CANASA Presents

Security Canada

International Security Conference & Exposition

2024 Exhibit & Sponsorship Prospectus

CANADA’S LARGEST SECURITY SHOWS

**East**
Laval, Quebec
April 24, 2024

**West**
Richmond, British Columbia
June 19, 2024

**Central**
Toronto, Ontario
October 23 – 24, 2024

SECURITYCANADA.COM
#securitycanada
Canada’s Security Industry Meets Here!

The Canadian security industry centers on three powerhouse markets: Toronto, Vancouver, and Montreal. In 2024, Security Canada Trade Shows will bring the industry together in each of these cities. The businesses and professionals in these regions are dedicated to growing their expertise – and they know that our trade shows are the place to do it. By exhibiting at one, two, or three of our shows, you’ll be able to expand your audience and conduct business in the heart of the Canadian security industry.

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“A great opportunity to expand and expose your business. A show that allows you to explore your Market competition as well as create partnerships that are mutually beneficial.

Ryan D’Silva,
Morse Canada

Canada’s top security trade shows - not to be missed! The best in innovation, education, and networking.

Shauna Quinn,
Senstar
What to expect: The Security Canada Trade Show Experience

Real connection driving real business

CANASA is the voice of Canada’s $6 billion security industry, representing more than 100,000 professionals across the country. Security Canada Trade Shows are the largest in the country and offer the latest innovations, cutting edge education, and the best networking opportunities of the year. That’s why seven out of ten security industry decision makers only attend our shows.

Attendee Profile

Security Canada Trade Shows draw professionals and companies from every corner of the country and across all buying segments, providing you with the opportunity to connect with influential decision-makers at every level.

Among our attendees:

• 44% work with alarm companies and system integrators
• 23% are business owners/executives
• 20% are sales and marketing professionals
• 17% are technicians and installers

1 in 4 participants plan to spend more than $500,000 on security equipment each year.

NOTE: statistics are based on Security Canada Central 2023 attendance
Security Canada Attendees — By the Numbers

What They Do

<table>
<thead>
<tr>
<th>Role</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Owner/Senior Executive</td>
<td>23.3%</td>
</tr>
<tr>
<td>Sales/Marketing</td>
<td>19.9%</td>
</tr>
<tr>
<td>Operations/Personnel Management</td>
<td>17.0%</td>
</tr>
<tr>
<td>Technician/Installer</td>
<td>16.7%</td>
</tr>
<tr>
<td>Other</td>
<td>9.2%</td>
</tr>
<tr>
<td>Cyber/ IT/CSO</td>
<td>5.5%</td>
</tr>
<tr>
<td>Facility/Loss Prevention</td>
<td>5.3%</td>
</tr>
<tr>
<td>Law Enforcement/Public Safety</td>
<td>3.1%</td>
</tr>
</tbody>
</table>

Company Type

- Systems Integrator: 28.1%
- Security Products and Services/Distributors/Manufacturers/Agents: 16.4%
- Alarm Company: 15.7%
- Other: 11.1%
- Private Sector/Retail/Corporate End-User: 7.6%
- Systems Architects & Engineers/Consultants: 6.4%
- AHJ/Government/Law Enforcement/Crown Corporation: 5.3%
- Guard Service/Alarm Response/Private Investigator: 3.6%
- Locksmith: 2.6%
- Monitoring Station: 1.5%

Purchasing Power

- $500K+: 31.3%
- $50K - $100K: 14.0%
- $100K - $200K: 15.7%
- $200K - $500K: 14.9%
- $0 - $50K: 24.1%

A great opportunity to network, see new products, and learn about relevant topics in the education sessions. Best of all? It’s free to attend!

Sarah Miller,
ASP Security

NOTE: statistics are based on Security Canada Central 2023 attendance
Connect With Canada’s Corporate Purchasers

Come, meet the country’s top security professionals in addition to corporate purchasers like those listed below, and be a part of Canada’s most comprehensive security show.

407 ETR
AE.COM
Air Canada
Alberta Energy Regulator
Alberta Health Services, Protective
Aloquinn College ACGV
Ambassador Bridge
American Iron and Metal
Apotex
Art Gallery of Hamilton
Aurora Cannabis
B.C. Institute of Technology
Banque Nationale
Baycrest Health Sciences
Bayer
BC Government
BC Housing
BC Liquor Distribution Branch
Bell Aliant Regional Communications
Bell Canada
Bell Mobility
Bomardier
Brookfield
Bruce Power Inc.
Buffalo City Mission
Cadillac Fairview
Canada Border Services Agency
Canada Computers & Electronics
Canada Post Corporation
Canadian Armed Forces
Canadian Heritage / Canadian Armed Forces
Canadian Heritage / Patrimoine canadien
Canadian Nuclear Labs
Canadian Tire Corporation
Carleton University
Casino de Montreal
CBRE
Chilliwack School District #33
CIBC
Cisco Jasper
CISO (Criminal Intelligence Service Ontario)
Citi
City of Brampton
City of Calgary – Corporate Security
City of Cote Saint-Luc
City of Edmonton
City of Guelph
City of Hamilton
City of Kingston
City of Kitchener
City of Laval
City of London
City of Markham
City of Mississauga
City of Montreal
City of Ottawa
City of Pickering
City of Quinte West
City of Toronto
City of Vaughan
City of Windsor
CN Rail

CN Tower
Cogeco
Collins Aerospace
Conestoga College
Contava
Cornerstone Housing for Women
Correctional Service Canada
Council Of Great Lakes Governors
Courtyard Marriott Toronto Airport
Criminal Intelligence Service Ontario
Customized Medical
DB Schenker
De Beers Group
Defence Construction Canada
Deloitte
Department of Fisheries and Oceans
Department of Justice
Department of National Defence
Dejardins, Inc.
Deslauriers
DHL
District School Board of Niagara
Dpt. of Canadian Heritage
Durham College
Durham Regional Police Service
Durnery
Edmonton – Public Schools
Edmonton Police Service
Edmonton Transit Service
Electricity Business
EllisDon
Emergency Management
ENERGY Fenestration Solutions
Equini
Fallview Casino
FCA Insurance Brokers
FedEx
Firma Foreign Exchange
Four Seasons Hotels & Resorts
Fraser Health Authority
Freedom 55 Financial
Friday Harbour Resort
Gateway Casinos and Entertainment
General Cable
George Brown College
Giant Tiger Stores Limited
Google
Government Of Alberta
Government Of Alberta – Sheriffs Technical Services
Government Of British Columbia, Gaming
Enforcement Branch
Government of Canada
Grand and Toy
Grand Prix Du Canada
Grand River Hospital
Granite Club
Great Living
Greater Toronto Airports Authority
Grenke Leasing
Guelph Hydro Electric Systems Inc
GWRL Realty Advisors
Halifax Port Authority
Halifax Regional Municipality
Halifax Regional Water Commission
Halton District School Board
Halton Regional Police Service
Hamilton Police Service
Hamilton Public Library
Health Canada
Health Canada Library
Healthcare of Ontario Pension Plan
Home Improvement Retailing
Honda
Houle Electric
House of Commons Security
Hubbell Canada
Humber College
Hushmail
Husky Injection Molding Systems Ltd.
Hydro One
Hydro One Networks
Hydro Ottawa
Hydro-Quebec
IBM Canada Ltd.
Indigo Books & Music Inc.
Ingram Micro
International Trade Administration
Irving Oil Security Services
Irving Shipbuilding Inc.
Irving Tissue
Ivanhoe Cambridge
JD Irving, Limited
Jehovah’s Witnesses
Johnson Controls Canada LP
JTsocial
Kia Sudbury Motor
Kidde
Kuehne + Nagel Ltd.
Labatt Breweries of Canada
LCBO-Resource Protection
Legislative Assembly of New Brunswick
Library and Archives Canada
Loblaws Companies Ltd.
London District Catholic School Board
Longo’s
Loto Quebec
Lumen
Manulife
Maple Lodge Farms
Marriott Hotels
MARS Discovery District
Master Lock Canada
Masterminds Toys
Merchant Treasury Services Inc.
Metrolix
Microsoft Canada Inc.
Ministry of Community Safety and Correctional Services
Ministry of Finance
Ministry of Interior of Qatar
Ministry of Public Safety & Emergency Preparedness Mississauga Executive Centre
MLSE
NEC Corporation of America
NetApp
New Brunswick Power
Niagara Casinos
Niagara Region
Niagara Regional Police Service
North Bay Regional Health Centre
North York General Hospital
Nova Scotia Liquor Corporation
Office Max / Grand & Toy
Office of the Auditor General of Canada
Ontario Government
Ontario Lottery and Gaming
Ontario Parliament Education
Ontario Power Generation
Ontario Provincial Police
Ontario Shores Centre for Mental Health Sciences
Ornge
Ontario Police Service
Ottawa-Carleton District School Board
Oxford Properties
Park Plaza Toronto Airport
Parl Diplomacy
Pathway Communications
Peel District School Board
Peel Regional Police
Plan Group
Premium Rentals
Primus
Public Prosecution Services of Canada
Public Safety & Emergency Preparedness Canada (PSEPC)
Public Service Commission of Canada
Public Services and Procurement Canada
Public Works & Government Services Canada
Purolator Canada
Quincallimez Richelleiu L’lte/ Richelleiu Hardware
RBC
Region of Durham
Paramedic Service
Region of Waterloo
Region of York
Regional Municipality of Durham
Regional Municipality of Niagara
Reichman Senior Housing
Reitmans (Canada) Ltd.
Revenu Quebec
Ridley College
River Cree Resort & Casino
Rogers Communications
Rolls-Royce Canada Limitée
Royal Canadian Legion
Royal Canadian Mounted Police
Royal Ontario Museum
Ryaner University
Safra
Saint Mary’s University
San Diego State University
Scotch Bank
Securite Publique et Protection Civile du Canada
Senate of Canada
Service de police de Laval
Sheraton Centre Toronto
Sheraton Hotels
Sheridan College
Shoppers Drug Mart
Siemens
SimplexGrippen
Sir Sandford Fleming College
SMC Lavalin Inc.
Sobeys
Société Des Alcools Du Québec
Société Transport de Montréal
Spectrum Brands
Sprint
St. Lawrence Seaway
Stanley Black & Decker
Canada Corporate
Starwood Hotels and Resorts
Statistics Canada
Stornoway Diamond Corporation
Sûreté du Québec
TD Bank
TELUS
The Hospital for Sick Children
The Ottawa Hospital
The Regional Municipality of York
The Regional Municipality of York – Property Services Branch
The Senate Of Canada – Senate Protective Service
The Source
The University of British Columbia
Thomson Terminals
Tim Hortons
Tint Master of Canada Inc.
Toronto Catholic District School Board
Toronto Community Housing
Toronto District School Board
Toronto Pearson International Airport
Toronto Police Service
Toronto Transit Commission
Toronto Zoo
Town of Caledon
Town Of Hampstead
Transport Canada
Transport Robert
Trillium Health Partners
Trinity College School
Unil Communications Inc.
Unity Health Toronto
University Health Network
University of British Columbia
University of Guelph
University of Toronto
University of Western Ontario
Upper Canada District School Board
Upper Grand District School Board
Vancouver Aquarium
Vancouver Community College
Vancouver General Hospital
Vancouver International Airport Authority
Veteran Affairs Canada
Ville de Gatineau
Ville De Laval
Ville De Montreal
Ville De Montréal, arrondissement Lachine
Ville De Mtl, Dir. Des Immeubles, Div. De La Securite
Ville de Terrebonne
Waterloo Regional Police
Waypoint Centre for Mental Health Care
Western University
Windsor Police
Woodbine Entertainment
World Vision Canada
York Catholic District School Board
York Region Transit
York Regional Police
York University
Your Caledon
YVR

“Being able to see the latest technology on the market is important to our business.”

Roger Miller,
Northeastern Protection Service Inc.”
Sponsorship Opportunities

Sponsorship provides Exhibitors with many sought-after benefits and increased opportunities for **actively engaging with our audience**. Choose one or more of the opportunities listed below to boost your visibility.

<table>
<thead>
<tr>
<th>Sponsorship Option</th>
<th>SCE</th>
<th>SCW</th>
<th>SCC</th>
<th>National</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enhanced Branding &amp; Digital Advertising Package*</td>
<td>$5,000</td>
<td>$5,000</td>
<td>$7,500</td>
<td>$10,000</td>
</tr>
<tr>
<td>Flag Banners (Sponsor Provides)</td>
<td>$2,500</td>
<td>$2,500</td>
<td>$4,000</td>
<td>$7,500</td>
</tr>
<tr>
<td>Bag Stands at the Entrance (Sponsor Provides)</td>
<td>National Only</td>
<td>National Only</td>
<td>$7,500</td>
<td></td>
</tr>
<tr>
<td>Lanyards (Sponsor Provides)</td>
<td>National Only</td>
<td>National Only</td>
<td>$5,000</td>
<td></td>
</tr>
<tr>
<td>Name Badges</td>
<td>National Only</td>
<td>National Only</td>
<td>$5,000</td>
<td></td>
</tr>
<tr>
<td>Show Guide Floor Plan</td>
<td>National Only</td>
<td>National Only</td>
<td>$5,000</td>
<td></td>
</tr>
<tr>
<td>Registration Kiosk</td>
<td>N/A</td>
<td>N/A</td>
<td>$5,000</td>
<td>N/A</td>
</tr>
<tr>
<td>Sponsorship of Keynote Session</td>
<td>N/A</td>
<td>N/A</td>
<td>$5,000</td>
<td>N/A</td>
</tr>
<tr>
<td>Floor Mats</td>
<td>N/A</td>
<td>N/A</td>
<td>$5,000</td>
<td>N/A</td>
</tr>
</tbody>
</table>

Please note that priority is given to the previous year’s sponsors and national sponsors. To be a national sponsor, you must exhibit at two of the three Security Canada Trade Shows.

The following benefits are included for ALL Sponsors*:

- Logo on the Security Canada website - sized to sponsorship level
- Logo in show guide - sized to sponsorship level
- Logo inclusion in all marketing communications where sponsor logos are featured

* Applicable to the show being sponsored

Enhanced branding & digital advertising package includes:

(See investment levels above)

- Logo on email communications to prospective and registered attendees
- Logo on all direct mail communications
- Logo with Exhibitor listing in show guide
- Banner ad on Security Canada event website page
- Banner ad on 1 Security Canada promotional email to registered attendees
- Banner ad on 4 Security Canada promotional emails to prospective attendees
- Social media promotion of sponsorship at each trade show

* For new communications and from the date of sponsorship

Secure Your Sponsorship Opportunities

Click Here »
Your brand’s visibility is tied directly to your investment. The more you invest, the greater your recognition.

<table>
<thead>
<tr>
<th>Sponsorship level</th>
<th>Minimum Investment not including booth purchase</th>
<th>Sponsorships Available</th>
</tr>
</thead>
<tbody>
<tr>
<td>Platinum</td>
<td>$15,000</td>
<td>2</td>
</tr>
<tr>
<td>Diamond</td>
<td>$10,000</td>
<td>3</td>
</tr>
<tr>
<td>Gold</td>
<td>$7,500</td>
<td>5</td>
</tr>
</tbody>
</table>

For example:
Investing in Flag Banners at a cost of $7,500 gets you to Gold Level recognition, however, adding Floor Mats at $2,500 brings your total to Diamond level recognition.

Brand (logo) recognition on the Security Canada website, show guide, and in all marketing communications where sponsor logos are featured, prioritized based on investment level. Please see graphic below for reference.

Secure Your Sponsorship Opportunities  
Click Here »
Security Canada East
Sheraton Laval
Laval, Quebec
April 24, 2024

Bringing in over 800 security professionals from across eastern Ontario, Quebec, and the Maritimes, Security Canada East is THE place to be to build your business in the Quebec market. Don’t miss this dynamic trade show offering the best business networking opportunities in the region.

Schedule

April 23
1:00 p.m. Set-up begins
5:00 p.m. Set-up ends

April 24
8:00 a.m. Set-up resumes
10:00 a.m. Exposition opens
12:00 p.m. Luncheon on show floor
5:00 p.m. Exposition closes and tear down

What’s included:
- 6’ draped table
- Access to electricity
- Floor covering by venue
- Five free Exhibitor badges
- Pipe and drape
- Listing in show directory
- Listing on Security Canada website

For more information please contact:

Steve Basnett, CEM,
Director, Trade Shows and Events

T: (905) 513-0622 ext 224
E: sbasnett@canasa.org

Booth Pricing

CANASA Member:
Before Jan 31: $3,000 CDN each
As of Feb 1: $3,300 CDN each

Non-member:
Before Jan 31: $3,400 CDN each
As of Feb 1: $3,700 CDN each

Full payment is due at time of booking

What booths are available?

We cannot advise what booths are available until 2023 Exhibitors have reclaimed or released their first-right-of-refusal on booth space (January 31, 2024). We recommend you reserve your booth now as preference is given to the date the contract was received when unclaimed booths go into the draw in early February.

All booths are 10' wide × 8' deep
Per above, CANASA members SAVE $400 per booth

BOOK A BOOTH ➤  VIEW FLOOR PLAN ➤
Security Canada West

Hosted in vibrant Vancouver, British Columbia, Security Canada West brings together over 500 security professionals from Canada’s Pacific Northwest. Seize this opportunity to learn, network, and see the latest products and services that can help grow your business.

What’s included:

- 6’ draped table
- Access to electricity
- Floor covering by venue
- Five free Exhibitor badges
- Pipe and drape
- Listing in show directory
- Listing on Security Canada website

For more information please contact:

Steve Basnett, CEM, Director, Trade Shows and Events

T: (905) 513-0622 ext 224
E: sbasnett@canasa.org

Sheraton Vancouver Airport Hotel
Richmond, B.C.
June 19, 2024

Schedule

June 18
1:00 p.m. Set-up begins
5:00 p.m. Set-up ends

June 19
8:00 a.m. Set-up resumes
11:30 a.m. Set-up ends
12:00 p.m. Exposition opens with luncheon on show floor
5:00 p.m. Exposition closes and tear down

Booth Pricing

CANASA Member:
Before Jan 31: $2,800 CDN each
As of Feb 1: $3,100 CDN each

Non-member:
Before Jan 31: $3,200 CDN each
As of Feb 1: $3,500 CDN each

Full payment is due at time of booking

What booths are available?

We cannot advise what booths are available until 2023 Exhibitors have reclaimed or released their first-right-of-refusal on booth space (January 31, 2024). We recommend you reserve your booth now as preference is given to the date the contract was received when unclaimed booths go into the draw in early February.

Per above, CANASA members SAVE $400 per booth
Security Canada Central

Security Canada Central is the largest industry event in the country, with over 2,700 security professionals attending every year. Set in Toronto, this show is national in scope and the ideal place to liaise with peers, learn from experts, spotlight your company, and connect with thousands of the security industry’s best.

Schedule

October 21
8:00 a.m. Move-in for large exhibits only (4 booths and up). Lange will email you approximately two weeks before the show with your move-in time.
5:00 p.m. Set-up ends

October 22
8:00 a.m. Set-up begins
5:00 p.m. Set-up ends

October 23
8:00 a.m. Set-up resumes
10:00 a.m. Exposition opens
5:00 p.m. Exposition closes

October 24
10:00 a.m. Exposition opens
3:00 p.m. Exposition closes & tear down

What’s included:

• Booth carpet and daily vacuuming
• Five free Exhibitor badges
• Pipe and drape
• Listing in show directory
• Listing on Security Canada website

For more information please contact:
Steve Basnett, CEM,
Director, Trade Shows and Events

T: (905) 513-0622 ext 224
E: sbasnett@canasa.org

Booth Pricing

CANASA Member:
Before Jan 31: $4,400 CDN each
As of Feb 1: $4,700 CDN each
As of July 1: $5,000 CDN each

Non-member:
Before Jan 31: $4,800 CDN each
As of Feb 1: $5,100 CDN each
As of July 1: $5,400 CDN each

Full payment is due at time of booking.
All booths are 10’ wide x 10’ deep; booths can be combined to create your own custom space.
Per above, CANASA members SAVE $400 per booth

What booths are available?

We cannot advise what booths are available until 2023 Exhibitors have reclaimed or released their first-right-of-refusal on booth space (January 31, 2024). We recommend you reserve your booth now as preference is given to the date the contract was received when unclaimed booths go into the draw in early February.
<no value>