



# IFSEC2009

11 - 14 May 2009

NEC Birmingham

THE **MEETING PLACE** FOR THE SECURITY INDUSTRY



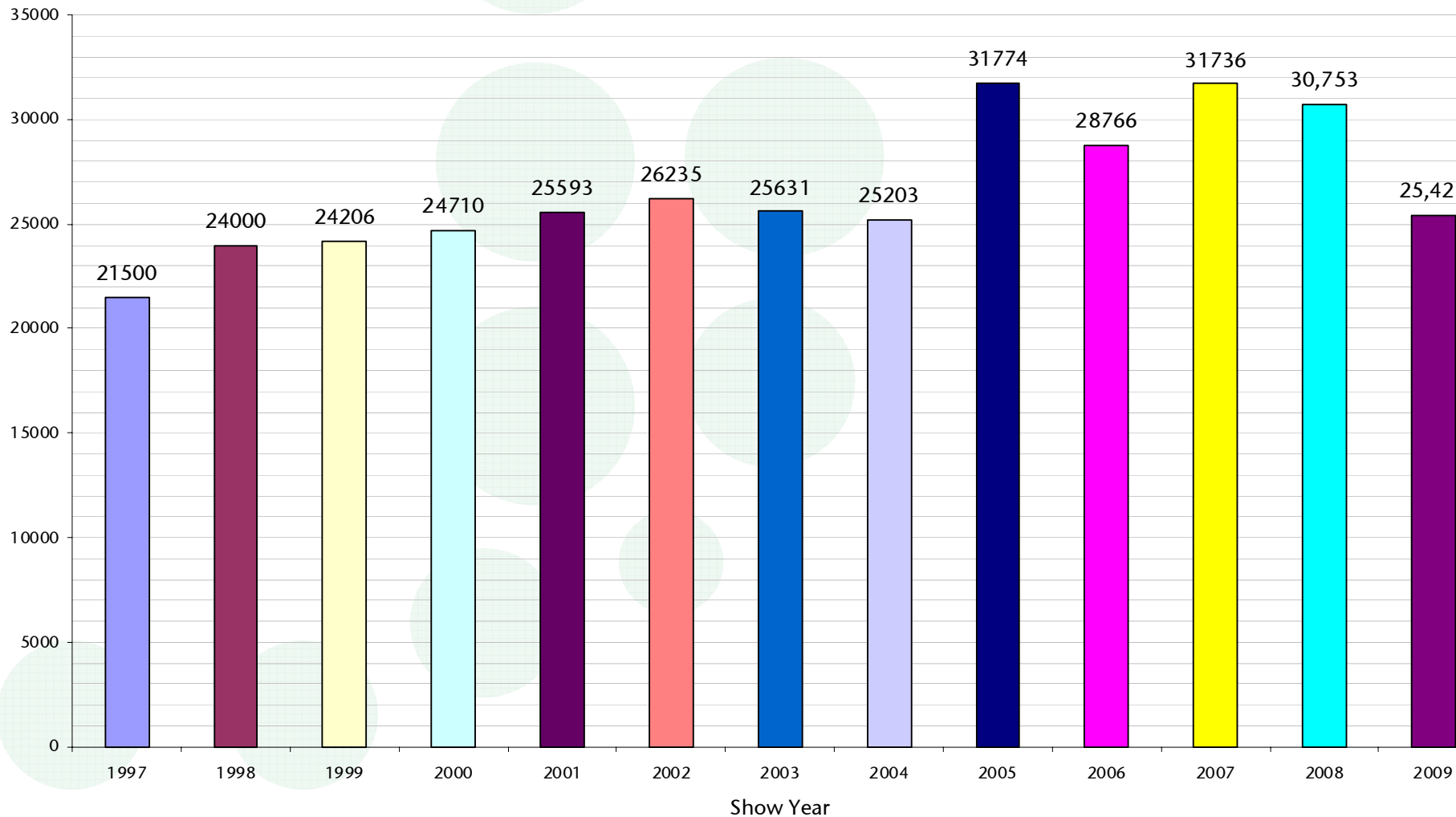
LET'S TALK **SECURITY**

# IFSEC 2009

## The facts and figures

# Total visitor attendance 2009 – 25,427

(subject to ABC audit)



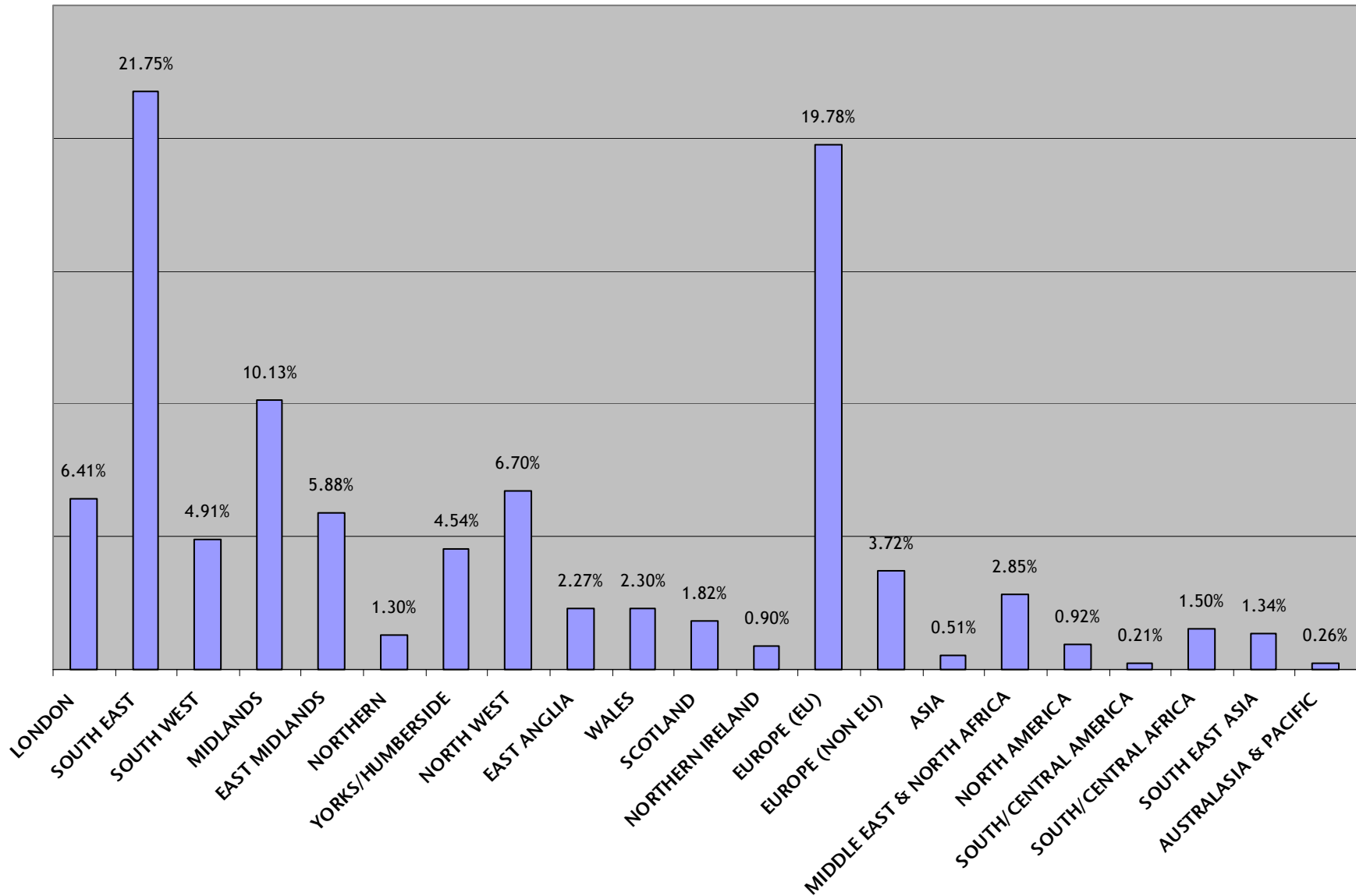
# UK vs International

31% of the audience were international from a total of 111 countries.

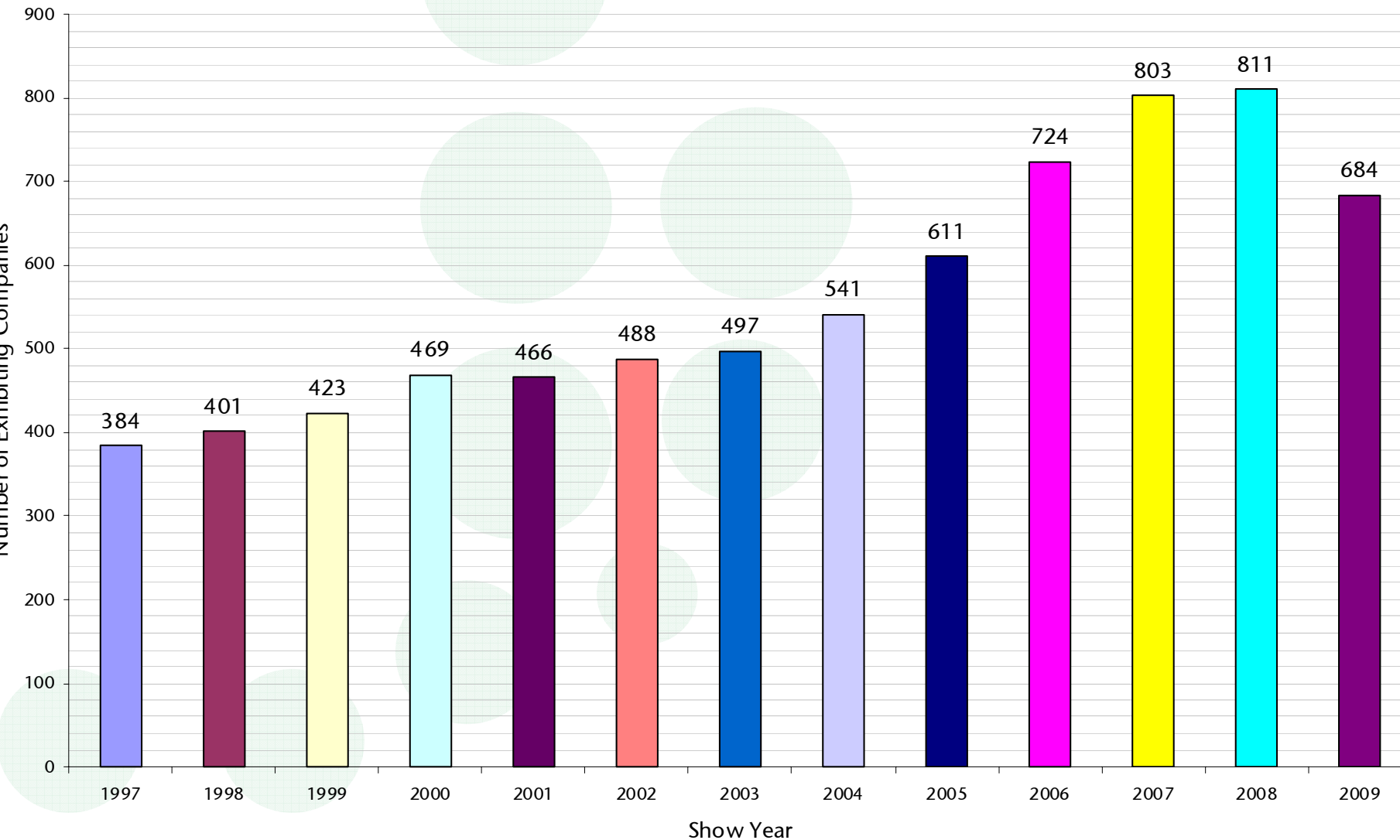
With hundreds of visitors coming from each of the following countries:

BELGIUM, DENMARK, FRANCE, GERMANY, IRELAND, ISRAEL, ITALY, NETHERLANDS, NORWAY, POLAND, SOUTH AFRICA, SWEDEN, TURKEY and USA.

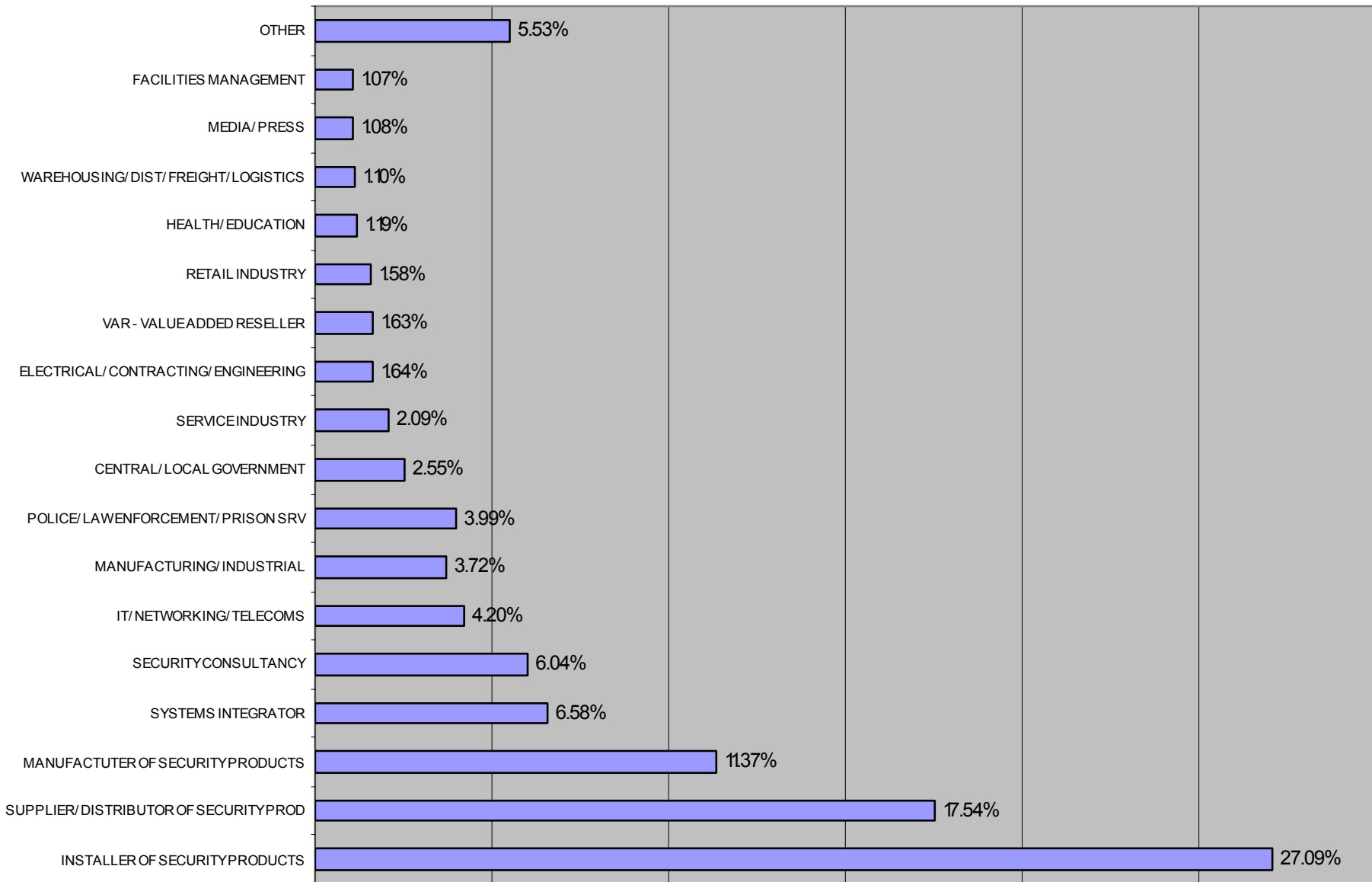
# Geographical Breakdown 2009



# Total exhibitors at 2009 – 25,427

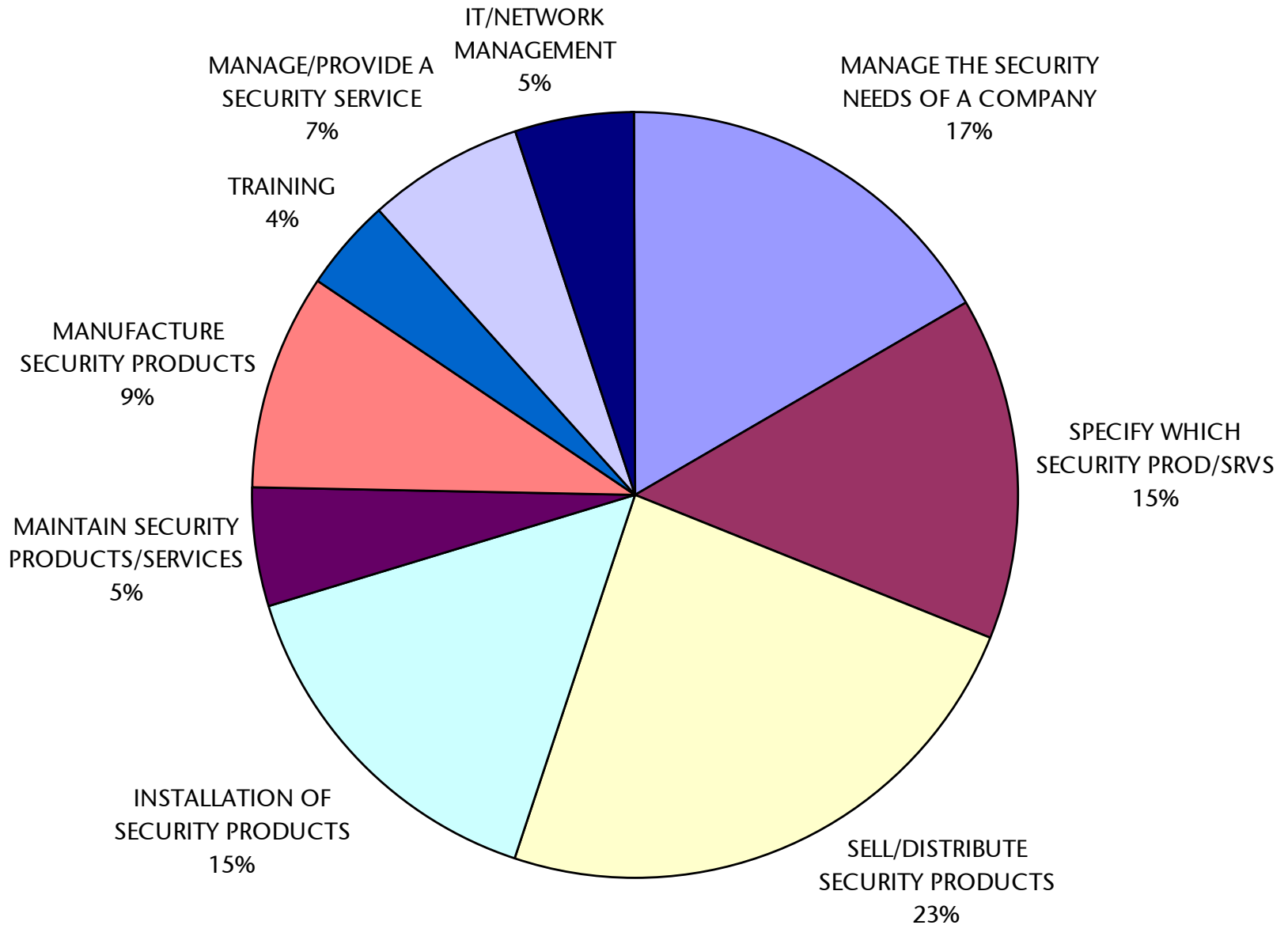


# Nature of Company Business



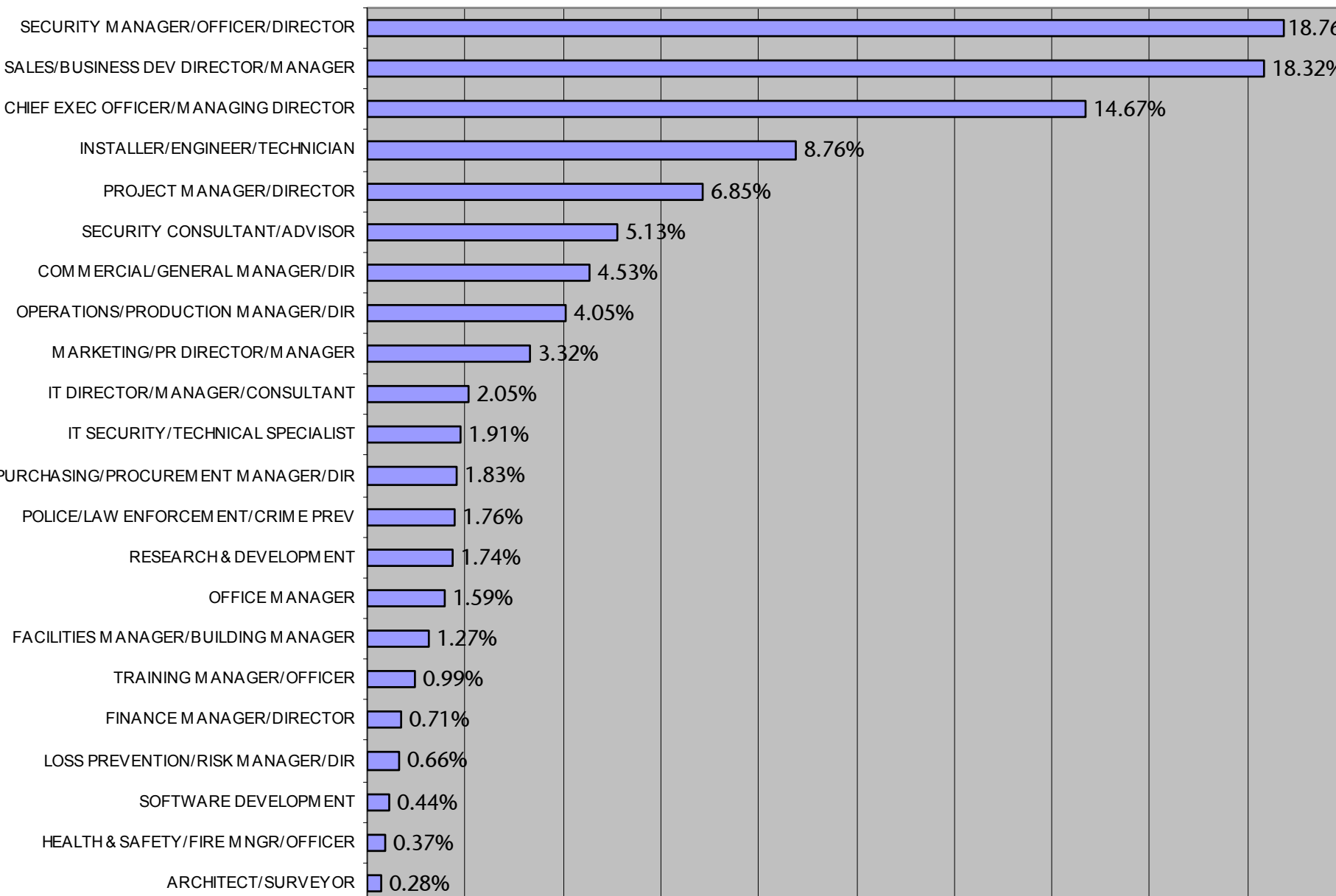
<b>NATURE OF COMPANY'S BUSINESS</b>	<b>2009%</b>	<b>2008%</b>	<b>2007%</b>
INSTALLER OF SECURITY PRODUCTS	27.09%	27.20%	29.00%
SUPPLIER/DISTRIBUTOR OF PRODUCTS	17.54%	12.80%	13.00%
MANUFACTURER OF SECURITY PRODUCTS	11.37%	7.90%	7.60%
SECURITY CONSULTANCY	6.58%	5.60%	6.40%
POLICE/LAW ENFORCEMENT	3.99%	3.30%	3.90%
CENTRAL/LOCAL GOVERNMENT	2.55%	2.50%	2.60%
ELECTRICAL CONTRACTING/ENGINEERING	1.64%	1.20%	1.20%
MANUFACTURING/INDUSTRIAL	3.72%	3.70%	3.60%
WAREHOUSING/DISTRIBUTION/FREIGHT	1.10%	1.20%	1.00%
RETAIL INDUSTRY	1.58%	1.70%	1.80%
SYSTEMS INTEGRATOR	6.58%	6.10%	5.30%
VAR - VALUE ADDED RESELLER	1.63%	1.50%	1.30%
HEALTH/EDUCATION	1.19%	1.10%	1.20%
IT/NETWORKING/TELECOMS	4.20%	3.30%	3.50%
SERVICE INDUSTRY	2.09%	2.10%	1.80%
FACILITIES MANAGEMENT	1.07%	1.00%	1.10%
MEDIA/PRESS	1.08%	0.90%	1.00%

# Main Area of Responsibility



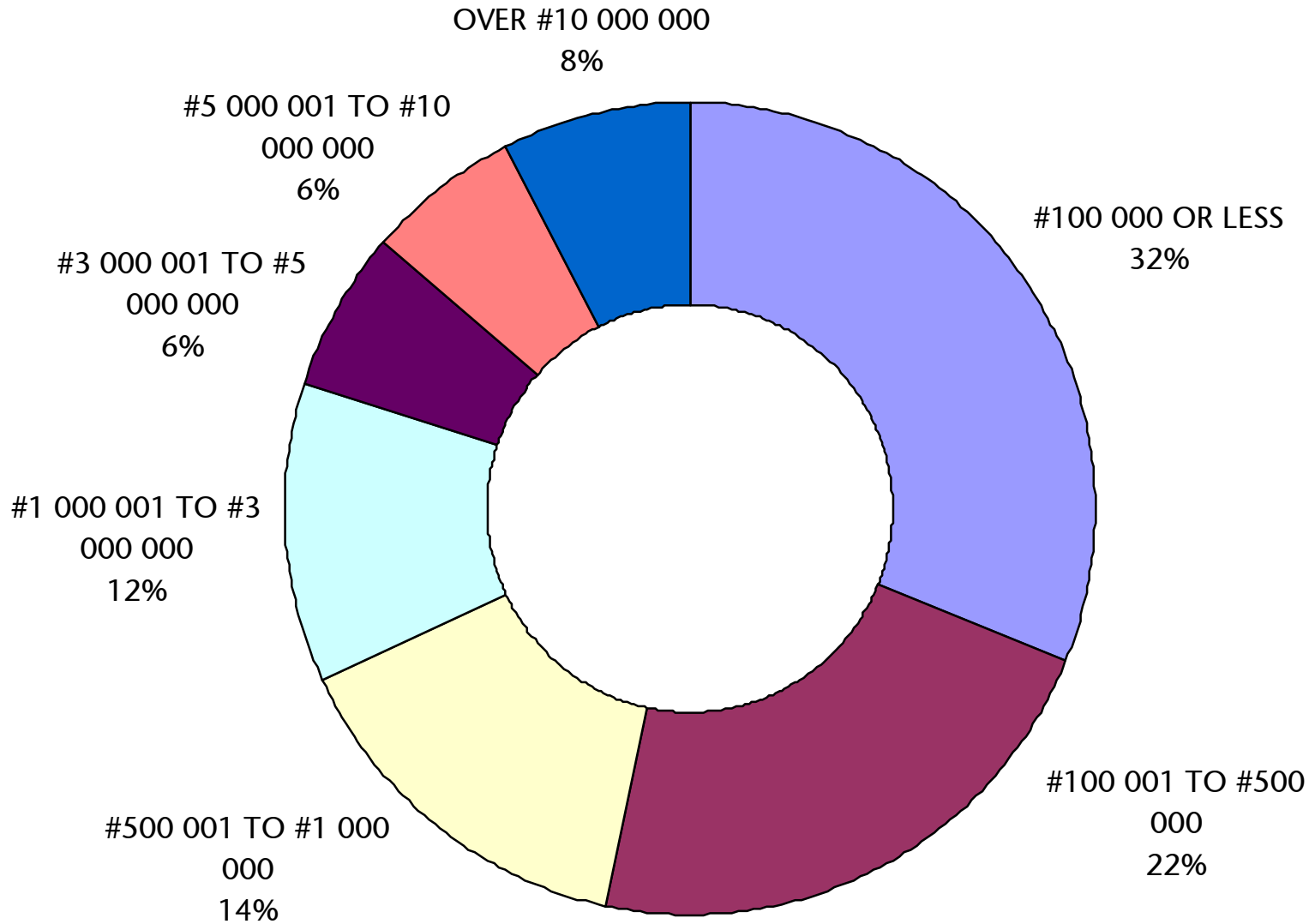
MAIN AREA OF RESPONSIBILITY	2009%	2008%	2007%
MANAGE THE SECURITY NEEDS OF A COMPANY	17%	16%	17%
SPECIFY WHICH SECURITY PRODUCTS/SERVICES	15%	13%	14%
SELL/DISTRIBUTE SECURITY PRODUCTS	23%	20%	19%
INSTALLATION OF SECURITY PRODUCTS	15%	15%	15%
MAINTAIN SECURITY PRODUCTS/SERVICES	5%	3%	3%
MANUFACTURE SECURITY PRODUCTS	9%	5%	5%
TRAINING	4%	2%	2%
MANAGE/PROVIDE SEC. SERVICE	7%	5%	6%
IT/NETWORK MANAGEMENT	5%	4%	4%

# Job Function



<b>WHAT IS YOUR JOB FUNCTION?</b>	<b>2009%</b>	<b>2008%</b>	<b>2007%</b>
SECURITY DIRECTOR/MANAGER/OFFICER	18.76%	19.00%	19.34%
FACILITIES/BUILDING MANAGER	1.27%	1.30%	1.39%
CEO/MD	14.67%	10.60%	10.53%
TRAINING MANAGER/OFFICER	0.99%	1.00%	1.24%
OPERATIONS/PRODUCTION MANAGER/DIRECTOR	4.05%	3.60%	4.25%
COMMERCIAL/GENERAL MANAGER/DIRECTOR	4.53%	3.60%	5.05%
MARKETING/PR DIRECTOR/MANAGER	3.32%	3.10%	2.99%
OFFICE MANAGER	1.59%	1.50%	1.58%
SECURITY CONSULTANT/ADVISOR	5.13%	5.10%	5.61%
INSTALLER/ENGINEER/TECHNICIAN	8.76%	8.40%	7.85%
PURCHASING/PROCUREMENT MANAGER/DIRECTOR	1.83%	1.90%	2.20%
POLICE/LAW ENFORCEMENT/CRIME PREVENTION	1.76%	2.30%	2.87%
ARCHITECT/SURVEYOR	0.28%	0.30%	0.34%
HEALTH & SAFETY/FIRE MANAGER/OFFICER	0.37%	0.40%	0.40%
RESEARCH & DEVELOPMENT	1.74%	1.50%	1.87%
IT DIRECTOR/MANAGER/CONSULTANT	2.05%	1.50%	1.64%
IT SECURITY/TECHNICAL SPECIALIST	1.91%	1.50%	1.58%
LOSS PREVENTION/RISK MANAGER/DIRECTOR	0.66%	0.50%	0.85%
SALES/BUSINESS DEVELOPMENT DIRECTOR/MANAGER	18.32%	14.80%	12.81%
PROJECT MANAGER/DIRECTOR	6.85%	5.90%	5.04%
SOFTWARE DEVELOPMENT	0.44%	0.60%	0.59%
FINANCE MANAGER/DIRECTOR	0.71%	0.60%	0.49%

# Annual Purchasing/Specifying Budget



ANNUAL PURCHASING BUDGET	2009%	2008%
£100,000 or less	32%	32%
£100,001 to £500,000	22%	24%
£500,001 to £1,000,000	14%	15%
£1,000,001 to £3,000,000	12%	13%
£3,000,001 to £5,000,000	6%	6%
£5,000,001 to £10,000,000	6%	5%
Over £10,000,000	8%	5%



Invitation only end user group – developed in 2008 following on from extensive research.

2009 saw Brian Sims, Group Content Editor of UBM Live Security Portfolio host a series of highly topical events onsite at IFSEC in the SMT SELECT Lounge. These included interviews with Lord Carlile, Mike Bluestone from the Security Institute and breakfast briefings covering consultancy within the security industry, knife crime and the coalescence of the security, IT and operations departments in companies.

2009 saw nearly 450 key end user executives attend the event including security directors from American Express, Arriva Trains, Canary Wharf Group, Department for Education & Skills, HSBC, JD Sports, Philips, QVC, Rank Group, Royal Mail and TNT.

# VIP Club

Exhibitors are asked to recommend their top clients for nomination for our VIP Club.

This offers these key individuals a range of benefits at the event including:

- Exclusive access to the VIP Club Lounge which offered the following complimentary services - breakfast and light refreshments, internet access, cloakroom facilities and meeting rooms.
  - Fast track entry into the event.
  - Free parking at the NEC.