

Raising the bar and exploring new strategies at ESX 2019 in Indianapolis

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The Electronic Security Expo (ESX) will be held at the Indiana Convention Center, June 3-6, in Indianapolis. The show focusses exclusively on the electronic security and life safety industry, including companies that service the connected Internet of Things (IoT) space for homes and businesses.

The ESX Main Stage will highlight inspirational presentations from motivational speakers, Dr. Rick Rigsby and Kevin Brown. In addition, there will be a founder of a drone security company and an Entrepreneur-in-Residence from Kleiner Perkins for OpenXchange, and a Secret Service agent for the Closing Keynote.

Sharing best practices and trends

In breakout sessions, colleagues and business thought leaders will share best practices, trends and opportunities that helped their own companies and careers, so that others might replicate their successes or minimise their failures. These sessions are aimed at propelling attendees to reimagine their business models and go-to-market strategies, says George De Marco, Chairman of ESX and Managing Partner for DECO Ventures LLC.

Examples of breakout sessions include:

- CounterPoint Forum – “False Alarm Dispatches - A Real Threat or a Nuisance to the Industry?”
- “Top 3 Ways to Grow Your Video RMR”
- “5 Faster, Smarter Ways to Improve Cash Flow”
- “Artificial Intelligence Real Time Video Monitoring Solutions”

Promoting security professionals' growth

“Our goal is to develop next-gen methods that deliver industry content and promote professional growth”

“Each year, we challenge ourselves to raise the bar of the educational sessions and main stage events,” says De Marco. “One of the ways is introducing new faces and voices for the peer-developed and peer-driven educational sessions that offer best practices and identify trends, opportunities and challenges for industry professionals to consider today and in the future. Our goal is to develop next-gen methods that deliver industry content and promote professional growth as the industry pivots to the future.”

New entrants and disruptors are challenging traditional go-to-market strategies, causing traditional companies to rethink how they rise above the noise in a changing competitive landscape and handle new consumer buying behaviours, says De Marco.

Exhibitors at ESX

Exhibitors that support ESX include Interlogix (Diamond sponsor), Napco (Platinum sponsor), Alula and DMP (Gold sponsor), and ADI, Altronix, Bold Group, Essence, ICT, Quick Response, Resideo, Secura key, Security Central and WeSuite (Silver sponsors). ESX seeks to connect exhibitors with the influencers and decision-makers from companies that represent a cross section of dealers, integrators and monitoring companies in North America. The exhibit hall will be the focal point for exhibitors to showcase their latest technology in the city's impressive convention centre.

“We recognise individuals and companies during the Opening Celebration that help propel the industry forward and at our VIP Event at the Indianapolis Motor Speedway,” says De Marco. “During the day, there are meals around the Main Stage sessions which gather attendees around the table for casual conversation before the presentation begins.”

Indianapolis, home of the Indy 500, is a unique location that has a lot to offer the attendees of ESX. A special night at the Indianapolis Motor Speedway will invite a limited number of guests to share great food and drinks, to experience a trip around the track in an official pace car, and to ‘kiss the bricks’, a speedway tradition. Centrally located in the US, Indianapolis is a convenient convention destination for travel, whether flying or driving.

Connecting with peers and colleagues



Another benefit of the show is the cross-section of companies represented in the industry, whether large, medium or small

There are also networking opportunities throughout the week. The Pub Crawl, an attendee favourite, is a night where long-time friends gather, and new friendships are made. *“This is where the real conversations happen between peers and colleagues about real problems of running and*

” says De Marco.

Another benefit of the show is the cross-section of companies represented in the industry, whether large, medium or small players. This enables professionals to come together to connect with their peers and colleagues, allowing for deep discussions on how to grow their people, revenues and profits, including mentoring opportunities that encourage leadership development, says De Marco.

The subject of finding qualified employees is top of mind for almost every industry today, especially the security industry. Sessions that address hiring and managing employees for industry professionals include

- ┌ “Hiring from Outside the Monitoring Industry: Surprising Resources for Great Operators”
- ┌ “Maximise New Employees: Why Onboarding is Critical to Their Success”
- ┌ “5 Tips for Effective Employee Performance Evaluations”

Helping attendees to reinvent their business

“Our focus is primarily on the attendee, helping them connect with suppliers, colleagues and opportunities that reimagine their businesses, so they can be stronger competitors,” says De Marco. *“If we can provide the right knowledge to inspire or transform the attendees to take meaningful action or implement change that helps them remain relevant, we believe we have succeeded.”*

There will be an undercurrent of sadness at ESX this year because the industry recently suffered a loss. George Gunning, former CEO of USA Alarm Systems and one of the founding members of ESX, passed away in February. *“We would be remiss if we didn’t recognise his contributions and influence on the industry and ESX over the years,”* says De Marco. Another founding member of ESX who has passed away is John Murphy, formerly CEO of Vector Security.

Author Profile



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An experienced journalist and long-time presence in the US security industry, Larry is SourceSecurity.com's eyes and ears in the fast-changing security marketplace, attending industry and corporate events, interviewing security leaders and contributing original editorial content to the site. He leads SourceSecurity.com's team of dedicated editorial and content professionals, guiding the "editorial roadmap" to ensure the site provides the most relevant content for security professionals.

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