



*You are cordially invited to participate in the  
Mississippi Security Association's  
26th Annual Convention & Trade Show In-a-Box!*

**WHAT WILL YOU PUT IN THE BOX TO REACH MISSISSIPPI SECURITY DEALERS?**

*They can't come to us—let's go to them!*

The 2020 MSA Convention is going directly to Mississippi dealers this year in the form of a fun, interactive gift box.

**TRADE SHOW IN A BOX**

MSA would like to keep your companies visible to Mississippi dealers and keep the relationships going, because we are all in this together, and we recognize that our security companies could not do business without your products and services.

Dealers who sign up will receive an interactive gift box in the mail from MSA—this box would be like opening the most fascinating industry gift they have ever seen! The box will be full of items and activities to engage owners, decision-makers, purchasing agents and technicians and get their company teams excited about learning and participating with new technologies and products.

One box will be sent per company. We will build up the arrival of the box, and encourage a party like atmosphere as they open it and discover its contents.

The cost to participate begins at \$100 to include a flyer provided by you. Sponsorships are available and would include your logo on a sticker on the outside of the box. Promotional items, other than flyers, may be added for 10 cents per cubic inch.

This is a new, emerging concept, and we want to make it meaningful to you, so we are flexible to hear any ideas about what would bring value to you. We are definitely hearing an interest to stay connected and visible and wish to be responsive to your ideas.

When our dealers open their gift box, what items or behaviors would bring value to your relationships and business? What can you include? A flyer that awards a prize for the 10th person to contact you? A game? A scratch-off? A sample? Put your marketing team to work!

You will of course receive, as usual, the list of all dealers who participate. We will be holding the Annual Meeting via Zoom on September 24, 2020. In addition, we will hold virtual CEU training classes from September 22-September 30, 2020.

Put your thinking caps on, and let's see how we might best connect you to our membership in 2020.

**Important Contact Information:**

**Kathy Brown, Trade Show Chair**  
504-881-9958 or [Kathy.Brown@anixter.com](mailto:Kathy.Brown@anixter.com)

**Jack Torrence, President**  
601-540-3900 or [jack@globalsectorservices.com](mailto:jack@globalsectorservices.com)

**Shelley Pettit, Executive Director**  
**Mississippi Security Association**  
601-668-0528 Phone / 601-372-2667 Fax  
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Website: [www.securems.org](http://www.securems.org)



**REGISTER TODAY!**

**If you made reservations  
at the Hilton Hotel,  
please remember to  
cancel them!**



# Mississippi Security Association 2020 Convention Schedule of Events



ACTIVITY	DESCRIPTION	TIME	LOCATION
<b>September 22, 2020 (Tuesday)</b>			
Resideo	Drive Sales with a Planned Presentation	8:00 a.m.	Virtual
Resideo	Total Connect—End User Experience	9:00 a.m.	Virtual
CMS	Customers want Old Dogs but with New Tricks	10:00 a.m.	Virtual
DSC	New Wireless Products and Programming	1:00 p.m.	Virtual
Alarm Monitoring Services	What Happens If?	3:00 p.m.	Virtual
<b>September 23, 2020 (Wednesday)</b>			
Telguard	Sole Path Communications for Fire Panels	8:00 a.m.	Virtual
Uniview tec	Body Temperature Measurement Solutions and Deployment	10:00 a.m.	Virtual
Stanley Security	Taking Advantage of Central Stations—Getting the Most for Your Money!	1:00 p.m.	Virtual
Wave Electronics	What to Expect from a Distribution Partnership	3:00 p.m.	Virtual
<b>September 24, 2020 (Thursday)</b>			
MSA	Statewide Meeting & <b>TRADE SHOW IN A BOX!</b> Special Guest Speakers - MS State Fire Marshal Electronic Protection Division & MSA Lobbyist Crowell Armstrong State of the Association Election of Vice-Presidents Grand Opening of Dealers' Trade Show Boxes! Games, Parade of Prizes, Product Information, Latest Technology, Goodies Pistol Raffle—contact MSA if you would like to buy tickets (one for \$5, five for \$25)	10:00 a.m.	Virtual
<b>September 29, 2020 (Tuesday)</b>			
Alarm.com	Access Control	9am-12pm	Virtual
Alarm.com	Technical Training	1pm-4pm	Virtual
Alarm.com	Residential Sales Training	4pm-5pm	Virtual
Alarm.com	Commercial Sales Training	5pm-6pm	Virtual

***CEU Classes fill up quickly. Register early!***

# Mississippi Security Association's 26th Annual Convention

## Exhibitor Registration Form 2020 September 2020

Company Name:	Contact:
Co. phone:	Contact Cell:
E-mail:	Website:

Product Description:

	CONVENTION	Associate Member	Non-Member
	Trade Show in a Box: Literature, Promotional Items, Games, Door Prizes, Tickets for a drawing, Goodies, Sticker logos for the outside of the box, ...	\$200	\$300
	Flyers or Business Cards Only	\$100	\$150
	CEU Class (2 Hours)	\$100	\$200
	Parade of Prizes Donation		

Items may be shipped to:  
 MSA, P.O. Box 720252, Jackson, MS 39272 or  
 MSA, 623 Green Court, Jackson, MS 39272

Box items and parade of prizes donations must be received by MSA no later than September 11, 2020. Trade show in a Boxes will be shipped to registered dealers the week of the September 14, 2020. They will be marked "Do Not Open Until September 24, 2020" - that is the date of the Statewide Meeting. Our goal is to create a convention like atmosphere during the virtual Statewide Meeting! Last year's trade show included approx. 200 dealers in attendance. Send the quantity you like. Overweight and oversized items will be subject to a shipping surcharge.



Paying by Check	Invoice
Credit Card Payment	
Name on Credit Card:	Expiration Date:
Credit Card #:	CCV Number:
Authorized Signature:	Amount to charge:

# Mississippi Security Association 2019 Convention

## Continuing Education Units Information Sheet

Company Name:	
Instructor's Name:	
Email:	Instructor's Phone#:
Class Title:	
Is this class approved by the Mississippi State Fire Marshal Electronic Protection Division?	
Will you be bringing your CEU certificates?	
Number of Credits:	
Will you be bringing a projector?	
Course Description:	This description will be placed in the Convention Brochure
Please submit this sheet to MSA as soon as you obtain the information!	Time & Room will be mailed to you at a later date.

