, the A770 increases capacity, lowers latency, and enhances reliability for any project.

SNAPAV.COM



BOOTH 620

AI-RGUS

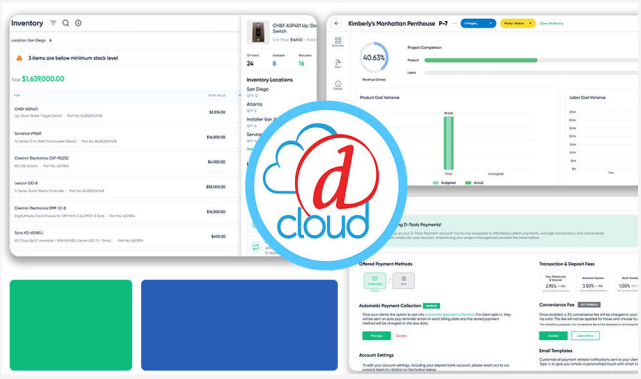
BY: AI-RGUS

Ai-RGUS is AI-powered, 100% software solution for managing security systems. The dashboard offers a single pane of glass to visualize the operations of cameras, access control, speakers, power, and security devices. With true root cause analysis, customizable alerting, and proactive insights, Ai-RGUS streamlines maintenance, boosts compliance, and reduces downtime.

AIRGUS.COM



DEALER SERVICES



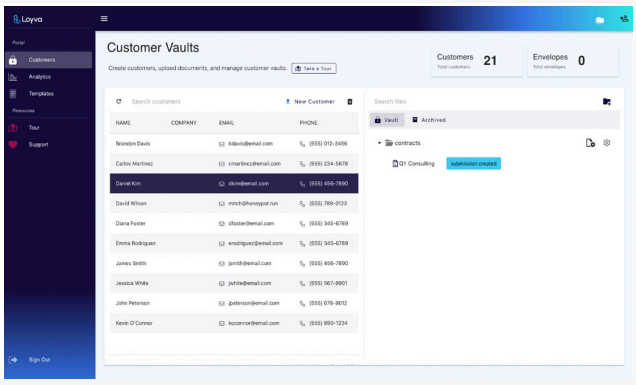
D-TOOLS CLOUD

BY: D-TOOLS, INC.

D-Tools Cloud is a powerful, web-based, end-to-end business and project management platform tailored for security system integrators. Easy to implement and use, it enhances communication, streamlines operations, and drives efficiency—empowering a security integrator's team to win more deals and achieve a stronger bottom line.

D-TOOLS.COM

BOOTH 528



LOYVA ESIGN AND EVAULT

BY: LOYVA

Loyva is a secure eSignature and eVaulting platform built for security and alarm companies. It digitizes contracts, streamlines installations, and vaults agreements in a lender-compliant format—unlocking capital tied to recurring revenue while accelerating sales, ensuring compliance, and improving operational efficiency across customer acquisition, financing, and long-term customer management.

LOYVA.IO

BOOTH 124

INNOVATION AWARDS PROGRAM ENTRIES



BOOTH 527

WeSuite
Growing Sales Strong

QUOTEANYWHERE - THE NEXT GENERATION OF SALES SOFTWARE!

BY: WESUITE

The next generation of sales software is here! Complete lead-to-close functionality, one intuitive, web-based platform built for the security industry. Accurately estimate products, labor, chargeable items, recurring services. Target sales price, or profit margin. Revisions, change orders, automate approvals, proposals, contracts, e-signature, reporting, ERP integration.

WESUITE.COM









FIRE/LIFE SAFETY

TELGUARD
AMETEK



TG-7FEM COMMERCIAL FIRE MULTI-CARRIER AND DUAL PATH COMMUNICATOR

BY: TELGUARD

The TG7-FEM is a UL-864 Listed device that can serve as a Sole Path communicator using all three major carriers –AT&T, T-Mobile, and Verizon—or Dual Path via wired internet access. It can be panel-powered, or AC-powered with battery backup that can be housed in its enclosure.

BOOTH 517

TELGUARD.COM









INTRUSION SYSTEMS



AJAX HUB BP JEWELLER

BY: AJAX SYSTEMS

Hub BP Jeweller is a wireless, battery-powered control panel supporting photo verification. Depending on the battery, it runs for two months to six years in battery power saver mode. Hub supports use of two SIM cards and three external antennas. Designed for sites without access to an electricity power grid.

BOOTH 320

AJAX.SYSTEMS



AJAX MOTIONCAM OUTDOOR HIGHMOUNT (PHOD) JEWELLER

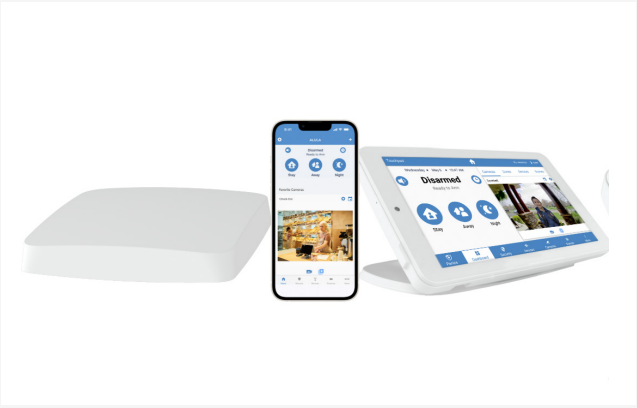
BY: AJAX SYSTEMS

Ajax MotionCam Outdoor HighMount (PhOD) Jeweller protects commercial, industrial, and remote property that demand wide-area coverage with the minimal risk of false alarms. The detector features cutting-edge hardware and software to detect threats effectively, has no blind spots, and allows users to verify alarms visually without compromising privacy.

BOOTH 320

AJAX.SYSTEMS

INNOVATION AWARDS PROGRAM ENTRIES



CONNECT-FLX
BY: M2M

Connect-FLX is a pro-grade wireless security panel with built-in dual SIM cellular, Wi-Fi, and Ethernet. It features long-range encrypted communication, a built-in sensor translator for easy takeovers, and flexible placement—no need for entry-wall mounting thanks to mobile app control and wireless arming stations. Reliable, powerful, and installation-friendly.

M2MSERVICES.COM

BOOTH 601



FIRST ALERT® VISTA® H SERIES
BY: RESIDEO

The First Alert® VISTA® H Series is a versatile, hybrid security solution offering seamless wired and wireless integration. Built on the trusted VISTA platform, it provides cost-effective upgrades, simple installations, and reliable performance for residential and light-commercial installations.

RESIDEO.COM

MR 117



JAMALERT™
BY: DMP

JamAlert by DMP is a panel-agnostic solution that detects cellular signal jamming, a common tactic used to bypass security systems. It adds a vital layer of intrusion protection, helping prevent asset loss and creating new revenue opportunities for alarm dealers through easy integration with new or existing security systems.

DMP.COM

BOOTH 501

INNOVATION AWARDS PROGRAM ENTRIES

NAPCO SECURITY TECHNOLOGIES



STARLINK INTRUSION MAX2

BY: NAPCO

The StarLink Intrusion MAX2 is a cellular communicator for alarm systems, offering reliable 5G LTE-M connectivity and universal panel compatibility. With quick installation, remote diagnostics, and dual-SIM support for multi-network coverage, it reduces costs, generates recurring revenue, and enhances scalability, providing long-term value for both residential and commercial markets.

BOOTH 510

NAPCOSECURITY.COM









MONITORING (CENTRAL STATION)

BECKLAR Monitoring

BECKLAR TECHNICIAN APP NOW AVAILABLE IN FRENCH TO DEALERS IN CANADA

BY: BECKLAR MONITORING

Armstrongs, a Becklar Monitoring Company in Canada, is the SMART critical event monitoring service provider, offering North America's most comprehensive suite of monitoring solutions available under one roof including video and remote guarding, security and fire, personal safety, workforce safety and connected device monitoring. Becklar protects people, property, and workers – anywhere, anytime.

BECKLAR.COM

BECKLAR Monitoring

BOOTH 617

BECKLAR Monitoring

POWERFUL ENHANCEMENTS TO THE BECKLAR MONITORING MOBILE TECHNICIAN APP

BY: BECKLAR MONITORING

The Becklar Monitoring Mobile Technician App empowers technicians to manage and test accounts directly from their smartphones or tablets. Key features include a Technician Zone Checklist, real-time history updates, clear account status visibility, and native tablet support—enhancing efficiency, streamlining workflows, and helping dealers deliver faster, more accurate service in the field.

BECKLAR.COM

BECKLAR Monitoring

BOOTH 617

INNOVATION AWARDS PROGRAM ENTRIES

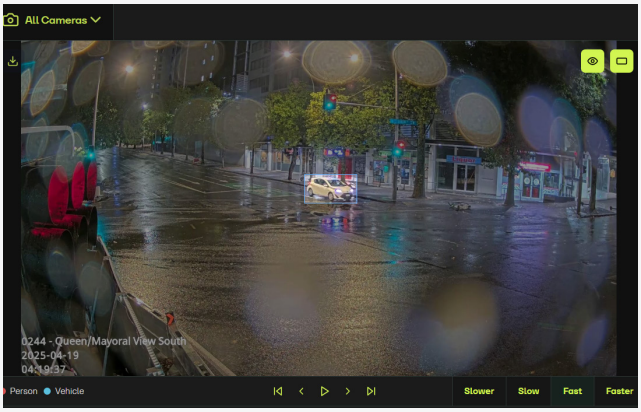
SMART CRITICAL EVENT MONITORING

BY: BECKLAR MONITORING

Becklar Monitoring is the SMART critical event monitoring service provider, offering North America's most comprehensive suite of monitoring solutions available under one roof including video and remote guarding, security and fire, personal safety, workforce safety and connected device monitoring. Becklar protects people, property, and workers – anywhere, anytime.

BECKLAR.COM

BOOTH 617



WATCHFUL - AN AUTOMATED SECURITY MONITORING PLATFORM

BY: WATCHFUL

Watchful is a cloud-based monitoring platform that helps monitoring stations scale smarter. It combines customizable SOP workflows with AI-powered alert filtering to boost agent accuracy, reduce noise, and improve response times. Watchful cuts costs, enhances service quality, and opens new revenue opportunities — all in one platform.

WATCHFUL.CO.NZ

BOOTH 701







INNOVATION AWARDS PROGRAM ENTRIES





BOOTH 320

AJAX LIGHTSWITCH SERIES

BY: AJAX.SYSTEMS

LightSwitch [120] Jeweller series includes smart touch switches for seamless lighting control and automation. All models enable lighting control manually or through the Ajax apps from anywhere. The light switches can also enhance security systems by simulating the owner's presence and enabling remote control of blinds through automation scenarios.

AJAX.SYSTEMS



BOOTH 607

ARAKNIS NETWORKS 420 SERIES POE+ 24 PORT 410W (FRONT & REAR-FACING PORTS)

BY: ADI | SNAP ONE

Araknis Networks 420 Series switches offer advanced network management with Layer 2 and Lite Layer 3 capabilities. Combining entry-level multi-gig functionality and professional-grade hardware, they feature front- or rear-facing RJ-45 ports. With OvrC support for remote access and redesigned cooling fans, these switches are ideal for any project.

SNAPAV.COM



SPECIALTY PRODUCTS & SERVICES



BOOTH 309

CYBERPOWER CP1500PFCRM1U PFC SINEWAVE UPS SYSTEM

BY: CYBERPOWER

The CP1500PFCRM1U is a PFC Sinewave rackmount UPS that provides battery backup (using sine wave output), surge protection, and EMI/RFI filtration for security systems, audio/visual equipment, and networking equipment requiring active PFC power source compatibility. It is backed by a three-year warranty and connected equipment guarantee.

CYBERPOWERSYSTEMS.COM



BOOTH 309

CYBERPOWER PR750LCD3C SMART APP SINEWAVE UPS SYSTEM

BY: CYBERPOWER

The PR750LCD3C is a mini-tower Smart App Sinewave UPS system that provides battery backup (using sine wave output), and surge protection for workstations, department servers, storage appliances, network devices, and telecom installations requiring Active PFC power source compatibility. It is backed by a three-year warranty and connected equipment guarantee.

CYBERPOWERSYSTEMS.COM

INNOVATION AWARDS PROGRAM ENTRIES



SPONSOR

GALAXY VXL
BY: SCHNEIDER ELECTRIC

The ultra-high density backbone of the digitized world. Galaxy VXL is a highly efficient, compact, modular 500-1250 kW (400V) 3-phase uninterruptible power supply (UPS) with Live Swap. It is designed to manage AI load and deliver top performance for colocation, large and extra-large data centers, as well as critical infrastructure in commercial and industrial and cloud and service provider facilities.

SE.COM



BOOTH 607

WATTBOX® 820 SERIES 20A IP POWER CONDITIONER | 12 INDIVIDUALLY CONTROLLED AND METERED OUTLETS
BY: ADI | SNAP ONE

The WattBox WB-820-IPVM-12 PDU delivers individual outlet metering, and pro grade surge protection. Individually controlled outlets, combined with OvrC remote management, solve issues without the need for service calls. You can install the WB-820-IPVM-12 at virtually any angle to keep racks organized. For ultimate troubleshooting and control, you can reboot individual outlets from the OvrC mobile app.

SNAPAV.COM









VIDEO SURVEILLANCE



BOOTH 411

CELL CONNECTOR FOR VIDEO

BY: ALARM.COM

The Alarm.com Cell Connector for Video connects video to the cloud, from anywhere. Ideal for areas with no network, limited network, or IT complexities, the device seamlessly integrates with the Alarm.com for Business platform to extend video coverage and protect assets in any environment.

ALARM.COM



MR 117

FIRST ALERT® CX4 CAMERA SERIES

BY: RESIDEO

First Alert® CX4 Series Cameras deliver 8 MP ultra-high-definition video, advanced analytics and seamless integration with the First Alert ProSeries and VISTA Hybrid security systems. With bullet, turret and dome models, it supports various applications and offers edge and cloud storage, intelligent alerts and flexible viewing through Total Connect® 2.0.

RESIDEO.COM

INNOVATION AWARDS PROGRAM ENTRIES



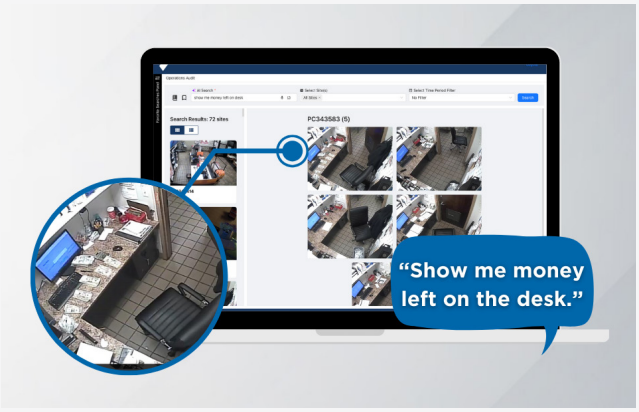
LUMA™ SURVEILLANCE 820 SERIES 4K HYBRID IP FIXED LENS CAMERAS

BY: ADI | SNAP ONE

The Luma X20 4K camera combines traditional IR and Color at Night Mode for low-light conditions. Featuring AI-enabled Active Deterrence, it detects and deters trespassers with alarms, audio presets, and flashing lights, enhancing security for both homes and businesses.

SNAPAV.COM

BOOTH 607



MARCH NETWORKS AI SMART SEARCH

BY: MARCH NETWORKS

March Networks AI Smart Search is a generative AI-powered video investigation tool that uses natural language and image-based queries to instantly find key moments in video footage. It replaces hours of manual review with rapid, accurate insights—improving security, compliance, and operations while reducing costs and enabling smarter, faster decision-making across industries..

MARCHNETWORKS.COM

BOOTH 428



MARCH NETWORKS CLOUDSIGHT

BY: MARCH NETWORKS

CloudSight is a powerful camera-to-cloud video management system that helps protect assets, reduce losses, and improve efficiency. With AI-driven security, real-time alerts, and POS integration, it detects fraud, monitors staff, and delivers insights—all from an intuitive platform you can access anytime, anywhere to manage your business smarter.

MARCHNETWORKS.COM

BOOTH 428

INNOVATION AWARDS PROGRAM ENTRIES



BOOTH 111

NEXT MODULAR CAMERA SYSTEM
BY: VICON INDUSTRIES INC.

NEXT's 5-minute install and setup, AI-enhanced imaging, and advanced onboard technologies change the entire camera experience. Powerful AI-based analytics and color forensic evidence—along with modular mix-and-match components—support endless customer applications. And it's compatible with the industry's leading VMS platforms for seamless integration into existing systems

VICON-SECURITY.COM

BOOTH 707

SENTINEL
BY: MONITOR COMPUTER SYSTEMS

Sentinel is a general purpose alarm automation system allowing users to monitor CCTV, alarm panels, personal emnergency devices, tracking system, IT equipment health and much more. It provides a wide variety of AI analytics tools and automation features that enhance operator productivity and service levels. UL1981 accreditation is included.

MONITOR.UK



SPONSOR

ZEUSAI
BY: ZEUS FIRE AND SECURITY

ZeusAI turns everyday security cameras into powerful AI-driven insight engines. It delivers real-time analytics on people, patterns, and performance—helping businesses reduce risk, improve operations, and unlock hidden revenue. From warehouses to storefronts to parking lots, ZeusAI transforms video into a strategic asset that drives growth, efficiency, and smarter decisions.

ZEUSFIREANDSECURITY.COM

PAST WINNERS





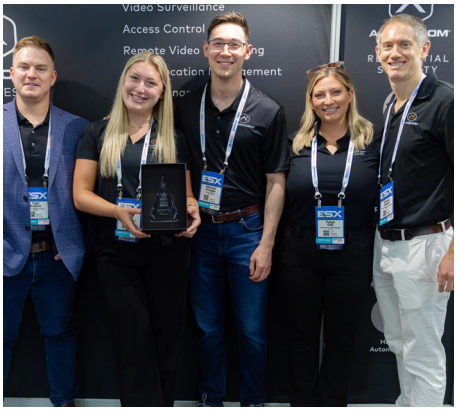


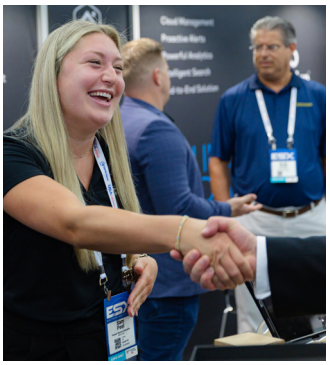
















NETWORKING

THE UNEVENT FOR QUALITY INTERACTION AND COLLABORATION.

OPENING CELEBRATION

MONDAY, JUNE 16 | 6:00 PM – 7:30 PM

SPONSORED BY: NAPCO SECURITY TECHNOLOGIES



Step back into the '90s at the ESX 2025 Opening Celebration! **MOODY! Lite** will bring the decade to life with alternative rock anthems, pop-punk classics, and unforgettable singalongs. Whether you love grunge, hip-hop, or chart-topping pop, their high-energy set will transport you back to the era of mixtapes and MTV. Enjoy bold southern flavors from a buffet-style spread and passed hors d'oeuvres as you kick off ESX 2025 with great music, incredible food, and '90s nostalgia!

LOCATED AT THE MAIN STAGE OF THE COBB GALLERIA CENTRE







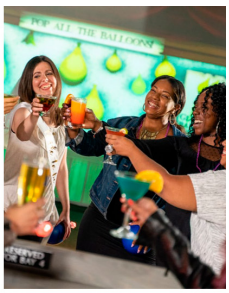
SECURITY WORKFORCE FUNDRAISER BY FAST

Foundation for Advancing Security Talent

MONDAY, JUNE 16 | 8:00 PM – 9:30 PM

Join us for an evening of competition and industry support at Good Game by Topgolf! This exciting fundraiser to support workforce development brings together fun and philanthropy! Compete in interactive gaming bays, delicious food & drinks, raffles, and prizes—all in support of the Foundation for Advancing Security Talent.





THIS EVENT IS NOT INCLUDED IN ANY ESX PASS TYPE. ADMISSION FEE INCLUDES ACCESS TO THE GAME SIMULATORS, FOOD, AND A DRINK TICKET. ALL PROCEEDS FROM THIS EVENT SUPPORT THE FOUNDATION FOR ADVANCING SECURITY TALENT.

GOOD GAME – 875 BATTERY AVE SE STE 700, ATLANTA, GA 30339



GOODGAME
EAT | PLAY | CONNECT



PUB CRAWL

TUESDAY, JUNE 17 | 7:00PM – ???

Visit the local Atlanta nightlife with industry friends this coming June! The ESX Pub Crawl is an exciting opportunity to share experiences, catch up with friends, and make new ones in a casual atmosphere.

STOP 1:

MURPH'S
1 GALLERIA PARKWAY



SPONSORED BY:

jlm Wholesale
Security Door Hardware



scansource

STOP 2:

THE TAVERN AT LIVE!
825 BATTERY AVE SE, SUITE 600

STOP 3:

PARK BENCH BATTERY
900 BATTERY AVE SE, STE 1060



SPONSORED BY:

immix

ESA WEINSTOCK CELEBRATION

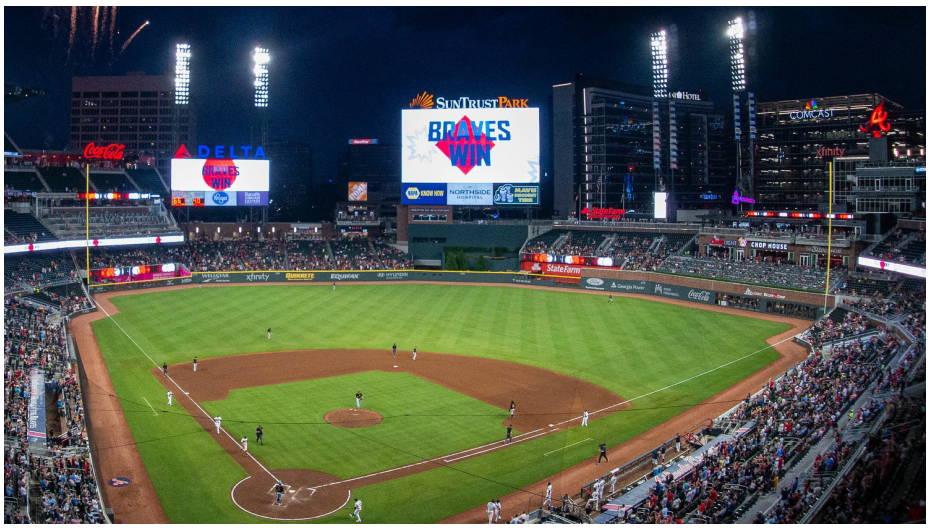
WEDNESDAY, JUNE 18 | 6:30 PM



Join us as we celebrate the ESA Weinstock Person of the Year under the lights at Truist Park as the Atlanta Braves take the field vs. the New York Mets! Whether you're a die-hard baseball fan or just looking for a fun night out, this is the perfect way to experience America's favorite pastime with industry leaders.

LOCATION: TRUIST PARK | 755 BATTERY AVE. SE, ATLANTA, GA 30339

THE WEINSTOCK CELEBRATION TICKET CAN BE ADDED ONTO YOUR REGISTRATION PURCHASE. FEE INCLUDES YOUR BALLPARK TICKET, ACCESS TO THE HANK AARON TERRACE AND FOOD/BEVERAGE (ALCOHOLIC DRINKS AVAILABLE FOR PURCHASE SEPARATELY). THIS EVENT IS A $50 ADD-ON.







ESA MEETINGS

MONDAY, JUNE 16



ESA ASSOCIATE MEMBER MEETING
2:30 PM – 3:30 PM



NEW ESA MEMBER AND ATTENDEE MEETUP
3:15 PM – 4:15 PM



ESA ANNUAL MEETING
4:30 PM – 5:45 PM

Join us for the ESA Annual Meeting, a cornestone event at ESX 2025 that highlights the strength and progress of the electronic security and life safety industry. This gathering serves as a moment to celebrate ESA's achievements, recognize outstanding contributions, and plan for the future.

During the meeting, newly elected ESA Board Members will be sworn in, bringing fresh leadership and vision to the Association. Lifetime Membership and the Stan Martin Excellence in Advocacy Award will be honored.

Don't miss this opportunity to connect with peers, gain insights into ESA's initiatives, and celebrate the accomplishments of our vibrant member community.

TUESDAY, JUNE 17



EXECUTIVE MANAGEMENT PROFESSIONALS (EMP) MEETING
3:00 PM – 4:00 PM

WEDNESDAY, JUNE 18



ESA GOVERNMENT RELATIONS COMMITTEE MEETING
12:45 PM – 1:45 PM



OFFICIAL ESX HOTELS

DEADLINE TO BOOK AT THESE RATES: MAY 26

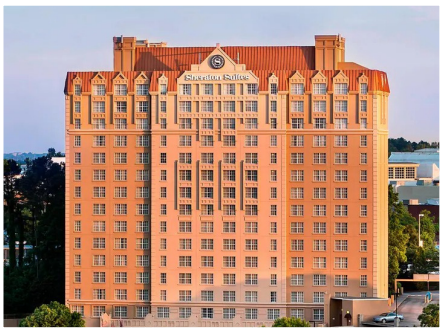


RENAISSANCE ATLANTA WAVERLY HOTEL

2450 GALLERIA PARKWAY
ATLANTA, GEORGIA 30339

ROOM RATE: $239

Given high demand, ESX's Headquarter Hotel is nearing capacity. Should you not get a room before the hotel fills, these local hotels are conveniently located close to the convention center.



SHERATON SUITES GALLERIA
.3 MILES
2844 COBB PKWY SE,
ATLANTA, GA 30339



EMBASSY SUITES BY HILTON ATLANTA GALLERIA
.6 MILES
2815 AKERS MILL RD SE,
ATLANTA, GA 30339

ESX SPONSORS

PINNACLE

nmc national monitoring center

ELITE

CyberPower® DMP® NAPCO SECURITY TECHNOLOGIES, INC.

AMBASSADOR

ADI | snap one™ BuildOps MONITOR COMPUTER SYSTEMS QUICK RESPONSE Your trusted partner

SECURITY CENTRAL USA CENTRAL STATION WeSuite Growing Sales Strong WINLAND™ ELECTRONICS, INC.

MEDIA PARTNERS

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Security Sales & Integration SECURITY SYSTEMS NEWS

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Nonmember $899

- Executive Leadership Workshops
- Best-Practice Sharing Education Sessions
- OpenXchange Breakfast
- Opening Keynote Luncheon
- General Session and Weinstock Presentation
- Expo Lunch
- Opening Celebration
- Expo
- Tech Talks
- ESA Central Sessions
- Pub Crawl
- SIAC Reception

Deluxe Pass

$549

Nonmember $649

- Best-Practice Sharing Education Sessions
- OpenXchange Breakfast
- Opening Keynote Luncheon
- General Session and Weinstock Presentation
- Expo Lunch
- Opening Celebration
- Expo
- Tech Talks
- ESA Central Sessions
- Pub Crawl
- SIAC Reception

Expo Plus Pass

$249

Nonmember $299

- OpenXchange Breakfast
- Opening Keynote Luncheon
- General Session and Weinstock Presentation
- Expo Lunch
- Opening Celebration
- Expo
- Tech Talks
- ESA Central Sessions
- Pub Crawl
- SIAC Reception

Expo Only Pass

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- Opening Celebration
- Expo
- Tech Talks
- ESA Central Sessions
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