



*Quality selling time with  
Security Buyers for the  
Nation's Largest Hospitals*

**Dec. 9-11, 2024**

**Ft. Worth , TX**  
Champions Circle Marriott



Your Sales Connection With  
**Directors of  
Hospital Security**



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**



FACE-TO-FACE WITH SECURITY BUYERS  
**WHO ASK TO SEE YOU**  
TO COMPARE AND SOURCE WHAT THEY COME TO BUY

# WE MATCH YOU

WITH INTERESTED BUYERS OF  
**HOSPITAL SECURITY**



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

Marketing workshop 6-8

**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 Director of Security,  
**Methodist Midwest Hospital** (1,100 beds)
- 9:00- 9:20 am Sr. Director, Security Operations,  
**The Children's Hospital AZ** (1,120 beds)
- 9:30- 9:50 am Chief of Police/ VP Security,  
**Univ of Arkansas Med Ctr** (900 beds)
- 10:00- 10:20 am Vice-President, Safety & Security  
**St. Mary's Hospital** (550 beds)
- 10:30- 10:50 am Director of Security,  
**USW Medical Center** (975 beds)

WE INVITE ONLY DECISION-MAKERS WHO SELECT  
**SECURITY PRODUCTS**  
VIDEO, VISITOR MGT, GUARDS, MORE



AS A VENDOR, YOU ARRIVE KNOWING ALL ABOUT  
**EACH BUYER'S NEEDS**  
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 HOW YOUR SERVICES HELP



**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 IN 4-DIAMOND ACCOMMODATIONS  
**WITH NO DISTRACTIONS**  
FOCUSED ON BUILDING RELATIONSHIPS AND BUSINESS



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

NEVER A BILL FOR FREIGHT, CARPET, DRAYAGE OR SURPRISES



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

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



**“We love this event!** It's so much more bang for our buck. Time with clients, instead of handing out trinkets or just standing in a booth. Count on us to be back.”

- Amphion



**“We had new customers before we even left the event! And more came later.”**

We closed a major security account and several others as a direct result of the Forum.” - NuTech National



**“We highly recommend The Forum!**

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

- Security Source



**“A great event. Much better than a show.**

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

- Stanley Security Solutions



**“The Forum delivers for Axis time and time again** This format is so much better than any show! You've given us quality time with real buyers.”

- Axis Communications



**“Sign us up again! We meet the real decision-makers at the Forum.** We love what you do here, and we enjoy being part of this event.”

- Medeco



**“Just fantastic! Really a great way to sell.**

You delivered what you promise, and we love the personal service and attention we receive. It was a pleasure.”

- Garda World



**“Outstanding! The right place to reach our security and life safety buyers!”**

- FE Moran Security Solutions

# THE AGENDA

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



### Monday



#### BEFORE YOU ARRIVE

You've already seen who's coming, along with a full description of their needs, their hospital, and what they're looking to find.



#### 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. The Forum is a sourcing event, so business dialogue is what our guests have come for



#### YOUR FIRST PRESENTATION

You're the speaker! The first 10 buyers, based on your picks, sit for your 20-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.

### Tuesday (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.



#### FRIDAY PM, IT'S A WRAP

After lunch, you're headed home. No booths to tear down or ship. Just a newly-filled sales pipeline to start working next week.

# 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**

### HOSPITAL SECURITY FORUM COSTS

Complete Fee: \$16,000 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: \$ 16,000 Complete**

THE FORUM'S  
ATTENDEES  
SHOW UP.

THE FORUM HAS  
NO HIDDEN  
EXPENSES.

**THE FORUM  
RESULTS  
ARE REAL!**

**HOSPITAL SECURITY FORUM™ GIVES YOU REAL VALUE FOR YOUR MARKETING DOLLAR!**



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

The HOSPITAL SECURITY 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. You must attend; no refund if you're a no-show. Sign up for The 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**