



IFSEC West Africa

COMMERCIAL & GOVERNMENT SECURITY • FIRE • SAFETY

06-07 March 2012
EKO EXPO Centre
Lagos, Nigeria

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06-07 March 2012, EKO Expo Centre, Lagos, Nigeria
ifsecwestafrica.com

IFSEC West Africa is the definitive event for the emerging security market in the West African region.

After the unprecedented success of the inaugural event in February 2011, which saw no less than 2 000 visitors descend on the Eko Expo Centre, to view the unique products and services of over 90

exhibitors, IFSEC West Africa returns in 2012, and is expected to extend its reach significantly.

IFSEC West Africa will be held from 6 – 7 March 2012 at the Eko Expo Centre, a 5-star hotel complex on Victoria Island, within the commercial and financial hub of Lagos, Nigeria.

Don't be left behind by your competitors - come exhibit at the preeminent, internationally renowned security event and receive unrivalled brand exposure locally and internationally to the foremost decision makers in the security industry.

Why exhibit at IFSEC West Africa?

IFSEC is a globally acclaimed brand with established exhibitions in South Africa and India, as well as its flagship event in the UK, attracting more than 25 000 security professionals each year.

With crime becoming a growing concern in the West African region, IFSEC West Africa is specifically tailored to meet the needs of the local audience and address both commercial and homeland security throughout its exhibition and educational content.

The most populated country in Africa, Nigeria's population is expected to reach over 200 million people by 2025 and its crime rates continue to increase at a rate of 1% per annum. As with any large African country where security concerns are paramount, there is great scope for the provision of security products and services Frost & Sullivan's recent market survey valued the Nigerian security market alone at \$3.5bn, and forecast to grow at 14% CAGR to 2014.

IFSEC West Africa provides a valuable vehicle to develop and extend business across Africa, and provides the ideal platform for global security companies to extend their operations to the West African region. With security

Promotional campaign:

The organisers of IFSEC West Africa have implemented an extensive and targeted promotional campaign to attract a discerning, senior decision-making audience.

Email

Our targeted email campaign reaches more than 60 000 local and international security professionals.

Direct Mail

We send more than 160 000 direct mail tickets to new and prospective visitors.

Promotional Activities

A thorough through the line campaign including the use of digital media, print, radio and outdoor will directly target key decision makers in the industry.

high on the political agenda and wealthy oil rich countries nearby, IFSEC West Africa is your chance to build hugely profitable long lasting relationships.

Government Supporting Bodies Include:

Ministry of Interior of the Federal Republic of Nigeria, The Nigeria Security & Civil Defence Corps, The Nigerian Army, The Nigeria Police Forces, The State Security Services, and the UK Trade & Investment (UKTI).

Association Partnerships

IFSEC West Africa is organised in partnership with the following leading security associations:

ASIS Nigeria Chapter, The Nigerian Institute for Industrial Security (NIIS), The Association Of Private Security Practitioners of Nigeria (APSPN), The Nigerian Institute of Safety Professionals (NISPP), and the Fire Protection Association Of Nigeria (FPAN).



Official opening - Henry Bellingham and UKTI officials

Website

www.ifsecwestafrica.com is the main source for visitor registrations and information, making this the ideal tool to promote your company, pre- and post-event. With advertising and sponsorship opportunities to suit all budgets, you will be able to maximise your exposure to a wider audience.

PR and association partnerships

We work closely with key associations and media partners to promote the event through the trade and business media.

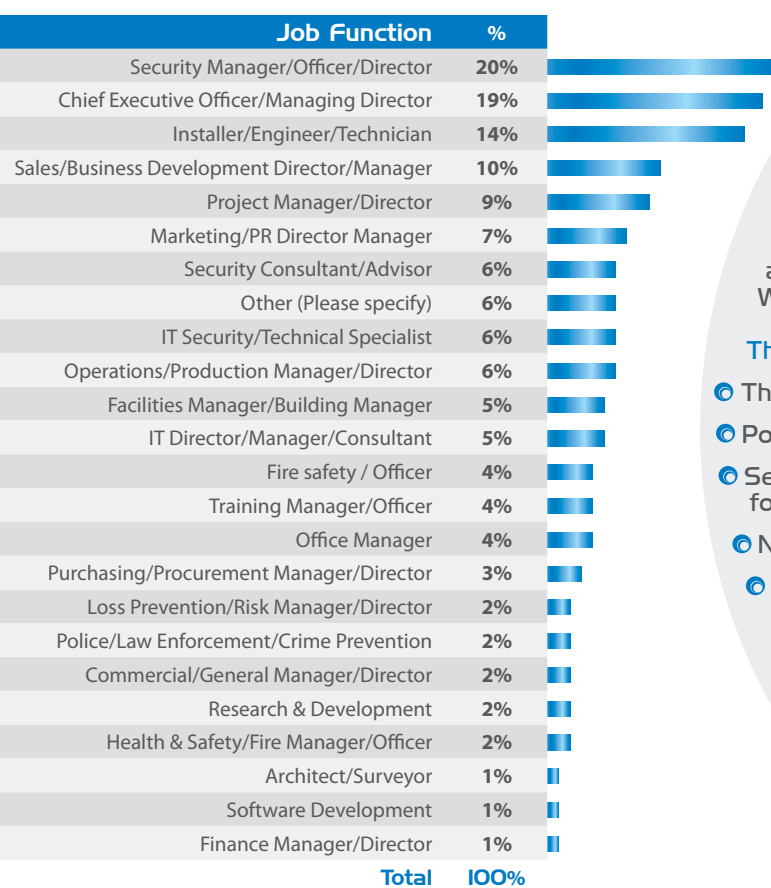
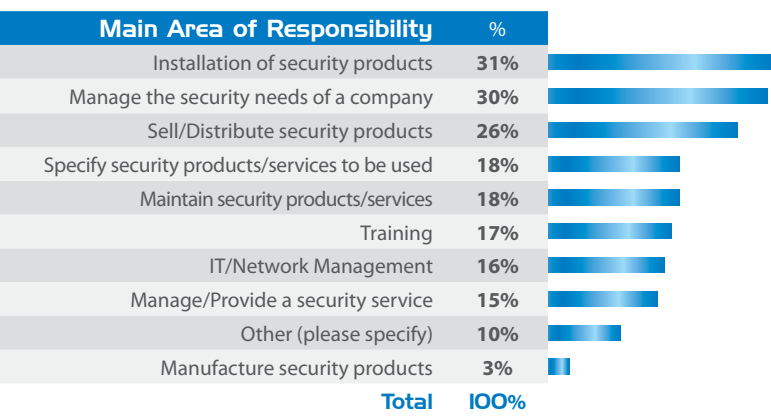
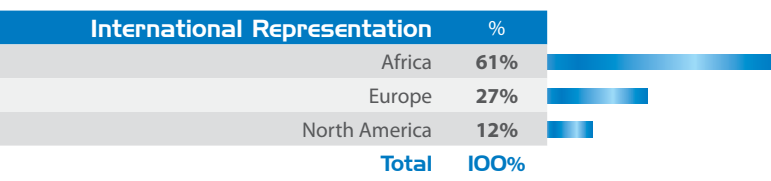
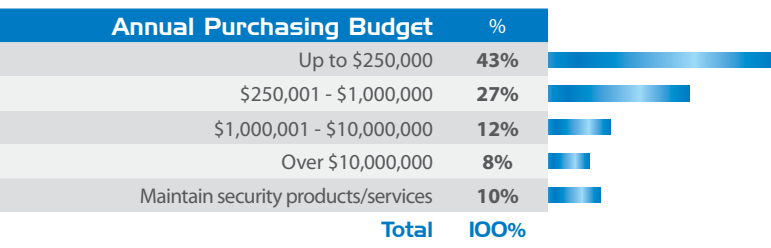


"We realised that a trade show is a platform on which you can not only showcase your brand, but also gain a wealth of information about what people expect from your product and from the service that you provide to back it up. It is, in essence, more than a marketing tool, it's a tool for improving all aspects of your business"

Shirley Hanson,
Sensis Technologies

Exhibitor Profile:

- ⦿ Electronic security
- ⦿ CCTV
- ⦿ Access control
- ⦿ Physical security
- ⦿ Vehicle and personnel tracking devices
- ⦿ Armoured vehicles
- ⦿ Scanners
- ⦿ Guarding services



"One of the greatest advantages of attending IFSEC West Africa was the opportunity to get multiple leads and be in direct contact with key decision makers, responsible for product purchasing."

Asher Thierry Alon,
Director of Marketing & Business Development, AA Group



"By networking and expanding the IDS name and footprint in the West African market, we definitely derived much value from the show."

Another enormous value driver is that by attending this show, it increases our knowledge of what the needs and requirements are in the Nigerian and West African market, thereby helping us to tailor our offering accordingly."

Craig Stuart,
Inhep Digital Security (IDS)

To book your stand, contact your local account manager today ^

IFSEC West Africa Conference:

Running alongside the exhibition will be the IFSEC West Africa Conference.

High-level and senior speakers will address topics to an audience of senior management and decision makers from a variety of global companies.

The conference offers an opportunity to educate and share ideas and also provides an invaluable networking opportunity for the West African security industry.

Themes will include:

- ⦿ The strategic crime prevention and control plan
- ⦿ Police and policing in West Africa
- ⦿ Securing and protecting critical national infrastructures (with a focus on the oil & gas pipeline)
- ⦿ Next generation technologies
- ⦿ Bridging the security gap between physical and logical security for corporations: the integrated platform to protect both virtual and real assets (with a focus on the banking and finance sector)
- ⦿ Improving aviation security
 - ⦿ Sub-regional counter terrorism measures in West Africa
 - ⦿ Regional and national security strategies in West Africa
 - ⦿ Private security partnership with law enforcement
 - ⦿ Future of private security in an emerging Africa
 - ⦿ Tackling criminal networks in West Africa



IFSEC West Africa

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Become a sponsor of IFSEC West Africa

Align your company with IFSEC West Africa, one of the most prestigious security events on the international calendar, and bring your brand to life in front of the industry's most influential decision-makers.

Event sponsorship will increase your brand awareness, enhance your marketing efforts leading up to the event and drive more traffic to your stand.

Whatever your budget, contact us today to discuss how to maximise your presence at IFSEC West Africa.

The Venue

The Eko Expo Centre is part of the Eko Hotel & Suites resort on Victoria Island.

The Expo Centre is a state-of-the-art multipurpose conference, banquet and exhibition centre with a gross floor space of 5,750 square meters.



Find out more at www.ekohotels.com

About the Organisers

UBM Montgomery (a joint venture between Montgomery Worldwide and UBM Live) is responsible for the annual IFSEC exhibition held at the NEC in Birmingham, which has gained a formidable reputation worldwide as the leading security trade show.

Through its African subsidiary, Montgomery Africa, Montgomery Worldwide is ideally positioned to host this successful event in West Africa.

UBM Montgomery
(Pty) Limited

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"Our greatest motivation for attending the show was to gain exposure in new markets, expand our African operations and attract new business partners. We do believe that we achieved this by attending and all in all, the show was a great success"

Barry-John Wyman,
Technical & Key Accounts Manager
- RSA & Africa, Xtralis.



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