



**SHDA** 2026  
*Security Hardware Distributors Association*

**Industry Advancement  
Summit**

**Summit Sponsorship Kit**

**April 27 - 30, 2026**

**Embassy Suites Charlotte-Concord Golf Resort & Spa  
Concord, NC**

SHDA's Industry Advancement Summit attracts over 300 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 sales.

SHDA is pleased to offer sponsorship opportunities to increase your impact and expand your brand awareness during the Summit. Your sponsorship includes acknowledgment on SHDA's Summit webpage, onsite signage, and podium recognition.

**Hospitality Suite (Tuesday or Wednesday) - \$2,500:**

Open from 9:00 pm – 11:00 pm, help attendees relax and continue the conversation while enjoying wine, beer, and light snacks. Includes your company logo on signage outside the suite, recognition in the conference schedule, and an opportunity to supply a giveaway.

**Registration Desk Coffee Break - EXCLUSIVE \$1,500:**

Be the one who is appreciated by attendees who need their coffee fix during registration on Monday. Your company logo will be featured on station signage.

**Coffee Break - \$1,000 (3 available):**

Your logo on signage at the coffee station in the breakroom plus acknowledgment in the conference schedule.

**Snack Break - \$1,000 (3 available):**

Your logo on signage at the snack table in the breakroom plus acknowledgement in the conference schedule.

**Opening Reception Specialty Drink (limited 2) - \$550:**

Located at the Charlotte Motor Speedway, surprise attendees with a refreshing specialty cocktail named after your brand. Includes branded cocktail napkins.

**Shuttle Bus Sponsor – \$750: EXCLUSIVE**

Includes your logo displayed on the shuttle buses transporting attendees to the Charlotte Motor Speedway for the Opening Reception

**Eblast - \$750: LIMITED AVAILABLE**

Reach your audience with a direct email promoting your brand. SHDA will send an email on your behalf to attendees either pre- or post-conference.

**Golf Hole (18 available) - \$400:**

Get people talking about your organization during the golf tournament with signage at a designated golf hole.