

Elevating Your Business Through Participating in Industry Events

By: Kelly Bond, Davis Mergers & Acquisitions Group

With ISC West around the corner, we are about to kick off another run of state and national meeting and event dates that will take us into the fall. Attending these industry events can serve as a powerful catalyst for individuals and organizations, especially if you are looking to buy or sell a company. These gatherings provide a conducive environment for networking, exploring opportunities and specifically gaining insights in transactions which are taking place in the industry. Attending these events can also help pave the way in the competitive landscape of mergers and acquisitions.

Industry events offer a platform to gain valuable industry vision, with a great example of this being the Barnes Buchanan Conference (barnesbuchanan.com), held in Palm Beach, FL. The speakers at the conference share the actions they have taken to grow,

evolve and in some cases, completely restructure their businesses. Michael Barnes, Founding Partner, Barnes Associates, Inc. provides the highly anticipated keynote, which offers details on a large percentage of industry transactions and sets expectations for future activity. The content from the conference often becomes the “source of truth” for many who are looking to buy or sell security companies.

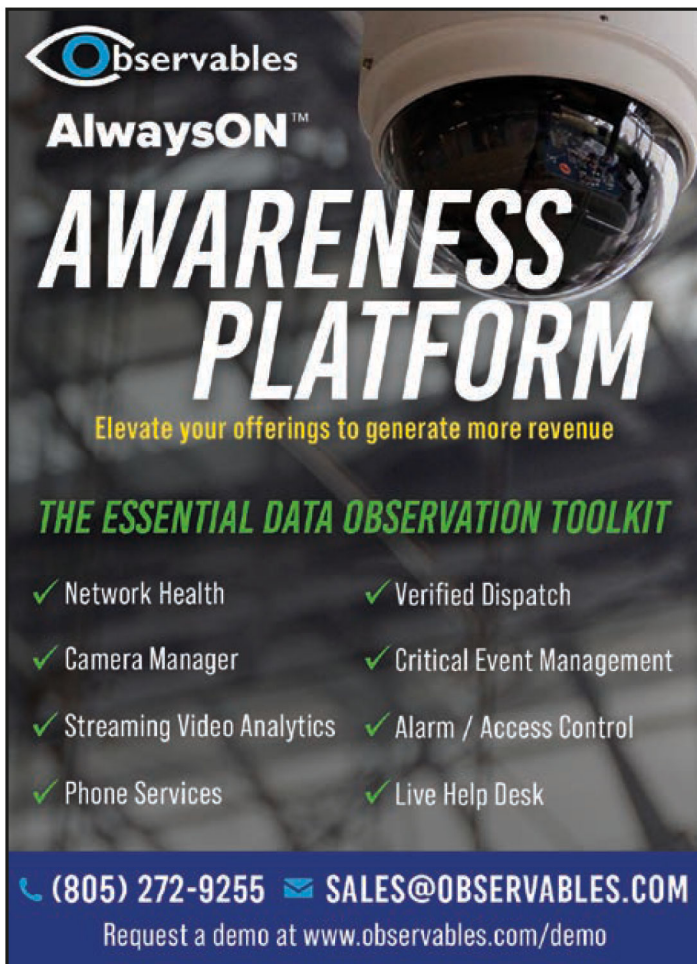
Two of the most storied keynote and workshop speakers at the many conferences I have attended over the years, are my partners, Ron Davis and Steve Rubin. Ron and Steve have traveled to hundreds of security industry conferences and spoken on the many ways to make a business as valuable as it could be. Ron and Steve continue to receive calls from people they have met at various conferences, thanking them for the wisdom they shared and how it positively impacted their business.

In addition to their speaking engagements, Ron and Steve also spent a significant amount of time networking with the conference attendees. Networking is a cornerstone of success in any business endeavor, and industry events offer the best opportunities to connect with like-minded attendees. Whether you’re a prospective buyer seeking acquisition opportunities or a seller looking for potential buyers, meaningful conversations with industry leaders, investors, and professionals can significantly expand your network and lay the groundwork for future collaborations.

Conferences like the Electronic Security Expo (esxweb.com), which is a tailored educational event designed to help businesses grow, are designed to allow professionals the ability to learn, interact and stay informed about the latest trends, emerging technologies, potential disruptors and shifting consumer preferences in the security industry. The information gleaned from the various keynote speeches, panel discussions and workshops conducted by industry experts, provides a wealth of knowledge and foresight which is essential when considering company transactions. Individual state conventions and regional meetings strive to ensure the attendees receive the most relevant education and abundant networking opportunities. Actively engaging in such events not only deepens your understanding of the market landscape but also positions you as an informed and strategic player in the industry.

Whether you’re seeking to expand your business portfolio through acquisitions or looking to position your business for a sale, industry gatherings provide a conducive environment for exploring opportunities. Attending industry events can significantly elevate your profile when buying or selling a company. By leveraging networking opportunities, gaining market insights, and exploring potential deals, you can establish a strong presence in the industry and increase the likelihood of successful transactions.

Kelly Bond brings over twenty-five years of industry experience to her clients. She currently serves as Partner with Davis Mergers and Acquisitions Group, representing buyers and sellers of Alarm and Integration companies. kbond@davismergers.com



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