



2023 Industry Advancement Summit

*Caribe Royale Orlando
April 24-28
Orlando, FL*



Join Us for SHDA's 2023 Industry Advancement Summit

April 24-28, 2023 • Caribe Royale • Orlando, FL

For 50-plus years, SHDA's annual Industry Advancement Summit has served the security hardware sector by featuring invaluable one-on-one business appointments where leading distributors can network and build strong, solid, and lasting business relationships with SHDA member manufacturer partners in one convenient location.

This year, we honor over 50 years of prosperity, exploring ways to increase employee engagement and maximize performance. Cultivating and strengthening manufacturer-distributor partnerships is the name of the game for this year's Summit. We also welcome SHDA past presidents and other industry "legends" to this year's commemorative event as we celebrate the past and secure the future of security hardware distributors.

[Register for the Summit](#)

Key Dates

February 15, 2023

Summit and Manufacturer Suite
Registration Opens

March 1, 2023

Early Bird Rate Deadline

Cancellation Deadline with
Full Refund

March 2, 2023 – April 4, 2023

Cancellation Deadline with
Partial Refund

April 4, 2023

Regular Rate Deadline

After April 4, 2023

Cancellation with No Refund





Getting the most out of your Summit attendance is as easy as 1, 2, 3.

1. Distributors should:

- Prepare market data for each vendor.
- Check with field personnel for details on products and servicing.
- Gather necessary input to maximize your vendor relationship.

2. Manufacturers may wish to bring:

- New product / program information
- Advertising plans
- Individual distributor sales figures
- Vendor sales trends

3. Remember

The purpose of the One-on-One Sessions is to provide Distributors and Manufacturers a cost-effective opportunity to meet with many of their market partners in one location. Per SHDA policy, manufacturers are not permitted to provide alcoholic beverages in their suites during the appointments.





See You at the 2023 Industry Advancement Summit

SHDA's Industry Advancement Summit provides distributors and manufacturers with a unique and one-of-a-kind experience. Security hardware professionals meet under one roof to conduct business in a format designed to build relationships and accelerate the sale.

[Register for the Summit](#)

Summit Registration Fees

	Fee	Deadline
Early Bird	Member: \$450	March 1, 2023
Regular/Online	Member: \$495	April 4, 2023
Late Registration	Member: \$525	After April 4, 2023

Guest Registration Fee: \$250

Guests and companions, over the age of 18, are welcome to attend all Summit activities. Add-on events with additional costs must be selected and paid for separately, in addition to this registration fee.

Register by **March 15, 2023** to guarantee your company's listing in the official Onsite Summit Program.

Cancellation Policy

If you cancel your Summit registration, it is your responsibility to cancel your hotel sleeping room reservations with the Caribe Royale.

For registration or cancellation questions, please contact jgabbert@SHDA.org.

Cancellation with Full Refund: [March 1, 2023](#)

Cancellation with Partial Refund: [March 2, 2023 – April 4, 2023](#)

Refunds will not be granted for cancellations received after [April 4, 2023](#).



Reserve Your Manufacturer Suite Today

Don't miss this unique opportunity to meet with SHDA distributor members. Reserve your manufacturer suite and grow your network with three days of scheduled, one-on-one appointments.

Manufacturer Suite Fees

	King & Queen/Queen	Royale King
4 Nights	\$1,050	\$1,220
5 Nights	\$1,310	N/A

Manufacturer suites must be reserved as a four-night stay minimum to maintain your room through 5:25 PM on Thursday, April 27, 2023 for appointments. Additional nights may be added to accommodate individual travel plans. All delegates must register separately online.

Cancellation Policy

Cancellation with Full Refund: March 17, 2023

Refunds will not be granted for cancellations received after March 17, 2023.

For registration or cancellation questions, please contact

jgabbert@SHDA.org.





1. When and where is SHDA's 2023 Annual Industry Advancement Summit?

SHDA's 2023 Annual Industry Advancement Summit will be held April 24-28, 2023, Caribe Royale, Orlando, FL.
The hotel address is:
8101 World Center Drive
Orlando, Florida 32821

2. How do I register for the Summit?

Attendee registration is open. To register for the 2023 Annual Industry Advancement Summit, please visit our [Attendee Registration webpage](#) or our [Manufacturer Suite Room Registration webpage](#).

If you have any questions regarding attendee registration, please contact jgabbert@shda.org.

3. How do I make my hotel reservation?

A rooming block has been setup at the Caribe Royale Resort at the discounted SHDA group rate. To receive the discounted rate, you must make your hotel reservations by April 1, 2023. You can make your reservation online or by calling the hotel at 800-823-8300.

4. What time is check-in/check-out at the hotel?

Check-in at 4:00 PM and check-out is at 11:00 AM.

5. What airport should I fly into?

Orlando International Airport

6. What are some local dining options?

On-site hotel options include The Venetian Chop House, Tropicale Cafe, Café 24, Rum Bar, Starbucks, Calypso's Pool Bar & Grill and in-room dining. If you are looking for off-site restaurants, be sure to visit the hotel's website for recommendations.

7. Is SHDA on social media?

We are on social media; we are active and want to engage with you and your company. Follow us on the outlets below for updates about SHDA and the 2023 Annual Industry Advancement Summit.



Facebook



LinkedIn

8. Is there a Conference App?

Yes, SHDA has a designated app for the 2023 Annual Industry Advancement Summit. Information to download the app will be shared with registered attendees prior to the start of the event.

9. I can no longer attend. How do I cancel my registration and hotel reservation?

Hotel Cancellation Policy:

The hotel's room cancellation policy (non-COVID) is as follows: Guest Rooms are refundable up to three days in advance of your check-in date.

Attendee Registration Cancellation Policy:

If you cancel your Summit registration, it is your responsibility to cancel your hotel room reservations with the Caribe Royale. For registration or cancellation questions, please contact jgabbert@SHDA.org.

Cancellation with Full Refund: March 1, 2023

Cancellation with Partial Refund: March 2, 2023 – April 4, 2023

Refunds will not be granted for cancellations received after April 4, 2023.

10. I have a specific question, who can I contact?

Registration Questions:

Jill Gabbert – jgabbert@shda.org

Event and Hotel Reservation Questions:

Christen Ensor at censor@SHDA.org



Tee Off with SHDA

Enjoy a fun and friendly golf outing with your security hardware colleagues.

No experience necessary!

Hawks Landing
8701 World Center Drive
Orlando, FL 32821

Dress Code

All players shall abide by the Hawk's Landing Golf Club dress code:

- We are a non-metal spike facility. Playing golf in bare feet, sandals, open-toed or elevated heel-type shoes is not permitted.
- Men must wear collared shirts at all times with slacks or mid-length shorts.
- Blue jeans, short-shorts, cut-offs, tank tops, T-shirts, gym shorts, jogging suits, halter or bikini tops are not permitted.

When

Monday, April 24, 2023

8:00 AM – 3:00 PM

Registration Fee: \$195 per person, includes shuttle and lunch

Club Rental: \$65 per person

Lunch is included

Sign up to participate in the golf tournament when you fill out your 2023 Industry Advancement Summit registration form. Please select if you will need transportation. **Golf participation fees must be paid in addition to your 2023 Summit registration fee.**

Andretti Indoor Karting and Games – Evening Adventure

Wednesday, April 26th

6:00 PM – 10:00 PM

Cost: \$ 125 per person,
includes dinner and transportation

Experience the adrenaline rush of the electric go-kart races with instant acceleration as you put the pedal to the metal around hairpin turns, up and down elevation changes, and long straightaways on our indoor climate-controlled tracks. You'll also get 1 hour of fun in the arcade.

