

George De Marco, Chairman, Electronic Security Expo, Talks About ESX Benefits, Highlights And ESX Sponsors

In The Boardroom On SecuritySolutionsWatch.com

NEW YORK, NY, UNITED STATES, December 28, 2017 /EINPresswire.com/ -- NEW YORK, NY, USA, December 18, 2017 - George De Marco, Chairman, Electronic Security Expo, told us, "I founded Greater Alarm in California in 1981, which grew into a multi-branch organization that served residential, commercial and governmental clients. In addition, I became involved with industry associations, taking on leadership roles and responsibilities. After selling the company in 2004, I continued to stay involved in the industry with consulting opportunities through DECO Ventures LLC, which partners with companies and organizations in various ways to achieve growth and market potential for various opportunities, and help with strategic and tactical planning and execution as well.



www.ESXweb.com

I have been the chairman of ESX (www.ESXweb.com) from its inception. I work with various business and industry thought leaders and the two largest industry trade associations that own the show to develop an exceptional program for electronic security and fire life safety professionals.

“

We are honored to have George De Marco, Chairman, Electronic Security Expo join us "In The Boardroom" on SecuritySolutionsWatch to discuss ESX and the benefits for all security industry professionals.”

Martin Eli, Publisher

ESX is designed to allow industry professionals the ability to learn more, share more, and interact more. It's an event made up entirely of industry professionals who are passionate about the business of electronic security and life safety. You can really feel the heartbeat of the industry there. The best of the best gather at ESX to help elevate their companies and the industry. It's a great team-building opportunity, to get entire organizations energized, educated and inspired about why what they do every day is mission critical. It's comprised of three components.

EXPO: ESX has a targeted expo floor, where professionals can have quality conversations. It's large enough to see an array of the latest products and services in categories, like: access control, video surveillance, monitoring station equipment, sound/communications/automation products, digital health, IT/networking and much more.

I believe the decision makers and influencers who attend this show appreciate that they are more than a badge scan here. That they have the opportunity to seek answers to questions on marketing, merchandising, installation and more. So often, industry expos leave us lost in a crowd, visiting booth-to-booth for shallow product demos. That's not the case at ESX.

EDUCATION: ESX has been touted as the strongest education programming in the industry. ESX 2018 will offer 35+ peer-to-peer driven seminars, covering topics, such as: increasing leads and referrals, launching new products, video monitoring, commercial access control, sales team management, KPI's that impact business, creation cost oversights, onboarding new employees, technician development, and more.

In today's competitive landscape, it is critical for security and life safety professionals to enhance their industry knowledge and hone their business skills. These sessions will provide insights and inspiration to help companies achieve operational and financial excellence — and gain valuable business intelligence on trends, technology and opportunities.

NETWORKING: The ESX Community is a group of passionate professionals who share, learn and brainstorm each year to elevate their game both personally and professionally. To create, support and energize this community, ESX focuses on quality engagements and creative ways to interact and break the ice.

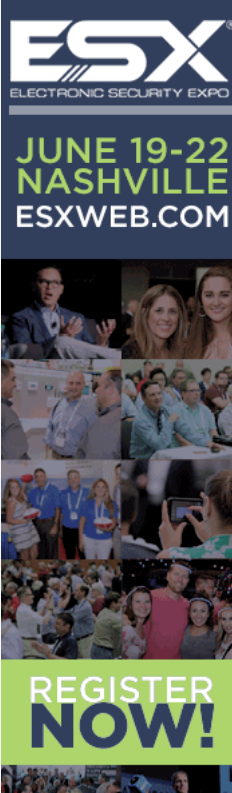
Each association brings a unique industry expertise, which covers all aspects of security and life safety installation, service, and professional monitoring for end users. Together, through ESX, the associations have been able to build a vibrant ecosystem that is relevant and meaningful for owners, entrepreneurs, next gen leaders and executives. All profits made from this event are funneled back into the industry through these not-for-profit organizations.

We are fortunate to be partnered with companies like Interlogix, our diamond sponsor, and NAPCO Security Technologies and TRI-ED, an Anixter Company, our Platinum Sponsors. They help to make ESX a must-attend event each year. A full listing of all of our sponsors can be found, [here](#)."

Mr. De Marco added, "Cyber breaches are frightening on many levels, especially since the industry is so focused on delivering security and peace of mind to the end user. That's why we believe it's paramount to shed light on the subject on a recurring basis, so organizations can take the proper proactive cyber-health steps to help reduce their exposure. We have two sessions specifically designed to help our attendees be more cyber-aware. One is in the Maximize Your Monitoring Center track that addresses this, "Monitoring Center Down: Important Steps to Take AFTER a Cyberattack." This will scare you into doing things right before an attack happens! And the other session is in the Run track, "The Evolving Cyber Threat for Connected Devices and Cloud-based Services."

For our complete interview with George De Marco:

[http://www.securitysolutionswatch.com/Interviews/in Boardroom DeMarco ESX.html](http://www.securitysolutionswatch.com/Interviews/in%20Boardroom%20DeMarco%20ESX.html)



ESX
ELECTRONIC SECURITY EXPO

JUNE 19-22
NASHVILLE
ESXWEB.COM

REGISTER NOW!

www.ESXweb..com

SecuritySolutionsWatch.com
SOLUTIONS • NEWS • EVENTS

www.SecuritySolutionsWatch.com

For more information: www.ESXweb.com

About SecuritySolutionsWatch.com

www.SecuritySolutionsWatch.com features thought leadership, content marketing, interviews about IT, IoT and security solutions. Our flagship "In The Boardroom" program, now in its 15th year, has delivered outstanding content about solutions from leading global brands such as: 3M, ASSA ABLOY, Cisco Security, Dell EMC, HP Cybersecurity, Fujitsu, Gemalto, HID Global, IBM, ImageWare, Intel, SAP, Siemens Security, Stanley Security, SONY Security, Yahoo, and Unisys just to name a few.

What's YOUR cybersecurity, physical security, mobility, payments, safety "smart" or blockchain solution?

We invite you to please join us "In The Boardroom" at www.SecuritySolutionsWatch.com. For a quick tour to see exactly how your brand will be featured, please contact Ali Eng on our publishing team via email: ALE@SecuritySolutionsWatch.com, or phone: 1+914.690.9351 .

More details here:

http://www.securitysolutionswatch.com/Main/ThoughtLeadershipOpportunity_July2017.pdf

Media Kit here: <http://www.securitysolutionswatch.com/MediaKit.html>

For SecuritySolutionsWatch.com content-marketing and lead generation offerings and services, please see our Rate Card here:

http://www.securitysolutionswatch.com/Main/170502%20RATE_CARD-4.pdf

It's FREE...our monthly newsletter with thought leadership content from leading security experts.

Please click here: www.securitysolutionswatch.com/newsletters/newsletter_2017_12.html

And please visit us on Twitter here: <https://twitter.com/SecStockWatch>

THIS PRESS RELEASE, AND ALL ADVERTISING, CONTENT AND ALL OTHER MATERIAL AND INFORMATION WHICH APPEARS ON SECURITYSOLUTIONSWATCH.COM AND/OR SECURITYSTOCKWATCH.COM, ONLINE AND/OR IN PRINT, IS SUBJECT TO OUR TERMS OF USE, CONDITIONS, AND DISCLAIMER HERE:

www.SecuritySolutionsWatch.com/Main/Terms_of_Use.html.

Martin Eli, Publisher
SecuritySolutionsWatch.com
1+914.690.9351
email us here

This press release can be viewed online at: <http://www.einpresswire.com>

Disclaimer: If you have any questions regarding information in this press release please contact the company listed in the press release. Please do not contact EIN Presswire. We will be unable to assist you with your inquiry. EIN Presswire disclaims any content contained in these releases.

© 1995-2018 IPD Group, Inc. All Right Reserved.