



Dear AAF Associate Member:

Once again The Alarm Association of Florida is pleased to announce plans to co-locate its annual convention with the upcoming Electronic House Expo (EHX), March 13-15, 2008 in the Orange County Convention Center. The AAF has lent its endorsement to the show since its launch in Orlando in 2000. This year, however, with EH X projecting attendance of 11,000+ dealer/installers and attendee interest extending beyond high-end residential to more moderately priced homes and light commercial applications, the association is stepping up its participation.

Here's what we'll be doing...

1. We will help organize an AAF Electronic Security Pavilion (ESP) at EH X. This pavilion is perfect for manufacturers of alarm controls and sensors, access control, CCTV and monitoring services providers who want to participate at EH X. The pavilion offers an economical turnkey exhibiting package, including a 6'x 10' kiosk with customized header and storage, electrical, carpeting, and cleaning. Participating companies need only send a salesperson or two, a product or two and product literature to reach the large audience of attendees EH X delivers.

- AAF associate members save \$500 on kiosk spaces and get to select kiosk spaces ahead of non-members, during the AAF priority period, expiring January 1.

2. AAF will be hosting all of its signature convention events at EH X Spring 2008. The President's Reception, Awards & MVP Dinner, Hospitality Suite, General Assembly and Board Meeting will all be hosted in Orlando during the event. A new headquarters has been selected for the AAF this year. Socializing events are scheduled at the head quarter hotel, The Wyndham Orlando Resort. We will also offer various educational courses, including all the required CE's for license renewals and educational classes for public safety at the Orlando Convention Center, both fire and law enforcement. 2008 is a renewal year for all license holders in our industry so we are expecting a great turnout from our members.

- AAF associate members are encouraged to take advantage of this unique opportunity to advertise your products and services to the convention attendees by sponsoring various AAF events. For more information on sponsorship go to [www.fla-alarms.org](http://www.fla-alarms.org) to obtain an AAF 2008 Convention Sponsorship Forms

3. We will work with EH X to promote the show to its fullest extent to AAF members, Florida alarm license holders and the readers of AAF's newsletter, The Handshake. The bottom line: you'll see hundreds of the best qualified, well established security dealers that are members of AAF, plus thousands of sophisticated, newer entrants to security from the broader systems integration market.

We strongly encourage you to review the exhibiting information available at [www.ehxweb.com/exhibitors](http://www.ehxweb.com/exhibitors).

Thank you for your consideration and we look forward to seeing you in Orlando.

Sincerely,

Mary Hardy Galloway  
President

Alarm Association of Florida, Inc.  
1802 N University Drive #329  
Plantation, FL 33322-4115  
PH 954-748-7779  
FX 954-748-4749