



# GLOBAL OUTLOOK, LOCAL APPROACH



## The leading global trade exhibitions for security and fire technology

IFSEC Global Events – IFSEC (UK), IFSEC South Africa, IFSEC West Africa, IFSEC India and IFSEC South India serve the international security markets. Our commitment is to provide end users, installers, systems integrators, specifiers and industry professionals with a platform to gain the latest market information, create new business, network with key people in the industry, see the latest innovations in technology, receive educational content and raise awareness about exhibiting companies' products and services.

To book a stand at IFSEC (UK) or IFSEC India 2011 please contact a member of our sales team.

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# IFSEC SOUTH AFRICA

6-8 September 2011 | Gallagher Estates | Johannesburg

## GLOBAL OUTLOOK, LOCAL APPROACH

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**IFSEC South Africa 2010** proved to be a great success. We attracted in excess of more than 5,840 security professionals from 48 countries and 200 exhibitors. The event has cemented its place as the definitive security, safety, fire and protection event for the African market.

In 2011, IFSEC South Africa will continue to provide the perfect platform for exhibitors to introduce their latest offerings for both commercial and domestic use to decision-makers within the trade, who consider issues of business and personal security, safety and fire protection to be of paramount importance.

**IFSEC South Africa 2011 will take place between 6 - 8 September 2011 at its new home, Gallagher Convention Centre.**



Gallagher Convention Centre is one of Africa's largest conference and exhibition venues. Located in Midrand, between Pretoria and Johannesburg, Gallagher is conveniently positioned in the business hub of Gauteng.

Surrounded by beautiful gardens sprawling over a 30-hectare property, visitors to Gallagher can enjoy the English Rose Gardens, the wooden Koi Deck, the Gazebo or the Wine Garden Restaurant. With five purpose-built ground floor exhibition venues offering approximately 25 000 square meters of exhibition space, nineteen multipurpose venues and state of the art facilities, Gallagher Convention Centre can accommodate anywhere from 2 to 12 000 visitors.

### Why exhibit at IFSEC South Africa 2011?

The event will provide a definitive route to market for security buyers, specifiers and practitioners. A targeted promotional campaign will be implemented to attract quality visitors with purchasing authority. This will include activity via:

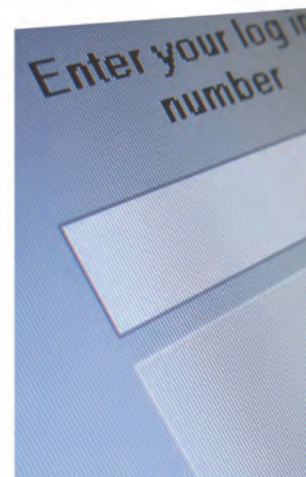
- Homeland Security**  
IFSEC South Africa 2011 will introduce a Homeland Security focus to the event, attracting the key decision makers and influencers from the South African government looking to identify and procure the latest innovations and technology to meet their respective security needs.
- OSH Expo 2011**  
Another exciting add on is OSH Expo 2011, catering specifically for the occupational health and safety industry.
- Association partnerships:**  
We have unrivalled support from leading African security association and industry bodies.
- Media support:**  
We have partnerships with high-profile local and international trade press who carry adverts, show previews and floorplans to promote the show and its exhibiting companies.
- Email:**  
Our targeted email campaign reaches more than 60,000 security professionals on a global scale.
- Direct mail:**  
We send more than 160,000 direct mail tickets to new prospective data, of which 70,000 complimentary inserts go into key publications.
- Website:**  
The show website receives more than 50,000 page impressions and 14,000 unique users in the build-up to the show and immediate post show period, making this the ideal tool to promote your company. With advertising and sponsorship opportunities to suit all budgets, you will be able to maximise your exposure to potential show visitors.
- Radio advertisements and posters:**  
A thorough above the line and outdoor campaign will directly target key decision makers in the industry.

"The quality of enquiries have been outstanding across people in the trade and corporate end-users. We were kept very busy and at times it was almost manic."

**Errol Finkelstein**, Managing Director, **RedZebra CCTV**

"Everything has been positive, not just the show itself but other initiatives too. We've seen a lot of existing clients and the show has proved an ideal opportunity to cement relationships."

**Mark Marais**, Technical Sales Manager, **GeoVision SA**

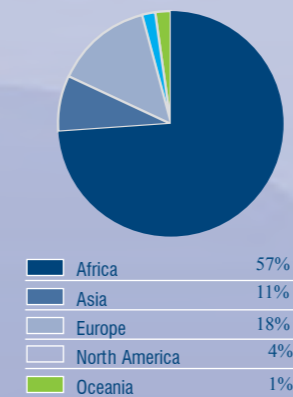


### 2010 Visitor Breakdown

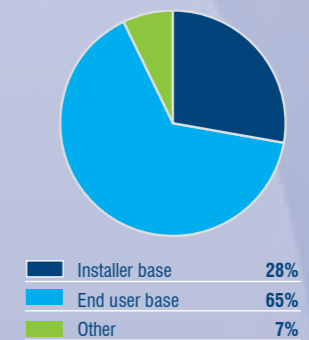
- 64%** of international visitors are from the African continent
- 88%** of international visitors specifically travelled to South Africa to attend the 2010 event
- 76%** of attendees came to seek/buy new products, with a further 58% wanting to meet new and existing suppliers

"We have been exposed to a lot of international interest. We have good quality leads from France, Dubai, Togo, Ghana, Nigeria, Mozambique, Botswana and Zimbabwe. The show exceeded our expectations."  
**Bernard Slabbert, Bloodhound**

International representation



Installer/End-user split



### Area of Responsibility

Manage the security needs of a company	19%
Installation of security products	18%
Sell/Distribute security products	15%
Maintain security products/services	12%
Specify which security products/services should be used	8%
Other (please specify)	8%
Manage/Provide a security service	6%
IT/Network Management	6%
Manufacture security products	5%
Training	3%

### Job Function

Security Manager/Officer/Director	20%
Chief Executive Officer/Managing Director	11%
Installer/Engineer/Technician	11%
Sales/Business Development Director/Manager	10%
Operations/Production Manager/Director	5%
Project Manager/Director	5%
Security Consultant/Advisor	5%
Marketing/PR Director Manager	4%
Training Manager/Officer	3%
Commercial/General Manager/Director	3%
Office Manager	3%
IT Director/Manager/Consultant	3%
Purchasing/Procurement Manager/Director	2%
Facilities Manager/Building Manager	2%
Fire safety / Officer	2%
Police/Law Enforcement/Crime Prevention	2%
Research & Development	2%
IT Security/Technical Specialist	2%
Architect/Surveyor	1%
Health & Safety/Fire Manager/Officer	1%
Software Development	1%
Finance Manager/Director	1%
Loss Prevention/Risk Manager/Director	1%

"We have taken in many good leads, stretching as far as Saudi Arabia and Pakistan. Overall the effort put into the show was most worthwhile. It was probably our best show ever."  
**John Millward**, System Design Manager, **AV Enforce**