



**SOUTHEAST ELECTRONIC
SECURITY CONFERENCE
APRIL 22-26, 2013**



**LOCATED AT
THE DOUBLETREE ORLANDO
RESORT
AT UNIVERSAL**



**Vendor Booth Registration Open Now-See attached
First Come First Serve on Booth Location Selection
Space is limited to 90 vendors**

**Key Sponsorship Opportunities Also Available
Showcase Your Company and Support the AAF**

To our Associate Members, Vendors and Sponsors:

We have listened to the compliments and the complaints from prior shows produced by many different organizations. The AAF believes we have developed a program that will benefit you as the vendor the most.

- ✓ All events (except banquet) all **free** to attendees – contractors – alarm companies – owners – people you want to talk to
- ✓ Trade show set up Tuesday 4/23/13
- ✓ Trade Show Wednesday all day 4/24/13
- ✓ Trade Show Thursday half day 4/25/13
- ✓ General Assembly Friday morning 4/26/13
- ✓ All food will be on the trade show floor during exhibit hours, breakfast, lunch and soda breaks
- ✓ We will be offering door prizes throughout the day to those present on the trade show floor, thereby driving continued attendance
- ✓ Training credits will be achieved by attendees visiting booths and speaking to vendors – **no** AAF off-show-floor training
- ✓ Manufacturer training rooms available to you (first come -- first reserved) Tuesday all day, and Wednesday and Thursday during off show hours and **very** limited during show hours
- ✓ A number of sponsorship opportunities to have your name promoted at the show and throughout the balance of 2012 and early 2013
- ✓ Advertising in our printed trade magazine and the AAF's website
- ✓ A professionally produced, full color, take home event program for all attendees with your company listing and/or advertising opportunities

For More Information Contact
The Alarm Association of Florida, 1830 N University Dr #329, Plantation, FL 33322-4114
800-899-2099 info@fla-alarms.org Fax: 954-748-4749



SOUTHEAST ELECTRONIC SECURITY CONFERENCE

Registration Form April 23-26, 2013



Name: _____ Company: _____

Address: _____

City: _____ State: _____ Zip: _____

E-Mail: _____

Telephone: _____ Fax: _____

Sponsorship and Booth Registration Reservation:

<input type="checkbox"/>	Booth Rental (each 10'x10')*	\$ 1,500.00	Quantity _____
	Diamond Level Sponsorship (1)	\$25,000.00	!!SPONSORED!!
<input type="checkbox"/>	Platinum Level Sponsorship (2)	\$17,500.00	1 SPOT LEFT
<input type="checkbox"/>	Gold Level Sponsorship (5)	\$12,500.00	2 SPOTS LEFT
<input type="checkbox"/>	Sustaining Level Sponsorship	\$ 5,000.00	3 SPOTS LEFT
	Attendee Lanyard Sponsorship	\$ 2,500.00	!!SPONSORED!!
	Registration Booth Sponsorship	\$ 1,000.00	!!SPONSORED!!
	Public Safety Symposium Sponsorship	\$ 2,500.00	!!SPONSORED!!
<input type="checkbox"/>	Breakout Session Sponsorship	\$ 500.00	
	AAF General Assembly Sponsorship	\$ 1,000.00	!!SPONSORED!!
<input type="checkbox"/>	AIFF Scholarship Fund Contributing Sponsor	\$ 5,000.00	
<input type="checkbox"/>	Registration and Documentation Package	\$ 5,000.00	

Booth Location Selection priority based upon receipt and payment of registration

**Setup fees, electric, phone, etc. requested from venue not included and will be responsibility of the vendor*



**SOUTHEAST ELECTRONIC
SECURITY CONFERENCE**
Registration Form
April 23-26, 2013



Payment Method:

American Express Visa Mastercard Discover

Name as it appears on the Card: _____

Credit Card #: _____

Expiration Date: _____ Code: _____

Check Enclosed

Signature: _____

Payment Processed Upon Receipt of Registration Form

Please complete this form and return it to:

Alarm Association of Florida, 1830 N University Dr #329, Plantation, FL 33322-4114
800-899-2099 info@fla-alarms.org Fax: 954-748-4749

2012-13 Insertion Order • *THE HANDSHAKE*

The Alarm Association of Florida

1830 N. University Dr #329

Plantation, FL 33322-4114

800-899-2099

954-748-7779

Fax 954-748-4749

The Insertion Order and camera-ready artwork must be received by the 1st of the month prior to publication to ensure that an ad will run in the subsequent Handshake. Advertising containing prices for products or services will not be accepted. All space is reserved on a first-come first-served basis. Placement requests will be taken into consideration but not guaranteed.

The Handshake is the official publication of the Alarm Association of Florida with a circulation of over 1,200 copies nationwide, distribution based from Florida. The AAF reserves the right to edit and/or refuse any advertisement at its discretion and assumes no responsibility for incorrect information contained in any advertisement.

Please Note: Ads should be sent electronically and **must be** "Print Ready," in the form of a jpeg, pdf or EPS **file at 300 PPI** or more resolutions. It is very important that the ad be created at the dimensions for the ad size you wish to run. For example: Full page is 8½ x 11 with a ¼ inch border. A 1/4-page advertisement will be 3½ x 5 inches. No bleeds on **Color** ads.

I would like to advertise in the 2012-2013 Handshake for the following issues:

(Billing will occur per insertion published)

<input type="checkbox"/> June 2012	<input type="checkbox"/> July 12	<input type="checkbox"/> August 12
<input type="checkbox"/> September 12	<input type="checkbox"/> October 12	<input type="checkbox"/> November 12
<input type="checkbox"/> December 12	<input type="checkbox"/> January 13	<input type="checkbox"/> February 13
<input type="checkbox"/> March 13	<input type="checkbox"/> April 13	<input type="checkbox"/> May 13

Billing Information:

Date of Order: _____ Ad Size: _____ Amount of Ad: _____

Company Name: _____ AAF Member? Yes No

Billing Address: _____

City: _____ State: _____ Zip: _____

Telephone # (_____) _____ Fax # (_____) _____

E-Mail: _____

Advertising Authorized by (please print name): _____

Billing Contact (if different from above): _____ Telephone: (_____) _____

Advertising Rates for 2012-13	AAF Member Rate	Non-Member Rate
1/8 page (4 x 2½)	\$ 60.00	\$ 90.00
1/4 page (4 x 5¼)	\$ 90.00	\$ 120.00
1/2 page (8 x 5¼)	\$ 150.00	\$ 185.00
Full page (8 x 10½)	\$ 250.00	\$ 325.00
Inside Front Cover, Inside Back & Back Page*	\$ 315.00	\$ 425.00

*State License Number is required on all advertisements for installation/service/monitoring companies.
Number must be visible on ad if you fall under the above listed categories.*



**SOUTHEAST ELECTRONIC
SECURITY CONFERENCE
Attendee Registration Form
April 23-26, 2013**



NAME: _____ COMPANY: _____
 ADDRESS: _____ STATE: _____ ZIP: _____
 PHONE: _____ FAX: _____
 EMAIL: _____

**I will be staying at the Doubletree Hotel by Hilton at Universal Orlando:
 Hotel Reservation Line: 800-327-2110 Group Code AAF**

FARA Seminars (Tuesday)	FREE*	\$ ZERO
AAF Training and Southeast Electronic Security Convention Admission (Wed & Thurs)	FREE*	\$ ZERO
Wednesday Morning Coffee / Afternoon Lunch / Afternoon Soda	FREE*	\$ ZERO
Thursday Morning Coffee / Afternoon Lunch	FREE*	\$ ZERO
Thursday Afternoon Public Safety Symposium	FREE*	\$ ZERO
Friday Morning General Assembly	FREE*	\$ ZERO

Thursday Banquet (member**) \$100 \$ _____
 (one guest of member – no charge – who is not another member) Name: _____

Thursday Banquet (additional guests and non-members) Quantity _____ \$ 75 \$ _____

*Events are free with the confirmed minimum two night stay at the Doubletree by Hilton at Universal Orlando booked through the AAF room block only.
 **Every Paying Member attending the banquet will receive a gift card ranging from \$25 to \$250 at the conclusion of the banquet.

I will not be staying at the Doubletree Hotel by Hilton at Universal Orlando but still want to attend the following:

<input type="checkbox"/> AAF Training and Southeast Electronic Security Convention, breakfasts and lunches, 1 ticket to Thursday Banquet	\$199	\$ _____
<input type="checkbox"/> Same as above, less Thursday night banquet	\$149	\$ _____
<input type="checkbox"/> Tuesday FARA Seminars	\$ 50	\$ _____
<input type="checkbox"/> Thursday Public Safety Symposium	\$ 25	\$ _____
<input type="checkbox"/> Thursday Night Banquet	Quantity _____ \$ 99	\$ _____

Check Enclosed
 American Express Visa Mastercard Discover

Name as it appears on the Card: _____
 CC # _____ Expiration Date: _____
 Security Code: _____ *No Refunds After 12/31/12*
 Signature: _____

Please complete this form and return it to:
 Alarm Association of Florida, 1830 N University Dr #329, Plantation, FL 33322-4114
 Fax (954) 748-4749 ** info@fla-alarms.org

Show Electrician



Exposition Services



The Alarm Association of Florida 2013 Online Service Manual Is Now Available! The system gives you easy access to order all products & services, view the show schedule, print PDF order forms and links of the official vendors and other ancillary services. The Brede/Allied online ordering is accessible through the Brede/Allied website at <https://www.bredeallied.com>.

Upon arriving at the Brede/Allied website if you are a first time user to our site you will be asked to set up an account by creating a unique Login ID and Password, along with your contact information. Once this step is complete, click the *Register* button and you will be directed to the list of shows. Click on **Alarm Assn 2013**, Enter the show password – **alarmfm** - and you are now authorized to begin the ordering process. Each visit after your initial registration you will only need to provide your login and password information to gain access to the exhibitor manual, automated emails will be sent to you confirming this process. If you registered last year on our site & have forgotten your password you can click on the “Forgot Password” link at the log in screen & a new password will be sent to your e-mail address on file.

Please note some service providers do not provide online ordering capabilities, those service providers will have PDF order forms for download located within the Online Service Manual.

IMPORTANT NOTE: IF YOU HAVE ANY QUESTIONS ABOUT THE EXHIBITOR MANUAL OR NEED ASSISTANCE BEFORE OR AFTER PLACING YOUR ORDER PLEASE CONTACT BREDE/ALLIED CUSTOMER SERVICE DEPT AT 407/851-0261 OR EMAIL AT info@bredeallied.com

Thanks for your business and have a successful show!