

IFSEC

INTERNATIONAL

The world's leading
integrated security event

Online
1 - 30 JUNE 2021

In-Person
12 - 14 JULY 2021



The **World's** Leading Integrated **Security** Event

IFSEC International 2021 is an unmatched opportunity to network and do business with the entire security buying chain, keep up-to-date with legislation, discover solutions and see real products put to the test across access control, video surveillance, perimeter protection and more.

Position your brand at the forefront of the industry and connect with high-profile security professionals from across the globe through our multiple channels in 2021.

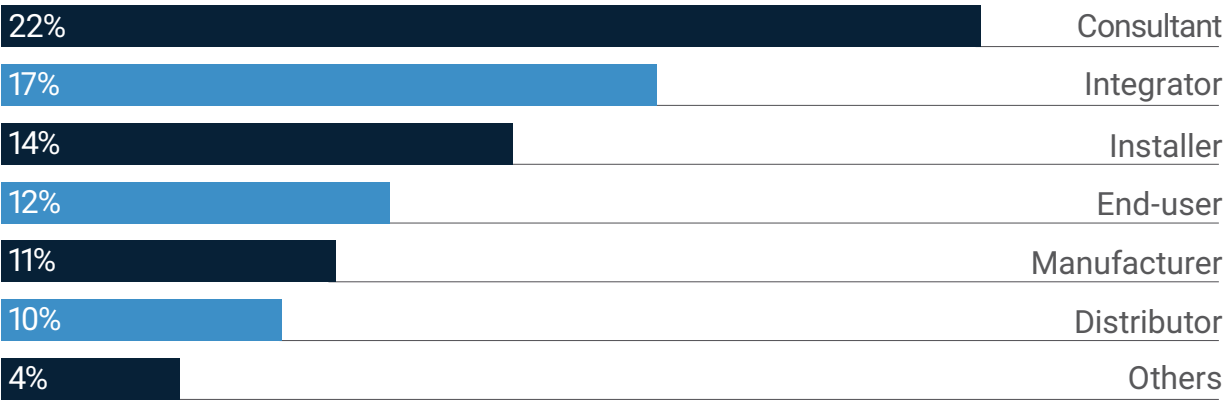


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Who **will you** meet

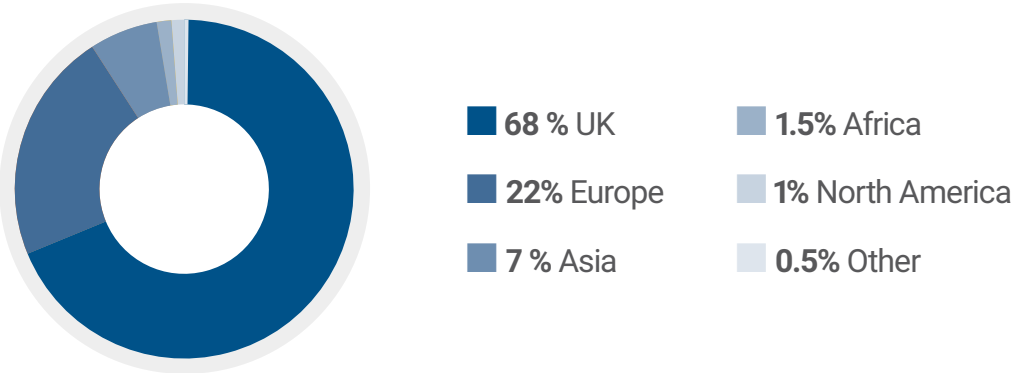
Meet the entire security supply chain

Visitor job functions



Meet a growing number of end-users

Visitor breakdown by region



110+ countries represented



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Who **will you** meet

Top industry sectors



IT/Telecoms



Government



Consultancy



Retail Industry



Construction



Business services



£23 B

combined IFSEC
spending power



£4.5 M

average budget per
hosted buyer



75%

visitors looking for
new products or
services



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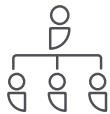
2020 Highlights

A year of digital transformation



32,344

Attendees were welcomed to our digital events in 2020

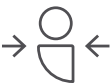


7,000

Business leads generated for our customers

**IFSEC
GLOBAL**

2020 also saw the biggest ever increase in audience to our editorial site



665,917

Unique visitors



31.2%

Increase in traffic



1,041,395

Page views



4

New digital events launched in 2020

**DIGITAL
WEEK**

**IFSEC & FIREX
TECH TALKS**

**IFSEC & FIREX
TRAINING WEEK**

Tall Buildings
fire safety network

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The Future of Events

A balanced mix of branding, exhibition and networking opportunities across a month-long online experience and a three-day in-person event.

2021 calendar

Connect 2021 Virtual Event

Your first opportunity to come together with the rest of the security industry online

1 - 30 June

IFSEC INTERNATIONAL CONNECT 2021

INTELLIGENT BUILDING EUROPE CONNECT 2021

SAFETY & HEALTH EXPO CONNECT 2021

WORKPLACE WELLBEING SHOW CONNECT 2021

FACILITIES SHOW CONNECT 2021

FIREX INTERNATIONAL CONNECT 2021

In-Person Event

Reconnecting the industry face-to-face

12 - 14 July, ExCel, London

IFSEC INTERNATIONAL

SAFETY & HEALTH EXPO

INTELLIGENT BUILDING EUROPE

WORKPLACE WELLBEING SHOW

FACILITIES SHOW

FIREX INTERNATIONAL

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2021 – reaching vast new audiences

- From 2021 we will be offering exhibitors more opportunities to connect with their customers and will no longer be a show limited by geography or time
- We will offer exhibitors the chance to connect both face-to-face and online with a three-day in-person event running from July 12-14 and a five-week online event running through June
- Exhibitors attending in person will benefit from industry-leading AllSecure measures designed to ensure the safety of all attendees, while our online platform will enable exhibitors to reach a wider audience, allowing them to enhance brand awareness further and facilitate networking
- The future of events has never been more inclusive – come with us as we showcase how exhibitions can continue to bring people together to learn, do business and make ever-lasting connections

Our 2021 events in numbers:



600+

Exhibitors



32,000+

Visitors



2,000+

Products



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INTERNATIONAL CONNECT 2021

Connect 2021 is your first opportunity to come together with the rest of the security industry online from **1 - 30 June**. Connect 2021, the month-long online event, will give attendees the opportunity to make up for lost time by browsing security solutions, connecting with suppliers and accessing thought-leadership content from the comfort of their homes.

Benefits of exhibiting at Connect 2021

- Connect with the industry via 1:1 video calls throughout June
- Meet with a whole new audience of security professionals without the limitations of geography or time
- Request meetings with hundreds of engaged security professionals searching for your products and services
- Inform prospective customers about your products by hosting content and product information at your virtual booth

Access **6** industry shows

**FACILITIES
SHOW**
CONNECT 2021

**WORKPLACE
WELLBEING SHOW**
CONNECT 2021

IFSEC
INTERNATIONAL
CONNECT 2021

FIREX
INTERNATIONAL
CONNECT 2021

**INTELLIGENT
BUILDING EUROPE**
CONNECT 2021

**SAFETY &
HEALTH EXPO**
CONNECT 2021

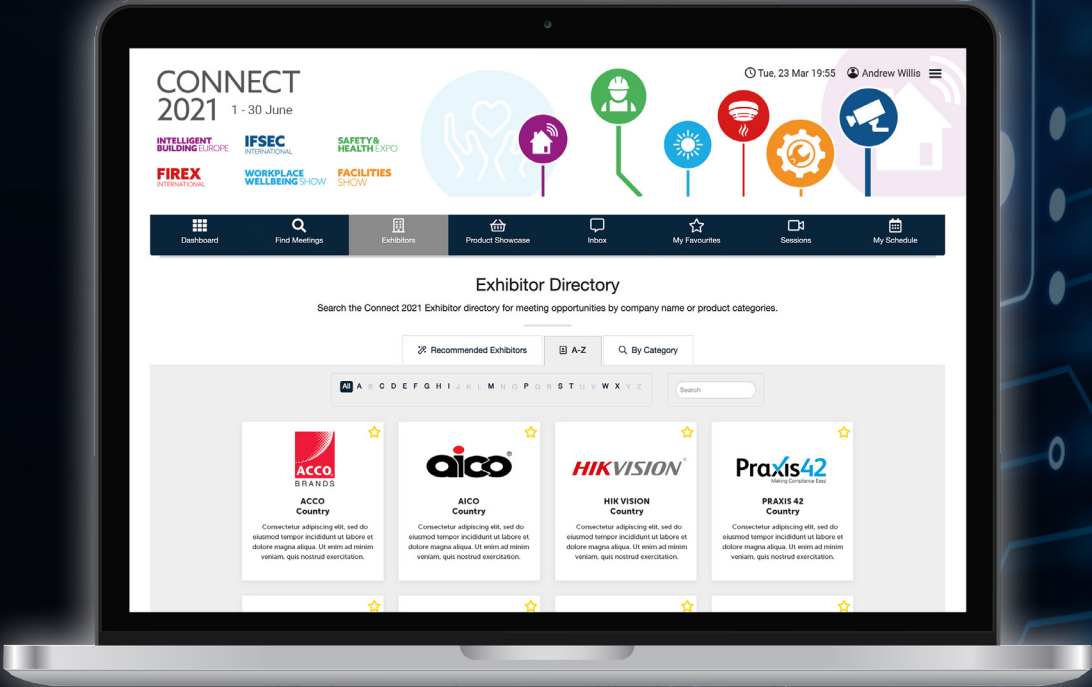
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Exhibitor Packages

Meeting packages available

- A unique opportunity to connect with the industry via 1:1 video calls
- Attendees will be able to request meetings with you or can drop their details off at your virtual booth
- Host content and production information at your virtual booth for visitors to view and download
- Browse and send meeting requests to hundreds of professionals relevant to your products and services

	Silver	Gold	Platinum
Pending Meeting Requests	Up to 25	Up to 50	Up to 75
Company Representatives	Up to 2	Up to 4	Up to 10
Exhibitor Booth Style	Logo	Rotating Image	3D Booth
Downloadable PDF	No	Yes	Yes
On-Demand Video	No	Up to 3	Up to 3
Drop-In Meetings	Yes	Yes	Yes
Business Card Drop Off	Yes	Yes	Yes
Product Listings	No	Up to 3	Up to 10
Product Listings Boost		No	Yes
365 Directory Listing	Yes	Yes	Yes



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Sponsorship Packages

How you can get involved

Headline Sponsor Package

No. Available: 1

Become the Headline Sponsor for the ultimate branding opportunity, maximising your exposure to audiences and increasing chances of engagement.

- Branding on event website and virtual event platform
- Display advertising across virtual event platform web banners
- Ads can be hyperlinked to your virtual booth or your official website
- Your branding included on visitor marketing (emails and social posts)
- 1 x sponsored webinar within platform

Tech Talks / Product Demo Package

Available: 4

Got an innovative product or service you'd like to showcase? This is the perfect opportunity to connect with your audience and stand out from competitors.

- Show a 15min product demo followed by a 10min Q&A with our live audience
- Full recording of the session to be made available on-demand and promoted post-event

Webinar Package

No. Available: 1

Position yourself as a thought leader by sponsoring one of our keynote webinars. Delivered by industry experts, this is a great opportunity to increase brand exposure, awareness and be involved in high-level discussions on topics affecting the industry.

- 30-40min webinar with 10min Q&A
- Your branding to appear on the virtual event platform when attendees watch the session
- 1 x representative from your organisation to contribute as a speaker
- Full recording of the session to be made available on-demand and promoted post-event

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INTERNATIONAL

12-14 JULY 2021

EXCEL LONDON UK

We're getting ready to welcome you back

We're getting ready to welcome security professionals back to Europe's leading integrated security event. IFSEC International returns as an in-person event this July. We look forward to bringing the industry back together safely to ExCeL London to network and do business with the entire security buying chain face-to-face.

What you can expect

- Hundreds of decision-makers sourcing the latest security tech across access control, video surveillance, cybersecurity and more
- Plenty of face-to-face networking opportunities with global integrated security professionals to help grow your business and expand your network with pre-booked meetings



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Creating a **Safe** Environment



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Contact Us

IFSEC offers a range of sponsorship opportunities

Speak with the team to build a tailored package to meet your specific business goals.



IFSEC International team



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