

# IFSEC INTERNATIONAL

19-21 MAY 2020  
EXCEL LONDON UK

— “ —

*“IFSEC has been transforming over the years. It is a must attend show for any stakeholder in physical and converged security.”*

**- CTO & CISO, Virtually Informed**





# IFSEC IS...

## INSPIRATIONAL

A meeting of leaders and innovators driving the global security agenda.

## TRANSFORMATIONAL

A catalyst for making the world a safer place through collaboration.

## INNOVATIVE

A platform showcasing ideas and creating solutions.

## CRITICAL

Security is the world's biggest challenge – integral to everyday lives.

## ... THE ONLY SECURITY EVENT YOU NEED TO TAKE PART IN

### MEET THE ENTIRE SUPPLY CHAIN:

Manufacturers

Distributors

Installers &  
Integrators

Consultants &  
Specifiers

End Users



*“Being at the show is amazing. We've had so many visitors and a lot of enquiries. Two thumbs up!”*

**- Senior Systems Developer, Navisat Telematics**



**IN 2019:**



**7%**

**INCREASE IN VISITORS  
PER EXHIBITOR**



**34,796**

**VISITORS ACROSS  
THREE DAYS**



**£23bn**

**COMBINED  
SPENDING POWER**



# THE BENEFITS OF EXHIBITING AT IFSEC INTERNATIONAL

More than a world-leading physical security event, IFSEC International has evolved to sit at the cutting-edge of the convergence of **physical** and **cyber** security.

Position your brand at the forefront of the industry.

- Strengthen relationships with existing clients and generate new business: **76% of visitors make new purchasing decisions** at events like IFSEC
- Expose your products and services to **the entire security buying chain** and capture leads from all segments of the market
- Make an impact with **face-to-face conversations with high-profile visitors**
- Showcase your product launches and generate PR buzz – perception of the **quality and value of your brand is improved by 21%** after visitors experience you at a show
- Benefit from **year-round engagement**, marketing and sponsorship opportunities on IFSEC Global



# CONNECTING YOU WITH THE SECURITY BUYERS YOU NEED TO MEET



## HOSTED BUYERS & MEETINGS

Delivering high quality, qualified leads – orchestrating **meetings at IFSEC with live project owners**, including a selective Hosted Buyers programme.



## IFSEC GLOBAL

Generate sales leads with the **world's leading security and fire safety media site**. Engage your customers beyond your three days at IFSEC with a year-round PR, content and go-to-market strategy.



## STRENGTH IN PARTNERSHIPS

**Leverage partnerships** with the BSIA, British Government, Professional Security, Risk, Benchmark and many more to bring the highest value buyers to your stand.



## COUNTER TERROR EXPO

The new co-location of Counter Terror Expo brings an unparalleled number of **government, transport and critical national infrastructure end users**.



## THE IFSEC DIRECTORY

Promote your products to the **176,000+ annual unique visitors to the IFSEC Directory**. Benefit from unrivalled exposure to a global community of active security buyers industry all year round.



## MEET MORE INSTALLERS

Speak with **more installers than any other UK event**, including the likes of Kings Secure Technologies; CBES; Ace Fire & Security; Active Security Group; G4S; Banham; Communicate UK; JCI; and Securitas.





## VISITORS TO IFSEC INTERNATIONAL 2019:

**£4.5mn**      **75%**      **113**

Average  
budget per  
Hosted Buyer

Visit IFSEC to find new  
products, services or  
technologies

Countries  
represented





# VISITORS TO IFSEC INTERNATIONAL 2019:

## TOP AREAS OF INTEREST



1. Access Control



2. Video Surveillance



3. Integrated Security

## TOP INDUSTRY SECTORS



1. IT/Telecoms



2. Government



3. Consultancy



4. Business Services



5. Construction



6. Retail

Major growth areas for 2020 include **Cyber/IT** and **Perimeter Protection** with the new co-location with Counter Terror Expo



## VISITORS TO IFSEC INTERNATIONAL 2019 INCLUDED:

Global CRE Engineering  
Lead  
**Procter & Gamble**

Guarding, Physical &  
Technical Security  
Manager  
**Tesco**

Director, Security  
Infrastructure Group,  
SEHS  
**Sony Pictures**

Security Manager  
**National Bank of  
Belgium**

Head of Security  
Technologies  
**Coca-Cola European  
Partners**

Head of Global Operations  
**National Security and  
Resilience Consortium**

Security Advisor  
**British Embassy Brazil**

Director of Security  
**McKinsey & Company**

Business Security Specialist  
**Barnsley Hospital NHS  
Foundation Trust**

Associate Director - Soft  
Services  
**Savills**

Crime Reduction Manager  
**Arriva Rail North**

Cyber/Physical Security  
Programme Manager  
**BT**

Head of Infrastructure and  
Cyber Programmes  
**Heathrow Airport**

Project Manager  
**Sykehusbygg HF**

Group Head of Information  
Security and Assurance  
**De La Rue**



*"We have been collecting a lot of potential customers. Locating our stand next to the Keynote Arena has been really good for us as floods of people come out every time a talk ends. We cover every vertical so we are meeting a wide range of people. I would definitely recommend the show."*

**- Account Manager, Pennine Telecom**



Registration sponsor



**IFSEC**  
INTERNATIONAL

**FIREX**  
INTERNATIONAL

**FACILITIES**  
SHOW

**SAFETY & HEALTH** EXPO

**WORKPLACE**  
**WELLBEING** SHOW

**SMART**  
**BUILDINGS** EXPO



**GET FACE-TO-FACE WITH INFLUENTIAL VISITORS  
READY TO SOURCE AND PURCHASE SOLUTIONS  
ACROSS SECURITY, FIRE SAFETY, FACILITIES  
MANAGEMENT AND HEALTH & SAFETY.**

**IFSEC CO-LOCATES WITH:**

**FIREX**  
INTERNATIONAL



**SAFETY & HEALTH** EXPO

**FACILITIES**  
SHOW





## PRESS COVERAGE

Benefit from IFSEC International's media relationships, with a **dedicated PR agency** and **media partnerships** for print and digital coverage of exhibitors, sponsors and product launches.



ComputerWeekly





## MEDIA EXPOSURE

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# IFSEC ALUMNI SPEAKERS & INFLUENCERS

Being part of IFSEC International means aligning your business with influential, inspirational speakers and breaking industry news.



**Professor Brian Cox**  
OBE  
Physicist & TV  
Personality



**Professor Chris Inglis**  
Former Deputy Director  
of the National Security  
Agency



**Christian Horner**  
Team Principal of  
Aston Martin Red  
Bull Racing



**Sir Clive Woodward**  
OBE  
Former Coach of the  
English Rugby Team



**Frank Gardner**  
Broadcaster &  
Security Journalist



**Jonny Wilkinson**  
Rugby World Cup  
Winner



**Jonathan Nicholson**  
Assistant Director at  
Civil Aviation  
Authority



**Tony Porter**  
Surveillance Camera  
Commissioner



**Brigadier Nicky  
Moffat**  
Highest-Ranking  
Woman in the British  
Army



**Steph McGovern**  
Award-Winning  
Financial Journalist &  
Broadcaster



**Michael Chertoff**  
Former Secretary of U.S.  
Department of Homeland  
Security



**Mike Gillespie**  
Vice President at Centre for  
Strategic Cyberspace +  
International Studies (CSCIS)



**Baroness Neville-  
Jones**  
Engineering & Physical  
Sciences Research  
Council



**Ruby Wax** OBE  
Actress, Comedian,  
Author & Mental Health  
Campaigner



**Silvino Schlickmann Jr**  
Assistant Director  
Research & Innovation  
at INTERPOL



**Tony Weeks**  
Head of Technical  
Services at NSI



**Eddie the Eagle**  
Olympic Skier



**Simon Weston** CBE  
British Army Veteran



**Dr. Pippa Malmgren**  
Former White House  
Adviser



**Dame Kelly  
Holmes**  
Double Olympic  
Gold Medallist



**Nigel Owens** MBE  
Rugby Union  
Referee



**Zoe Chilton**  
Head of Technical  
Partnerships at Aston Martin  
Red Bull Racing





## BE PART OF A GLOBAL BRAND

- **IFSEC India** 19-21 December 2019 - Pragati Maidan, New Delhi
- **IFSEC Egypt** 3-5 November 2019 – Egypt International Exhibition Centre, Cairo
- **SECON** 18-20 March 2020 - KINTEX, Seoul, Korea
- **IFSEC International** 19-21 May 2020 - ExCeL, London
- **IFSEC Southeast Asia** 23-15 June 2020 - MITEC, Kuala Lumpur
- **IFSEC Philippines** 22-24 July 2020 - SMX Convention Centre, Pasay City, Metro Manilla

Visit [ifsec.events](https://ifsec.events) for more information



*“We're launching a business in the UK and Europe and exhibiting at IFSEC for brand exposure. We're having long, detailed conversations. As a first time exhibitor, we couldn't have asked for anything more.”*

**- Norden Communications**



# IFSEC

INTERNATIONAL

19-21 MAY 2020  
EXCEL LONDON UK

## SPONSORSHIP OPPORTUNITIES





## BRAND EXPOSURE AT IFSEC INTERNATIONAL 2020

Sponsoring a feature at IFSEC International not only positions your brand alongside Europe's leading integrated security event – you'll also gain exposure to professionals in the fire safety, safety and health and facilities management industries looking to enhance their strategies with security solutions.

Align your business with strategic industry issues or key demographics and benefit from reaching IFSEC's 39,000+ visitors, as well as extensive pre-show marketing and promotion.

IFSEC offers a range of sponsorship opportunities: speak with the team to **build a tailored package to meet your specific business goals.**





## BRAND EXPOSURE AT IFSEC INTERNATIONAL 2020

Discover just some of the feature sponsorship opportunities available.

As well as being highly visible at the show itself, your brand will feature in all relevant marketing materials and you will receive the data of those who engage with your feature area.

Get in touch with the team to discuss your requirements.

### BRAND AWARENESS

- LANYARDS
- REGISTRATION DESK
  - FLOOR TILES
- BAG SPONSOR
- IFSEC/FIREX TV
- SHOW BADGES
- ENTRANCEWAY SPONSOR
- WIFI SPONSOR
- SHOW ME HOW

### LEAD GENERATION

- ASIS LOUNGE
- IFSEC PARK
- KEYNOTE ARENA
- ATTACK TESTING ZONE
- TRADE COUNTER
  - SSAIB BAR
- COMMERCIAL THEATRE
- VIP & HOSTED BUYERS LOUNGE

### BEYOND IFSEC

- HOTEL ROOM KEYS
- DLR TUBE SPONSORSHIP
- POST-SHOW EBOOK
- AND MUCH MORE...



Trusted &  
Surveillance

## YEAR-ROUND DIGITAL AND CONTENT SPONSORSHIP

Beyond a trade event: keep your business front and centre of the industry and achieve year-round engagement with IFSEC Global, IFSEC International's digital content platform.

**827,168**

Annual IFSEC Global  
page views

**517,707**

Annual unique IFSEC  
Global visitors

**176,414**

Annual unique visitors to  
the IFSEC Directory listings

**79,206**

Total IFSEC Global  
newsletter subscribers

**136,969**

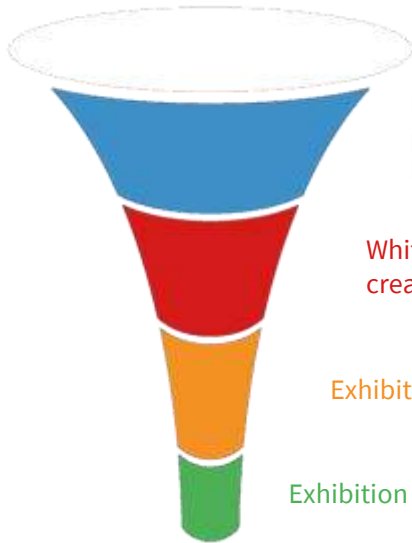
Email marketing database  
reach

**43,400+**

Total IFSEC + IFSEC Global  
social media followers



## BRANDING AND LEAD DELIVERY



Digital advertising and third  
party HTMLs  
Directory listings

Whitepaper and trend report  
creation, branding and distribution

Exhibition sponsorship

Exhibition stands

# IFSEC GLOBAL

Engage your audience all the way  
from 'top of the funnel' prospects  
through to highly engaged leads.

Work in close collaboration with  
IFSEC's editorial and digital  
marketing teams to craft a targeted  
sponsorship package that will deliver  
leads in your preferred demographic  
area or industry vertical.

[Download the IFSEC Global media pack](#)



### LEAD GENERATION OPPORTUNITIES

White papers &  
trend reports

Case studies

eBooks

Webinars

### CUSTOMER ENGAGEMENT

Product focus

Newsletter  
promotion

Video creation

Display advertising

### ACCESS TO HOSTED BUYERS

Carefully selected  
VIPs

VIP Lounge

High value, highly  
engaged visitors

Dedicated meetings  
with VIPs

### YEAR-ROUND EDITORIAL BENEFITS

### PROMOTION

PR coverage

Distributed via newsletter and social channels. Promotes your presence at IFSEC, including your stand number. Not available to non-exhibitors.

Interviews

Distributed via newsletter and social channels. Featured slot in newsletter. Not available to non-exhibitors.

Thought leadership

Distributed via newsletter and social channels. Featured slot in newsletter. Not available to non-exhibitors or non-partners.

Discounted rates on  
additional promotion

Greater exposure with discounts on additional paid engagement opportunities.



## BE A PART OF IFSEC INTERNATIONAL 2020

Get in touch with the IFSEC team today to discuss your business objectives. Whether you're looking to launch a new product, generate new customers or raise your profile within the security industry, we'll work with you to make IFSEC a part of your strategy for achieving your goals.

**CONTACT THE TEAM**



*"It was busy all three days and we found the visitors open and receptive. We fixed meetings with visitors up to two months beforehand and they all turned up."*

**- Senior Director of Business Development,  
AnyVision**