

# SNG™

## SECURINGNEWGROUND

Oct. 29-30, 2019 | Grand Hyatt New York

### The Security Industry's Executive Conference

Once a year, the security industry's brightest minds, biggest players and most driven entrepreneurs come together in New York City for two days of information sharing, top-level networking and security industry business analysis. At Securing New Ground trends are spotted, connections are formed, and minds are opened. Join us at SNG 2019!

**I WAS  
DRAWN  
TO SNG**

BECAUSE IT  
CLEARLY HOSTS AN  
INCOMPARABLE  
CONCENTRATION OF  
SECURITY INDUSTRY  
LEADERSHIP  
IN ONE PLACE.

David McGowan  
Tiffany & Co.

### About Securing New Ground:

- Founded in 1996
- The executive conference of the Security Industry Association (SIA)
- 2 days of intelligence sharing, education, analysis and networking
- Attended by 250+ senior-level industry leaders and financial partners

### Conversations That Matter

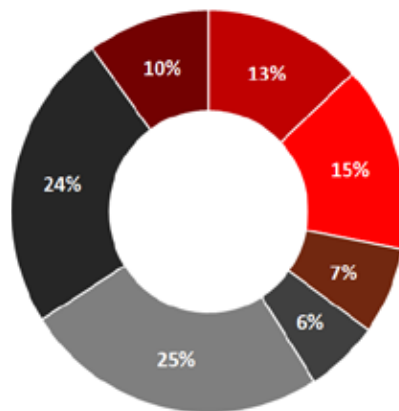
Held annually in Manhattan, the Security Industry Association's Securing New Ground conference dives deep into the business trends that matter to you, enabling you to clarify your strategy and drive your business forward.

Simply put: If your business is the business of security, then this is the conference for you!

### Attended by Leaders

Luminaries. Entrepreneurs. CEOs of the Leading Companies. Investors. They're all at SNG.

Securing New Ground has a reputation for attracting the people who drive growth and change – those who will reshape the future of the industry.



- Presidents (13%)
- CEOs and Other C-level (15%)
- Owners and Other Principals (7%)
- GMs and Managing Directors (6%)
- Vice Presidents (25%)
- Directors (24%)
- Managers (10%)

OVER 20 YEARS OF CONNECTING LEADERS, GROWING BUSINESSES AND EFFECTING CHANGE

[SECURINGNEWGROUND.COM](http://SECURINGNEWGROUND.COM)

# SNG™

## SECURINGNEWGROUND

Oct. 29-30, 2019 | Grand Hyatt New York

### The Leading Companies

The industry's biggest players and sharpest challengers recognize the value of Securing New Ground. At SNG, you'll find companies like these and many more:

- ADT
- Axis Communications
- Allegion
- Anixter
- Arecont Vision
- ASSA ABLOY
- Bank of America
- Brinks Home Security
- CapitalSource
- Convergent
- Dahua Technology
- G4S
- Genetec
- Hanwha
- HID Global
- Hikvision
- Imperial Capital
- Johnson Controls
- Louroe Electronics
- Milestone Systems
- Nortek
- Panasonic
- Raymond James
- Schneider Electric
- Siemens
- Stanley Security
- United Technologies

**CYBERSECURITY  
IS A TOPIC  
THAT'S AT THE  
FOREFRONT OF  
EVERYONE'S  
MIND**

**BECAUSE THE IMPACT  
IS SO SIGNIFICANT...  
YOU'RE ONLY AS STRONG  
AS YOUR WEAKEST LINK**

Jeff Stanek, LenelS2

### A Top-Tier Program

The Security Industry Association (SIA) carefully curates topics and speakers for this two-day conference with the goal of inspiring our fellow leaders in the security about the potential of the global security industry.

At SNG we dive deep into major trends like artificial intelligence and home automation; we review major acquisitions and perspectives of practitioners. Attendees tell us they come to SNG because they want to know how the business of security is changing, and most say they heard something they had never heard before.

### What You Can Expect by Attending SNG:

- Insight into the trends shaping the physical security industry
- CSOs discussing how to improve the future of security
- Investment and business strategy takeaways
- Collaboration among integrators, practitioners and solutions developers
- The industry's best networking

OVER 20 YEARS OF CONNECTING LEADERS, GROWING BUSINESSES AND EFFECTING CHANGE

**SECURINGNEWGROUND.COM**