



For the Security Industry
by the Security Industry

2007 CSAA ELECTRONIC SECURITY FORUM & EXPOSITION



Exhibitor Prospectus

Buena Vista Palace Hotel & Spa
Orlando, Florida
May 16-20, 2007

DON'T MISS IT!
Reserve your booth NOW!

Exhibit At the CSAA Forum!



Steve Doyle

Welcome to the 2007 CSAA Electronic Security Forum and Expo (formerly NASS EX and NAMTSE).

Over the past decade CSAA has reformulated its spring meeting by listening to our members, our meeting attendees and the industry as a whole. As a result we put together a meeting where the concept of education for the central station monitoring and alarm installing industries is the foremost component of

the meeting. We also realize that manufacturing companies and other suppliers play a pivotal role in the educational environment. Therefore, we have deliberately set aside time slots for technical product presentations and for the exhibit hall unencumbered by other activities to allow exhibitors to inexpensively access, not only an audience of company owners, but also key people within some of the foremost companies in the industry.

Each year we have changed the meeting to reflect the concerns and needs of our attendees, finally settling on the successful format used in the 2006 CSAA Electronic Security Forum and Exposition. We have fine-tuned the program for 2007 and returned to the popular destination of Orlando, where we had record attendance in 2003. We hope that you will find this the perfect opportunity for your sales team, your customers and your potential customers to come together, one on one.

All exhibitors will be the guests of the CSAA President at a special Saturday afternoon reception in the President's Suite to thank you for joining with us at this meeting. There will also be a special joint dinner for the Exhibitors with the CSAA Board of Directors. In addition, the SDM Top 100 Awards Gala will be held on Saturday night in conjunction with Forum 2007. CSAA is working hard to ensure that you have a profitable and very successful meeting with us.

The CSAA Preliminary Program and Timeline of Events will be in the mail in the coming weeks, or you can visit our web site at www.CSAAForum.com for the latest program updates. If you have any questions as to exhibit space, please contact **John S. McDonald**, CSAA Director of Meetings and Conventions at 703-242-4670, Ext. 17.

CSAA is certain 2007 will be our biggest and best year yet! We look forward to having you with us.

Kindest regards to all!

Steve Doyle
Executive Vice President
Central Station Alarm Association

What Is the CSAA Forum?

Highly-Focused Exhibits

The concept of the CSAA Electronic Security Forum & Exposition was developed by the **Central Station Alarm Association (CSAA)** due to the need for a **highly-focused show of short duration** for approximately 3,000 central stations in the **central station alarm industry**. For this reason, the CSAA Mid-Year Meeting was transformed into NAMTSE in 2001, later NASS EX, and now the CSAA Forum.

The Forum limits exhibit space to **ensure the proper ratio of buyers and interested parties** to exhibitors. The Exposition is limited in scope to only those companies whose products, concepts and services have a direct impact on, and importance for, central stations and installers.

The exhibition consists of fixed "table-top" type booths for the display of materials and/or small scale presentations.

Multi-level Education

The CSAA Forum is also about education. CSAA offers over 50 hours of instruction on topics of interest to the central station, installing and call center industry. Page 3 has a preliminary summary of this year's schedule.

Our attendees are a mix of CEOs, general managers, finance, sales, IT, and technical staffs, as well as a host of other monitoring and installing company personnel.

Networking

The CSAA Forum attendees will have the opportunity to develop personal contacts with our exhibitors in the social gatherings, as well as during the educational and the exhibition components. **Exhibit-only** time is scheduled for Saturday so attendees and exhibitors can have one-on-one time.

Demographics

Who Comes to the Forum?

- 82% are decision makers who influence purchases
- 70% are security, fire and video systems providers
- 62% are central station monitoring services providers

What do they Purchase?

- Monitoring equipment and software 90%
- Security/fire equipment 81%
- CCTV/video equipment 80%
- Surveillance equipment 67%
- Communications equip. 57%
- Deterrent equipment 41%

Another Reason to Exhibit

This event provides **many opportunities for our exhibitors to share** their products, concepts and services with this vital audience.

- Your company will be automatically listed on the CSAA "**Virtual Expo**," which will remain in effect after the meeting for the rest of the year. See the back cover for details.

CSAA Forum Schedule Highlights

Exhibit-related activities are highlighted.

Wednesday, May 16, 2007

8:30am – 12:00pm AICC Meeting
12:00pm – 5:00pm Registration Open
12:00pm – 3:00pm Industry Liaison Committee
1:00pm – 5:30pm AICC Golf Tournament
3:00pm – 5:00pm SIAC CARE Committee Meeting

Thursday, May 17, 2007

8:30am – 5:30pm Registration
9:00am – 12:00pm Committee Meetings
9:00am – 5:30pm Technical Product Presentations
12:30pm – 5:00pm CSAA Board of Directors Meeting
4:00pm – 6:00pm Proprietary Council Meeting
6:00pm – 7:30pm Opening Reception
7:30pm – 10:00pm CSAA Board of Directors, Sponsors
& Exhibitors Dinner (By Invitation Only)

Friday, May 18, 2007

8:00am – 5:00pm Registration
8:00am – 4:30pm UL Seminar
8:00am – 4:30pm Training Track I – Operations Management
8:00am – 4:30pm Training Track II - Sales

8:00am – 4:30pm Training Track III - Technical
7:00pm – 10:00pm Optional Social Event (Off Property)

Saturday, May 19, 2007

7:00am – 10:00am Exhibitor Setup
8:00am – 4:00pm Registration Open
8:30am – 10:30am Training Track I – Operations Management
8:30am – 10:30am Training Track II – Sales
8:30am – 10:30am Training Track III – Technical
10:30am – 2:30pm Exhibits & Exhibit Hall Lunch
2:30pm – 4:30pm Training Track I – Operations Management
2:30pm – 4:30pm Training Track II – Sales
2:30pm – 4:30pm Training Track III – Technical
3:00pm – 4:00pm Exhibitor Sponsor Appreciation Reception
(Exhibitors and Sponsors Only)
4:30pm – 5:30pm Exhibits & Exhibit Hall Happy Hour
7:00pm – 8:00pm SDM 100 Cocktails
8:00pm – 11:00pm SDM 100 Dinner

Sunday, May 20, 2007

9:00am – 10:00am General Membership Meeting
10:15am – 11:30am Special Presentation
11:45am – 1:00pm Awards Luncheon and Preview of the SDM 100

The Buena Vista Palace Hotel & Spa

Located inside the Walt Disney World Resort, the Buena Vista Palace Hotel guests receive special privileges such as access to Disney's golf courses and complimentary transportation to all Disney theme parks. Fresh from an extensive renovation, the luxury hotel has 895 guest rooms and 117 suites housed in a towering 27 story modern building set on 27 beautifully landscaped acres. Features include a 10,000-square-foot European-style spa; three heated pools; and exciting sports activities, including basketball and volleyball courts, lighted tennis courts and a children's playground. In addition, the hotel has six on-site restaurants and lounges.

HOTEL ROOM RESERVATIONS

Orlando

The city of Orlando is the county seat of Orange County, Florida, with a city population of more than 210,000. The city is best known for the many tourist attractions in the area, particularly the nearby Walt Disney World Resort. Other area attractions include Sea World and Universal Orlando Resort. Orlando sees an estimated 52 million tourists a year and ranks second in the country for number of hotel rooms.

2007 Electronic Security Forum & Exposition



CSAA ELECTRONIC SECURITY FORUM & EXHIBITION AGREEMENT

RULES, REGULATIONS, AND SERVICES - PLEASE READ CAREFULLY

For the purpose of this document, the 2007 CSAA Electronic Security Forum & Exhibition is henceforth referred to as the CSAA Forum.

1. Agreement

The application, executed by applicant (Exhibitor) shall constitute a valid and binding agreement between the CSAA Electronic Security Forum & Exhibition (CSAA Forum) Management (CSAA) and Exhibitor.

2. Purpose

To disseminate knowledge and promote the development and application of central station/call center monitoring and alarm installing services. The CSAA Forum comprehensive technical exhibition will serve to introduce new products and services to the market and to educate individuals in these areas with regard to these technologies. Only exhibitors whose materials are related to those purposes will be allowed to maintain displays.

Exhibit Management reserves the right to determine, in its sole discretion, whether Exhibitor's materials relate to the purpose of the exhibition.

3. Assignment Of Space

Assignment of space will be made on a first-come, first-served basis, in order of date of receipt of the paid application. All due consideration will be given to an exhibitor's location preference on the show floor, subject to availability.

Assignment of space is final and shall constitute an acceptance of the exhibitor's request to occupy space. Space assignment may be revoked or changed by Exhibit Management any time that the minimum payment schedule is not met.

4. Subletting Of Space

Exhibitor agrees not to assign, sublet, or apportion the whole or any part of the space allowed without the knowledge of and written consent of Exhibit Management. Only one company may occupy space.

5. Space Rental Fees

Standard booths are 8' deep by 10' wide and include 8' high back and 3' high side drapery, draped 6' table, two chairs, waste basket, carpeting and standard electrical hook-up. All booths include a standard booth header sign showing Exhibitor's name, as well as one listing in the exhibit guide.

Booths: CSAA Member: \$1,750 Non-CSAA Member: \$2,100

Payment includes one (1) full registration per booth to the CSAA Forum.

Additional Exhibitors in the booth must pay the regular registration fees (information and forms will be included in the Preliminary Program).

6. Arrangement Of Exhibits

Exhibitor agrees to arrange exhibits so as not to obstruct the general view nor to hide other exhibits. No partitions other than the side rails provided by Exhibit Management will be allowed unless specifically approved. All booths have a height restriction of 8'. No display material exposing an unfinished surface to neighboring exhibits or aisles will be permitted.

7. Advertising Matter

Exhibit Management reserves the right to prohibit distribution of souvenirs, advertising matter, or anything else, which it may consider objectionable. Distribution outside an exhibitor's booth is forbidden.

8. Safety Precautions

Exhibitor agrees to take the necessary measures to safeguard visitors in the exhibit area from any hazards associated with exhibit equipment and to comply with any local state or national safety requirements.

9. Payment & Cancellation

Payment in full for the space rental fee is due with contract and is non-refundable after April 12, 2007. All cancellations prior to April 12, 2007 are subject to a \$45 processing fee. Exhibitors will not be allowed to set up unless the booth fee has been paid. The space contract agreement may be cancelled by Exhibitor with a written notice to the address set forth in this contract (fax is acceptable for this purpose).

10. Occupancy Of Exhibit Hall

Exhibit Management may terminate this contract in the event the Exhibit Hall is destroyed or damaged, or if the exhibit fails to take place as scheduled, is interrupted, discontinued, or access is prevented due to any of the following causes: strike, lockout, injunction, emergency, act of God, act of war, or any other cause beyond control of the Exhibit Management.

In such event, Exhibitor agrees to waive any and all damages and claims for damages and agrees that the sole liability of Exhibit Management shall be to refund to Exhibitor all payments made for exhibit space, less a proportionate share of all expenses incurred and committed by Exhibit Management.

11. Installation And Dismantling

Exhibitor agrees to install all exhibits by the opening hour of the exhibition. Exhibitor agrees not to dismantle any exhibit or exhibit booth nor to do any packing before the final closing hour of the exhibition. Under no circumstances will the delivery or removal of any portion of an exhibit be permitted during the exhibition without permission from Exhibit Management.

12. Rejections And Penalties

Management reserves the right to restrict, reject, prohibit, or eject any exhibit, in whole or in part, which because of noise, safety hazards, or for other prudent reasons becomes objectionable. If an exhibit or exhibitor is ejected for violation of these rules and regulations, no return of rental fee shall be made.

13. Insurance And Liability

Exhibit Management and Exhibit Hall will use reasonable care to protect Exhibitor against loss. However, they will not be liable for damage or loss to property of or injury to Exhibitor, his agents, or employees, through theft, damage by fire, accident, or other causes. Exhibitor should insure his/her property against such loss. Exhibitor agrees to make no

claim against and to protect, indemnify, and hold harmless Exhibit Management, Sponsoring Association, and Exhibit Hall against loss, theft, or damage to Exhibitor's property or for any injury to persons in Exhibitor's area.

In the event that Exhibit Management or Sponsoring Association shall be held liable resulting from Exhibitor's act or failure to act, Exhibitor agrees to indemnify them and hold them harmless.

14. Labor Requirements

In order to conform to possible union contract rules and regulations, it will be necessary that all Exhibitors use qualified union personnel if required for the various services required for installing and dismantling exhibits, and for material handling within the show. The handling, placing, or setting out of merchandise that is to be displayed does not require union labor and may be done by Exhibitor. Union regulations will be provided if necessary.

15. Exhibit Management

The words "Exhibit Management" and "Sponsoring Association" as used herein refer to the Central Station Alarm Association.

Exhibitor further agrees that the conditions, rules, and regulations of Exhibit Management are made a part of this contract and that said exhibitor agrees to be bound by each and all of these rules and regulations, and agrees that Exhibit Management shall have full power to interpret, amend, and enforce all rules and regulations in the best interest of the show.

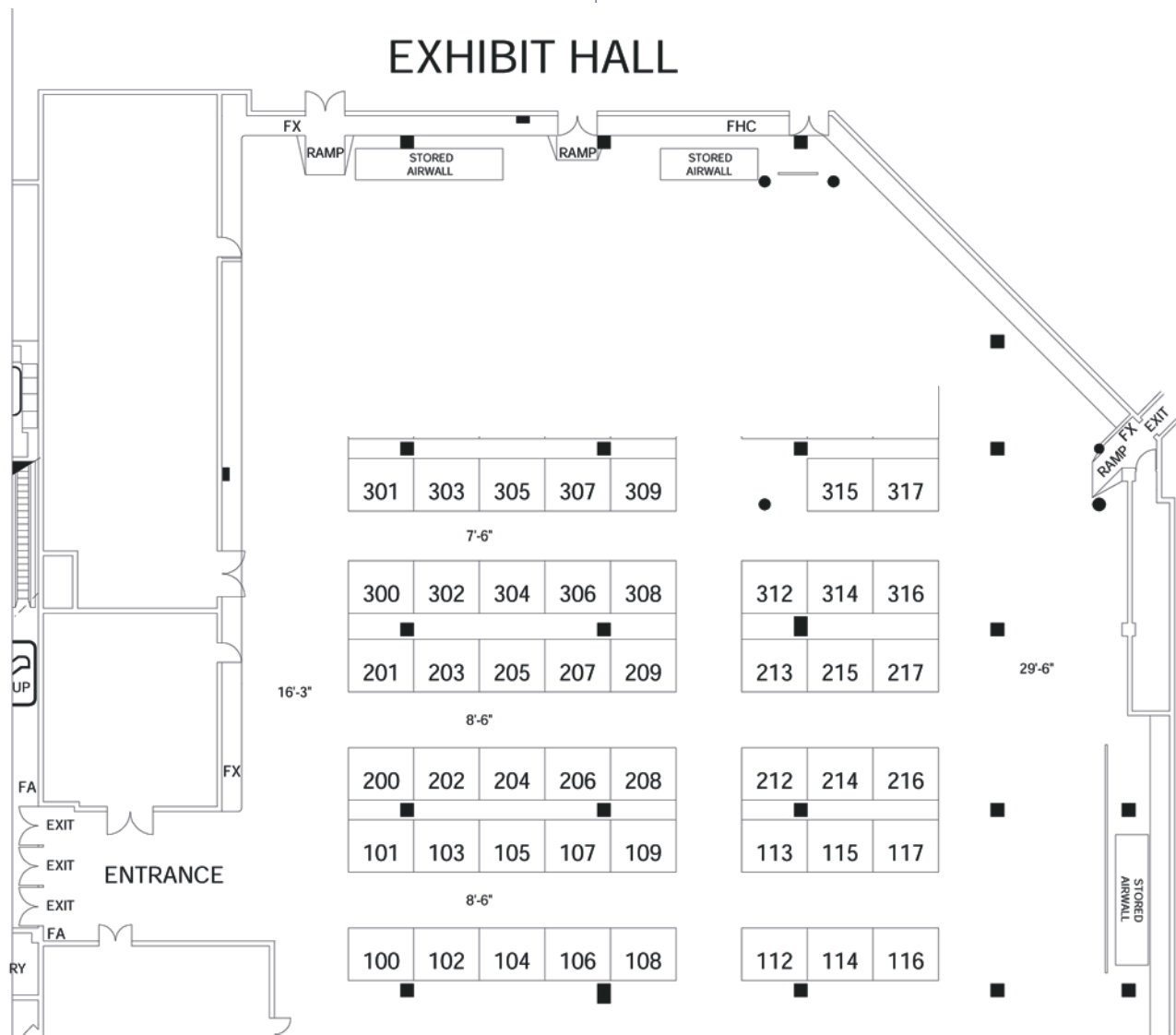
16. Music

Due to licensing restrictions, the use of music in presentations, including video presentations, is prohibited unless the exhibiting company can provide show management with proof of Broadcast Music Industry (BMI) and American Society of Composers & Performers (ASCAP) certification and licensing.

If you have any additional questions, please visit

www.CSAAForum.com

or call John S. McDonald, CSAA Director of Meetings & Conventions at 703-242-4670, Ext. 17



TECHNICAL TRAINING/PRODUCT PRESENTATION FORM

2007 CSAA Electronic Security Forum & Exhibition

Buena Vista Palace Hotel & Spa, Orlando

Thursday, May 17, 2007 (Product Presentations)

REGISTRATION DEADLINE: April 12, 2007

Please complete and return to the Central Station Alarm Association, 440 Maple Avenue East, Suite 201, Vienna, VA 22180 or fax it to (703) 242 – 4675.

Company Name _____

Contact _____

Title _____

Company Address _____

City/State/Zip _____

Phone _____ Fax _____ E-mail _____

We would like to sign up for the following time slots for technical training/product presentation. These training and/or presentation time slots will only be available to **exhibiting companies** of the 2007 CSAA Forum. By agreeing to these time slots, you are expressing your intent to become a show Exhibitor. Slots will be assigned on a first come, first served basis until all slots are filled.

Thursday, May 17 (4 slots available in each time frame)

_____ 9:00am - 10:00am

_____ 10:00am - 11:00am

_____ 11:00am - 12:00pm

_____ 1:30pm - 2:30pm

_____ 2:30pm - 3:30pm

_____ 3:30pm - 4:30pm

_____ 4:30pm - 5:30pm

FEES

*FEE POLICY: Time slots are \$200.00 per one-hour increment for CSAA members and \$400.00 per one-hour increment for non-members. You may sign up for continuous time slots, **not to exceed 4 hours**. Only one block per exhibiting company please. This charge covers room rental, LCD projector and screen and coffee breaks for attendees. Any additional audiovisual requirements will be the responsibility of the company and must be ordered prior to the show. You may bring your own additional audiovisual equipment, but please let us know if you plan to do so.

Exhibiting CSAA Associate Member \$200.00 x _____ Hours = \$ _____

Exhibiting CSAA Non-member \$400.00 x _____ Hours = \$ _____

Total Payment: \$ _____

Payment enclosed

Please charge to my credit card.

Purchase No. (if required): _____

Complete if paying with a credit card

Credit card # _____

Exp. Date (MANDATORY) _____

V2 Code* (MANDATORY) _____

*3-4 digit card verification number above the signature on the back or above the account number.

Amount to be charged (If blank, entire balance will be charged): \$ _____

Name as it appears in card _____

Authorized signature _____

NOTE: Your space will not be reserved if you write illegibly or provide insufficient information.

EXHIBIT SPACE/VIRTUAL CSAA FORUM REGISTRATION FORM

2007 CSAA Electronic Security Forum & Exhibition
Buena Vista Palace Hotel & Spa, Orlando
May 19, 2007 (Exhibit Date)

We hereby apply for exhibit/virtual expo space in the 2007 CSAA Electronic Security Forum & Exhibition. We understand that upon acceptance by Exhibit Management (Central Station Alarm Association), the application becomes an agreement, under the terms and conditions set forth here and on the rules and regulation section, which we have read, understand, and accept. We will accept the space assigned by Management and agree to accept reassignment, if necessary, to create a more effective exhibition. We agree to abide by the regulations as outlined in the Exhibitor Prospectus and any Bulletins issued in advance of the show.

Company Name _____
Company Street Address _____
City _____ State/Province _____ Zip/Postal Code _____ Country _____
Telephone _____ Fax _____ E-mail _____

1. We request (give quantity and type): Total
____ Standard booth (8' x 10') \$ _____
 \$1,750 CSAA Member
 \$2,100 Non-Member
Total Amount Due \$ _____

Type and Location:
First Choice _____
Second Choice _____
Third Choice _____
If possible, we prefer to be grouped with: _____
If possible, we prefer **not** to be grouped with: _____

Full payment is due with agreement. Payment may be made by check or credit card (VISA, MasterCard, or American Express only). Make check payable to the **Central Station Alarm Association** (U.S. funds drawn on a U.S. bank). Complete Section 4 for credit card payment. **Only credit card orders may be faxed.** Payment includes one (1) full registration to the 2007 CSAA Forum per 8' x 10' booth. **Additional Exhibitors in booth must pay regular registration fees.**

CANCELLATIONS: Deadline to cancel is **April 12, 2007**. Notification **MUST** be in writing (fax is OK). All cancellations prior to April 12 are subject to a \$45 processing fee; cancellations made after April 12 are fully non-refundable.

3. This section must be completed. Exhibitor agrees to abide by the exhibit rules published on this form and on the rules and regulations section.

Pre-Exhibit Contact: _____
Signature _____
Title _____

Full 2007 CSAA Forum Registration included in the booth price should be assigned to:

Name of On-site Contact _____
Company Name _____
Company Street Address _____
City _____ State/Province _____ Zip/Postal Code _____
Country _____
Telephone _____ Fax _____ E-mail _____

4. Complete if paying with a credit card Purchase No. (if required): _____

Credit card # _____
Exp. Date (MANDATORY) _____
V2 Code* (MANDATORY) _____
Amount to be charged (If blank, entire balance will be charged): \$ _____
Name as it appears in card _____
Authorized signature _____

FOR EXHIBIT MANAGEMENT USE ONLY

Date received _____ \$ _____
Space Assigned _____

Mail to: Central Station Alarm Association (CSAA), 440 Maple Avenue East, Suite 201, Vienna, VA 22180
Tel: (703) 242-4670; Fax: (703) 242-4675; E-mail: meetings@csaaul.org

VIRTUAL CSAA FORUM INFORMATION

One of the benefits of becoming an exhibitor at the CSAA Electronic Security Forum & Exhibition is the inclusion in CSAA's Virtual Forum Web section for free.

This virtual trade show extends exhibitors' selling presence beyond the CSAA Forum. Visitors can find exhibitors by selecting a product type, company name, or company classification.

The company page includes the name of the company, address and phone information (including Web site address linked to the

company's Web site), contact persons information (including e-mail), and a short description of the company and its products.

A form will be sent to participants to identify the appropriate product categories and to enter a short company description.

The virtual site will also feature Forum information, such as the program, registration form, hotel information, presenters and exhibitor information, etc.

CALENDAR OF IMPORTANT DATES:

April 12, 2007	Deadline to reserve technical training product presentations space. Payments are non-refundable after this date.
April 12, 2007	Deadline to reserve booth space. Payments are non-refundable after this date.
April 12, 2007	Hotel Reservation cutoff date, Buena Vista Palace
April 23, 2007	Meeting registration deadline.
May 8, 2007	No registration refunds will be given after this date.
May 16-20, 2007	CSAA 2007 Electronic Security Forum & Exhibition meeting
May 19, 2007	CSAA 2007 Electronic Security Forum & Exhibition exhibits



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Vienna, VA 22180

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