



BRINGING THE ENTIRE INTERNATIONAL SECURITY BUYING CHAIN TOGETHER

14-17 MAY 2012
NEC BIRMINGHAM
www.ifsec.co.uk/exhibit

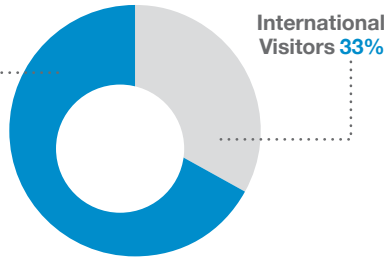
IFSEC - AT THE HEART OF THE INTERNATIONAL SECURITY INDUSTRY

IFSEC International 2012, to be held on 14-17 May 2012 at the NEC Birmingham, is the only security event which brings together the complete international security buying chain. Recognised by the industry as the world's leading annual security event, it provides companies with an unrivalled route to market.

VISITORS TO IFSEC

2011 SAW AN **11% INCREASE** IN VISITORS – 25,468*

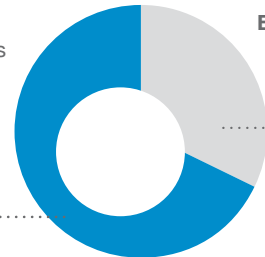
UK Visitors 67%



Trade

- installers
 - integrators
 - distributors
 - manufacturers
 - security consultants
- 68%

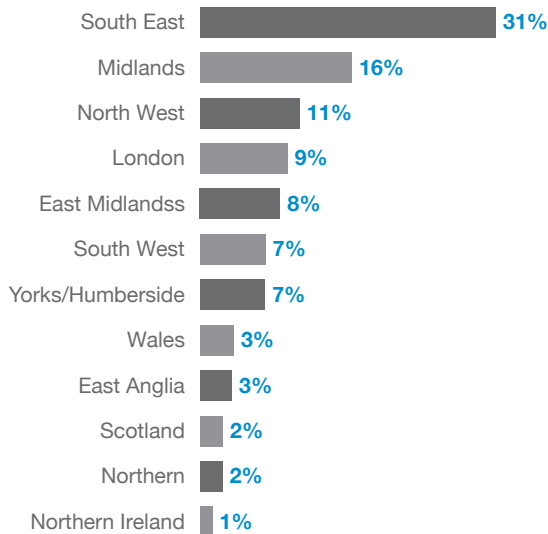
End Users 32%



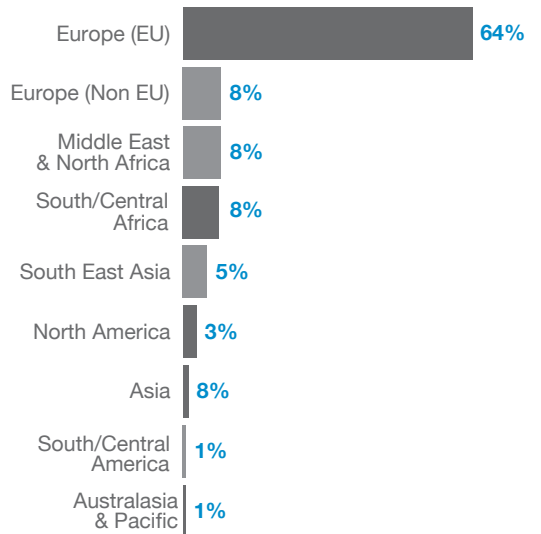
WHERE OUR VISITORS CAME FROM

33% WERE INTERNATIONAL VISITORS

UK

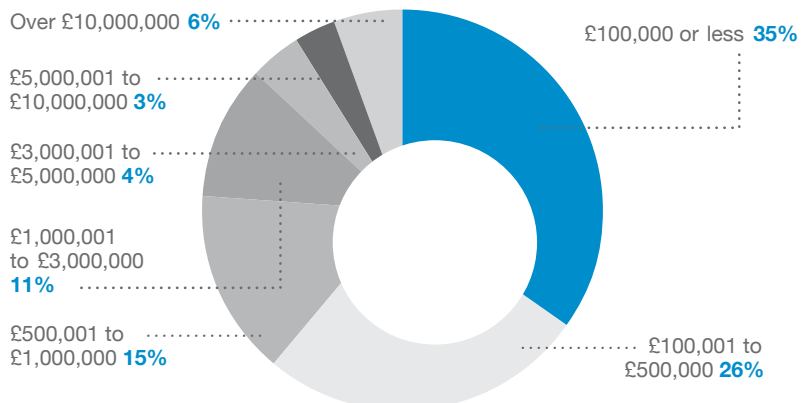


INTERNATIONAL



ANNUAL PURCHASING BUDGETS

24% OF VISITORS HAVE PURCHASING POWER OF OVER £1 MILLION

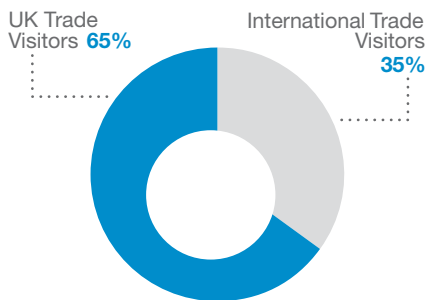


*ABC Audit for IFSEC 2011, 16-19 May 2011. Visitor attendance 25,468; Exhibitor Attendance 632.

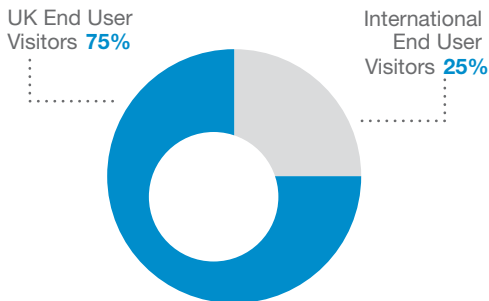
WHO OUR VISITORS ARE

Meet high quality security professionals – manufacturers, distributors, systems integrators, consultants, installers or end users. IFSEC International, now in its 39th edition, is your opportunity to engage, influence and sell to decision-makers.

TRADE VISITORS



END USER VISITORS



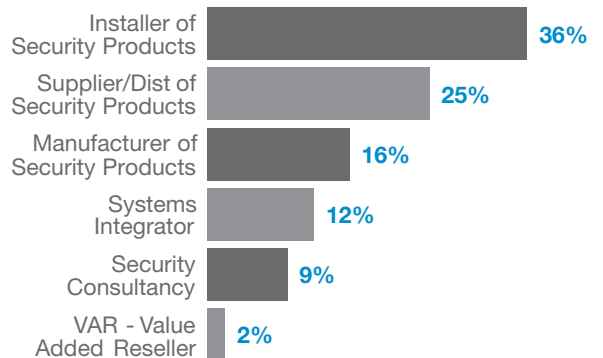
VIEW IFSEC 2011 SHOW HIGHLIGHTS

Download a QR code app on your smart phone and scan this image to watch the 2011 highlights.

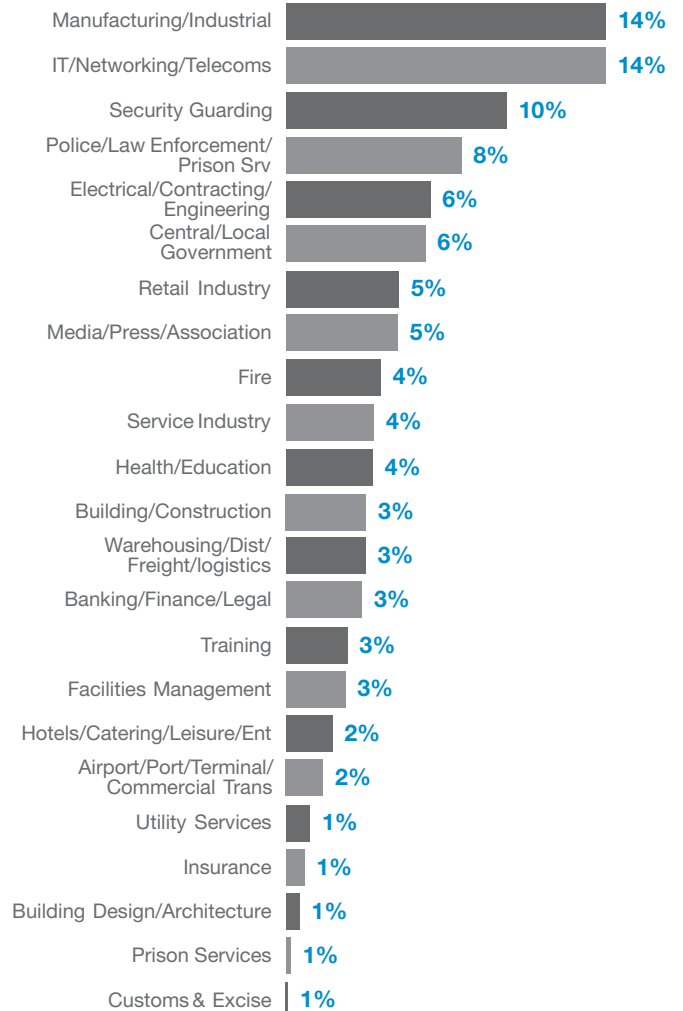


Or visit www.ifsec.co.uk/highlights

ATTENDEES TO IFSEC WERE INTERESTED/ INVOLVED IN THE FOLLOWING PRODUCTS



END USERS ARE SECURITY MANAGEMENT PROFESSIONALS WITHIN:



THE EXHIBITION HALL

CO-LOCATED EVENTS

HALL 1



Safety & Health Expo is firmly established as Europe's largest annual event for the safety and health industry. It is a unique environment to source new products and service, network with your peers and keep up-to-date with recent developments and legislation.

HALL 2



The Facilities show is the UK's biggest and fastest growing FM event. It provides over 16,000 facilities and estates managers with the opportunity to source the latest innovations, network and keep abreast of the latest developments and legislations within the industry.

IFSEC INTERNATIONAL PRODUCT AREAS

HALL 3A



The fire solutions area is the place to find out more about the growing convergence of the fire and security markets. Leading manufacturers will showcase fire prevention, detection and protection solutions and the info4fire.com Learning Zone will allow visitors to hear more about the crossover between fire and security from industry experts and stay up-to-date with the latest legislative issues.



The counter terror area will bring together international companies that assist organisations on national resilience, counter-terrorism, border security, surveillance and policing issues.

Meanwhile the physical security product area will allow visitors to see a range of products in physical security, such as perimeter protection, locking systems, safes and more.



This product area provides organisations with products and services to improve the personal safety and productivity of their lone workers.

The lone worker security area will include precautions, risk-control measures and device based solutions for protecting lone workers and minimising the risks they face.

HALL 4



The integrated security area offers a complete and comprehensive range of security solutions from a varied portfolio, combining all aspects of security including CCTV, access control and intruder alarms – control panels and detectors, into one integrated security solution.

The conventional security industry's primary sectors have either moved from analogue to digital transmission and control, or are in the process of doing so. Digital systems are run over networks using IP.

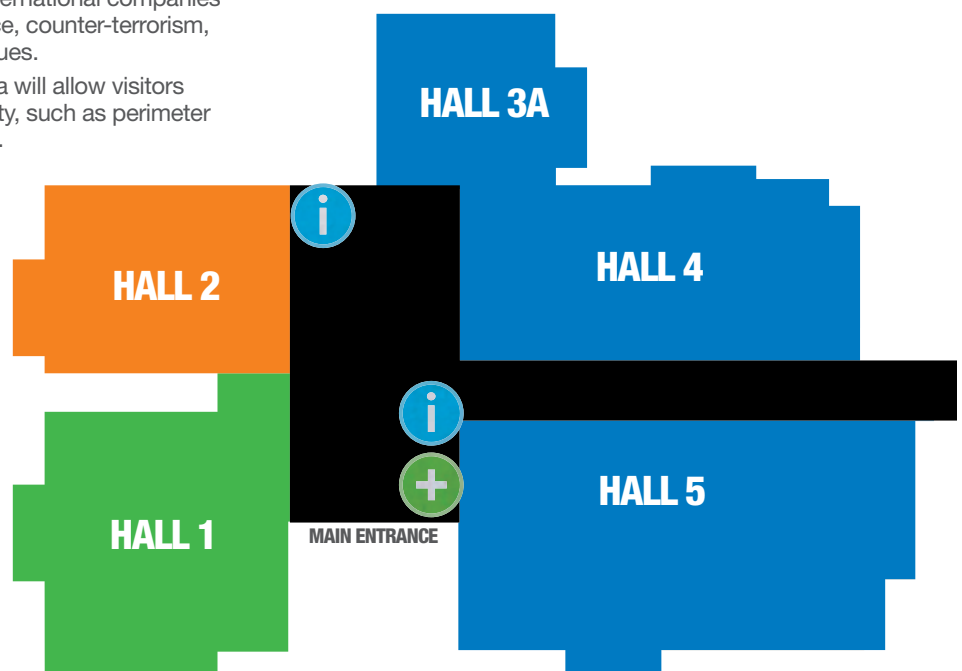


Leading companies will be showcasing a complete range of access control products including: door entry systems, smartcard technology, time and attendance software, biometrics and intelligent building management systems.

HALL 5



Covering all aspects of CCTV, this dedicated product area will feature the very latest products and services in the industry, such as video surveillance, central control room solutions and the innovations with high definition technology and IP.





HALL 3A



VISITOR ENTRANCE

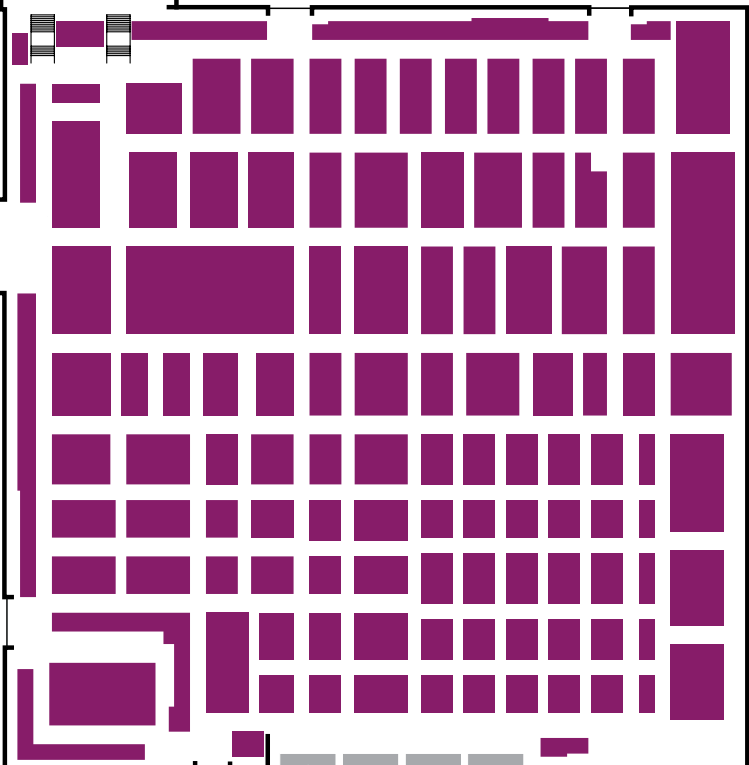
VISITOR ENTRANCE

HALL 4



VISITOR ENTRANCE

HALL 5



NEW FEATURES & INITIATIVES FOR 2012

- IP Assured Zone – In association with Anixter
- Lone Worker Protection Pavilion
- New Production Innovation Showcase
- Intelligent Integration Zone – Sponsored by ISM
- Retail Integration Zone
- Installer VIP Lounge
- SMT Select
- IFSEC Connections
- Global Partner Programme
- Dedicated trade and end user education programmes
- Facilitated meeting and networking programme
- Enterprise Area

100%

OF EXHIBITORS* THINK IT'S IMPORTANT TO EXHIBIT AT IFSEC

THE 2011 CAMPAIGN, WWW.IFSEC.CO.UK RECEIVED **1,089,201** PAGE VIEWS

85% OF EXHIBITORS** GIVE IFSEC AN OVERALL RATING OF EXCELLENT OR GOOD

IFSEC 2012 STAND PACKAGES

BOOKING PERIOD

September 2011 - May 2012

SHELL SCHEME	£492 (+VAT)
SPACE ONLY UNDER 90SQM	£399 (+VAT)
SPACE ONLY OVER 90SQM	£377 (+VAT)

**Taken from Independent show research by Fusion Communications.

TESTIMONIALS

“WE CHOOSE IFSEC BECAUSE IT'S THE MAIN SHOW FOR SECURITY IN EUROPE. IT'S A GREAT LAUNCH PAD FOR OUR PRODUCT PORTFOLIO AND A GREAT WAY FOR US TO MEET OUR CUSTOMERS.”

BEVERLEY MATTOCK, MARKETING & COMMUNICATIONS, SONY

“THE SHOW BRINGS IN PEOPLE IT'S NOT POSSIBLE TO REACH ELSEWHERE.”

PAUL HUCKER, MD, REDVISION CCTV

“WE'VE HAD EXACTLY THE RIGHT MIX OF PEOPLE COMING THROUGH THE STAND FROM NOT JUST WITHIN THE UK BUT GLOBALLY.”

STEPHEN SMITH, SALES & MARKETING DIRECTOR, ISM

“WE'VE HAD ALL SORTS OF PEOPLE FROM END USERS, TO SECURITY INSTALLERS, DISTRIBUTORS, BOTH UK AND FOREIGN, VISITING OUR STAND.”

BINIT SHAH, MARKETING & NEW BUSINESS DIRECTOR, GENIE CCTV

“IT'S BEEN OUR TENTH YEAR NOW AT IFSEC – IT'S BEEN ONCE AGAIN A VERY GOOD SHOW FOR US. WE HAVE GENERATED LOTS OF NEW LEADS.”

STEVEN MARSH, SALES AND MARKETING COORDINATOR, DALLMEIER

SHELL SCHEME*

Includes: Walls, Carpet (Grey), Fascia with company name board Gridded Ceiling

*The Shell Scheme rate is compulsory on the stands less than 25sqm

SPACE ONLY (ABOVE 25SQM)

This package provides the space only. Exhibitors must design and build their stands in accordance with the regulations specified in the Technical Manual.

ADDITIONAL COSTS INCLUDE:

- Registration Fee £315 (+VAT)
- Website Enhanced Listing £475 (+VAT)
- Stand Audit Fee for **Space Only** stands £150 (+VAT)
- Insurance Cover if required £232

Furnishings, electricity and other additional requirements are easily arranged through our official suppliers. For further information please speak to your **Account Manager**.



Security News for the Security Professional

IFSEC International is part of UBM's security portfolio including the leading security news portal, info4security.com.

Digital Opportunities

info4security.com is the leading online security news portal providing breaking news, exclusive stories, case studies and content for the growing global audience.

On average 41,655 unique visitors utilise info4security.com every month and it is fast becoming the digital marketing choice for leading security manufacturers and suppliers within the security industry.

Digital marketing with info4security.com is a comprehensive advertising platform and is 100% measurable allowing the advertiser to monitor the success of their campaign.

info4security.com e-newsletters

All info4security.com e-newsletters are only distributed to subscribers who wish to receive a round-up of news, product information and editorial opinion, guaranteeing an engaged audience.

*Weekly industry e-newsletter – 25,114 subscribers

*Bi-weekly installer e-newsletter – 7,211 subscribers

*Bi-weekly end-user e-newsletter – 7,736 subscribers

As the official media partner of IFSEC International taking advantage of the digital advertising opportunities on offer will add value to your participation in the show.

Contact us to find out more.

*As of November 2011



MARKETING AND PR SUPPORT

A far reaching media & PR campaign enables us to deliver the key decision makers you want to see.

ADVERTISING

IFSEC International advertising covers over 120 publications including over 50 of the leading UK and international security titles and has presence on over 100 leading security websites to deliver a comprehensive online and print marketing campaign.

EMAIL

Our targeted email campaign regularly reaches more than 60,000 security professionals.

DIRECT MAIL

More than 100,000 direct mail pieces are sent out to active security professionals.

DIGITAL CAMPAIGN

6 months before the show we start a Google Adwords campaign to drive traffic to our website, using the latest technologies, such as remarketing and tailored adverts, plus extensive use of social media and SEO.

MOBILE

Embracing new marketing channels, we conduct an SMS campaign in the final weeks before the show to drive visitors to the website. In 2011 we launched a mobile website allowing visitors to access the site and register their attendance whilst on the move.

WEBSITE

With 154,57 unique visitors in 2011 and 1,044,309 page impressions, this is an essential promotional vehicle. With an advanced search exhibitor list facility visitors will be able to download press releases, view images, video content and directly contact exhibitors.

PR

In depth campaign including PR forums and an online press office.

TELEMARKETING

A visitor telemarketing campaign starts 4 weeks before the show to 5,000 contacts promoting the exhibition.

info4security.com

info4security.com is the security industry's most authoritative and respected online resource, with a team of editors updating content on a daily basis.

ASSOCIATIONS

Committed support from all leading associations worldwide, including BSIA, UKTI, ASIS, ADS, London First and the Security Institute.

IFSEC CONTACTS 2012



ABOUT UBM

UBM plc is a leading global business media company. We inform markets and bring the world's buyers and sellers together at events, online, in print and provide them with the information they need to do business successfully. Our 8,000 staff in more than 30 countries are organised into specialist teams that serve these communities, helping them to do business and their markets to work effectively and efficiently. For more information, go to www.ubm.com.

SPONSORSHIP

Event sponsorship can play an integral role in achieving your show objectives. Working with a dedicated sponsorship account manager, we can create a bespoke campaign that raises your brand awareness before IFSEC International 2012, increases footfall to your stand during the exhibition and also capitalises on PR opportunities post show. To build your campaign contact **Jacqui Roughley, Sponsorship Manager.**

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IFSEC INTERNATIONAL IS PART OF UBM'S GLOBAL SECURITY PORTFOLIO

For more information visit WWW.IFSEC.CO.UK/GLOBAL

