

The
• **SECURESTORES**
Forum



Private Sales
Meetings with
Buyers in Retail
Loss Prevention
and Security

February 17-19, 2015

The Biltmore Hotel and Resort, Miami, FL

Quality selling time with Retail LP Buyers. Guaranteed.



YOU WANT **NEW CUSTOMERS**, BUT THESE DAYS, YOUR
TRADE SHOWS DON'T WORK
BUYERS AREN'T SHOWING UP. WHERE'S THE RETURN?



HERE'S A WHOLE **NEW WAY TO MEET BUYERS:**

NO BOOTHS

NO HASSLES

NO EXTRA EXPENSES AND...

NO WONDERING IF BUYERS WILL TALK TO YOU

TWO DAYS OF PRE-SCHEDULED, PRIVATE, GUARANTEED **SALES** **APPOINTMENTS**



**SPORTS
AUTHORITY.**



MICHAEL KORS

TRUE RELIGION
BRAND JEANS®



SUPERCUTS®

K A Y
JEWELERS
Every kiss begins with Kay®

Dunham's

SASSOON

WITH NATIONAL BUYERS OF RETAIL
LOSS PREVENTION
AND SECURITY PRODUCTS & SERVICES

WE MATCH YOU
WITH RETAIL LP & SECURITY
BUYERS YOU SELECT



YOU'LL HAVE A FULL SCHEDULE OF
PRIVATE MEETINGS
WITH BUYERS ON YOUR LIST



NO MORE HIT-OR-MISS TRADE SHOW RESULTS...

MEET YOUR BUYERS BY APPOINTMENT!



Your Buyer Appointments:

Meetings Schedule for:
Scopetronics Video Systems

- | | |
|-----------------|--|
| 8:30- 8:50 am | Vice-President, Asset Protection,
Sports Authority (450 stores) |
| 9:00- 9:20 am | Sr. Director of Loss Prevention,
The Children's Place (1,120 stores) |
| 9:30- 9:50 am | Director of Loss Prevention,
Sterling Jewelers (3,400 stores) |
| 10:00- 10:20 am | Sr. Director, Loss Prevention,
Michael Kors (500 stores) |
| 10:30- 10:50 am | VP Asset Protection,
Radio Corporation (7,500 stores) |

WE INVITE ONLY DECISION-MAKERS WHO SELECT
SECURITY PRODUCTS
VIDEO, EAS, HARDWARE AND MORE



WE FLY IN THE LEADERS AT THESE RETAILERS
WHO SELECT VENDORS
FOR SECURITY PRODUCTS & SERVICES LIKE YOURS

CALL TO RESERVE YOUR PLACE (800) 746-9646

YOU'RE THE SPEAKER
IN FRONT OF A ROOM FULL OF BUYERS
EXPLAINING & SELLING YOUR SERVICES



YOU BUILD RELATIONSHIPS
AS YOU SPEND QUALITY TIME WITH BUYERS.
RELATIONSHIPS THAT TURN INTO BUSINESS

RESERVE YOUR PLACE BY CALLING (800) 746-9646

YOU'LL STAY AT THE EXTRAORDINARY 4-DIAMOND

BILTMORE MIAMI RESORT

BUILDING RELATIONSHIPS IN LUXURIOUS SURROUNDINGS



HOTEL, MEALS, AV, ARE PART OF YOUR PACKAGE
EVERYTHING'S INCLUDED

AND PRESENTED BY A TEAM WITH 30+ YEARS EVENT EXPERIENCE

THE FORUM GETS RESULTS. JUST ASK OUR CLIENTS...

Here's what clients at our other Forum events say about their experience.



“An excellent event! We much prefer the Forum experience over the other shows we do every year. Much higher touch with customers and more bang for our buck.”

- Brian Tarbert, TCS Basys Controls



“A great event. Much better than a show.

We'd recommend this to others who sell to major retailers, and we'll be back for the next Forum.”

-Tom Benson, Stanley Security Solutions



“We enthusiastically recommend it!

We've recommended the Forum to others. We see real returns for the investment which is why we come back.”

- Mike McAleer, Brazos Technology



“We reach the retail market with The Forum.

Our sales team loves the interaction with buyers. It's much more intimate than other events. We'll be back to The Forum.”

- David Kaminski, GE



“Thank you! The Forum was the best sales event I've ever experienced!

So much better than any show! You had just the clients we're looking for: telecom, delivery, and service buyers.”

- Jim Blayne, A.R.E. Accessories



“Sign us up again! We meet the real retail decision-makers at the Forum. We continue to find success here and we enjoy being part of this event.”

- Shawne Dickerson, Siemens



“We love being part of The Forum! You guys deliver what you promise, and we love the personal service and attention we receive. It's always a pleasure.”

- Katie Mastain, Callico Building Services



“Outstanding! The event we've waited 30 years for someone to come up with!”

-Gary Mott, FLD, Incorporated

THE AGENDA

IT'S 48 HOURS OF SUPERCHARGED, SUPER-EFFECTIVE SELLING TIME



TUESDAY FEBRUARY 17



AFTERNOON ARRIVAL

We pick you up at the airport, and the networking starts on the ride in. You arrive with your hotel room already paid for by us.



EVENING RECEPTION

It's casual, relaxed networking in a friendly environment at our cocktail party where everyone gets to know each other.



DINNER WITH BUYERS

At dinner, we use assigned seats to maximize your contact with buyers. Over 2 days, you'll meet virtually every delegate.



BREAKFAST WITH BUYERS

Breakfast with delegates, then our Keynote Experts Panel, a live Q&A with some of retail loss prevention's thought leaders.



YOUR FIRST PRESENTATION

You're the speaker! The first 15 buyers, based on your picks, sit for your 25-minute demo in a private boardroom. Q&A follows.



LUNCH AND LEARN

Once again, we match you and your tablemates to give you time with some of the delegates you haven't yet presented to.

WEDNESDAY (CONTINUED)



YOU PRESENT, AGAIN

You pitch to another buyer group, like before, matched to your requests. Competitors are never in the room when you present.



IN-BETWEEN TIME

One of your prospects asks you for a follow-up conversation after your presentation. Or, you can ask our staff for an introduction.



EVENING RESORT DINNER

By now, everyone feels like old friends. Enjoy drinks, dinner, even after-dinner cordials and cigars. This is how business happens.



ONE-ON-ONE APPOINTMENTS

You'll have individual appointments where you sit with buyers one-on-one. Here, you discuss the buyers' specific needs.



MORE ON-ON-ONES

A break, then the second half of your One-on-Ones. These are great for exploring just how your product fits their buying plans.



TUESDAY PM, IT'S A WRAP

After lunch, you're headed home. No booths to tear down or ship. Just plenty of real conversations and a newly-filled sales pipeline.

RETURN ON INVESTMENT THE FORUM BEATS A TRADE SHOW



COMPARE US NO HIDDEN COSTS, NO SHRINKING AUDIENCES, NO UNCERTAIN RESULTS

TRADE SHOW
ATTENDANCE
IS DOWN.

TRADE SHOW
EXPENSES ARE
UNPREDICTABLE

**TRADE SHOW
RESULTS ARE
UNCERTAIN.**

TRADE SHOW COSTS

Exhibit Space Only: \$2,500 - \$12,000 or more

ADD

Booth and Shipping: \$3,000 - \$15,000 add'l

ADD

Labor, Drayage, Setup: \$1,500 - \$10,000 add'l

ADD

Rent Projector, Screen, Tech: \$700 add'l

ADD

Hotel Rooms, 2 staffers: \$1,600 add'l

ADD

Meals, Taxis, Entertainment: \$1,500 add'l

Real Cost of Trade Show: \$ 9,500-\$ 40,000

SECURE STORES FORUM COSTS

Complete Fee: \$12,500 includes everything

No Booth or Shipping Costs

No extra cost!

No Labor, Drayage or Setup Costs

No extra cost!

PC, Projector, Screen Included

No extra cost!

Hotel Rooms Included, 2 rooms

No extra cost!

Meals, Transfers, Events Included

No extra cost!

Real Cost of The Forum: \$ 12,500 Complete

THE FORUM'S
ATTENDEES
SHOW UP.

THE FORUM HAS
NO HIDDEN
EXPENSES.

**THE FORUM
RESULTS
ARE REAL!**

SECURE STORES FORUM™ GIVES YOU REAL VALUE FOR YOUR MARKETING DOLLAR!

THE SECURE STORES FORUM • FEBRUARY 17-19, 2015 • MIAMI, FLORIDA



OUR ABSOLUTE SATISFACTION, IRON-CLAD, ON-THE-SPOT REFUND **100% MONEY-BACK GUARANTEE**

The Secure Stores Forum guarantees that if you attend our event and you're not completely satisfied by the time you leave, **we'll refund 100 percent** of the money you paid us. On the Spot. Right There. That Simple.

Most "guarantees" come with fine print. But ours doesn't. So we just put some 9-point type here in case you felt somehow cheated by the absence of a tiny, unreadable block of copy. Batteries not included. Your mileage may vary. Ask your doctor or pharmacist. Oh, and sign up for The Secure Stores Forum by calling Eaton Hall Exhibitions at (800) 746-9646.

THERE'S NO RISK. SO CALL NOW AND BE PART OF THE FORUM

(800) 746-9646