

# SECURITY EXHIBITION + CONFERENCE

26-28 JULY 2017  
INTERNATIONAL CONVENTION CENTRE SYDNEY  
DARLING HARBOUR

## 2017 IN NUMBERS

The Security Exhibition & Conference once again united 1,000s of professionals from across the security supply chain for three rewarding days of innovation, education and networking.

With a brand new venue, a sell-out conference and record attendee numbers, the 2017 event further cemented its place as the ultimate annual reunion for Australia's security industry.

### HEADLINE STATS



**5,150**  
TOTAL VISITOR ATTENDANCE



**6,716**  
TOTAL ATTENDANCE  
(including exhibitors, speakers and media)



**↑16% increase**  
IN UNIQUE VISITOR ATTENDANCE

*"We found the Security Exhibition & Conference to be the perfect platform to launch several new, unique, and innovative products in this region. We walked away very pleased with the visitors very high interest in our products from End-Users, Systems Integrators and Distributors alike. Having the opportunity to network in this type of environment is key for us in the delivery of our message. We look forward to a similar experience in Melbourne 2018."*

Domenic Isola  
Director, KBC Networks

## OUR VISITORS

### WHO THEY ARE

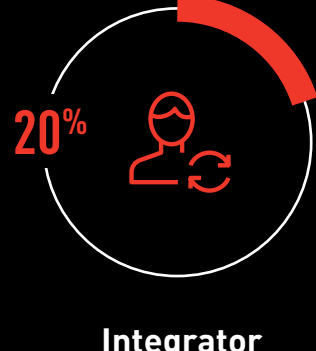
Top job functions



Consultant



Installer



Integrator



End User / Corporate

*"The annual Security Exhibition is a premier event for security managers, consultants, engineers and others with a professional interest in technology and developments. The range of products on display is always extensive, with vendors who have a depth of knowledge, and share their innovative approaches."*

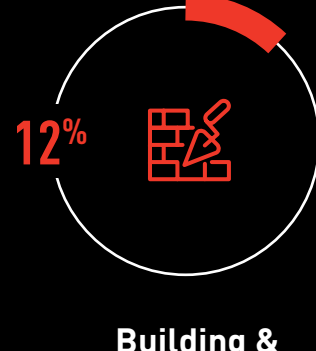
Mark Jarratt  
Lead Security Consultant, Norman Disney & Young [Security 2017 Visitor]

### WHERE THEY COME FROM

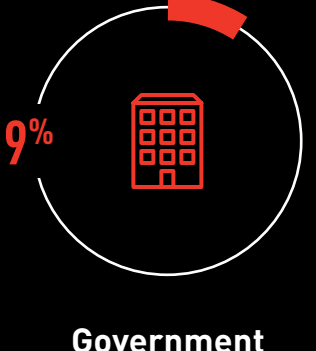
Top industry sectors



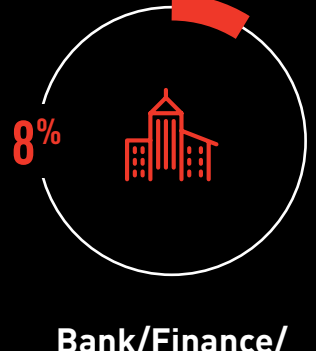
Retail



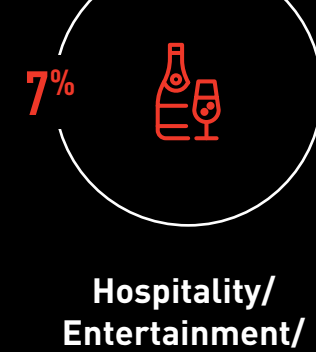
Building & Construction



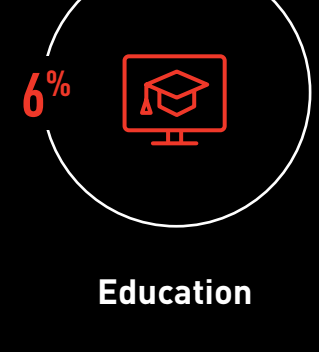
Government - Local



Bank/Finance/Insurance



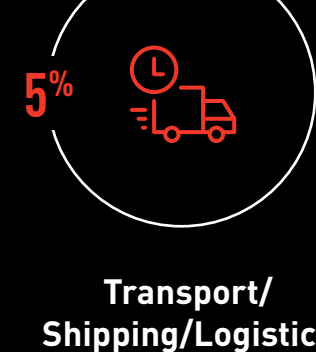
Hospitality/Entertainment/Gaming/Venue



Education



Manufacturing/Industrial/Wholesale



Transport/Shipping/Logistics



### WHAT THEY THINK

Visitor satisfaction



**93%**

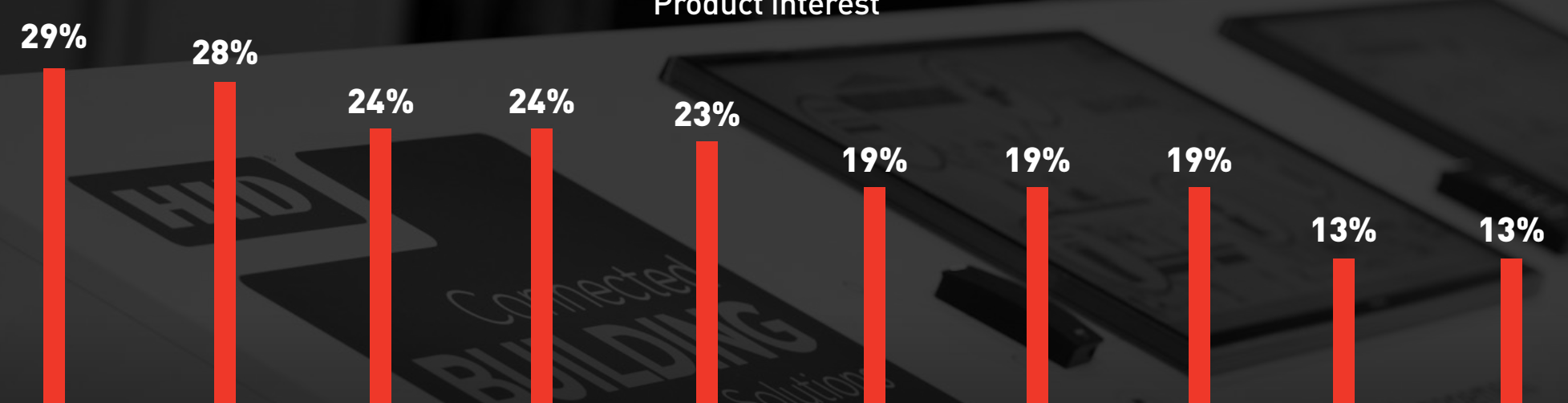
SATISFIED OR VERY SATISFIED WITH THE SECURITY EXHIBITION & CONFERENCE 2017

*"Security 2017 was a well organised, informative and a very valuable event for Sententia to participate in. The quality of the exhibitors as well as the attendees was second to none and we look forward to Security 2018!"*

Tony Vizza  
Cyber Security Practice Director, Sententia

### WHAT THEY WANT TO SEE

Product interest\*



\*Includes multiple responses

## OUR EXHIBITORS

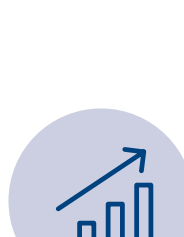
### WHAT THEY THINK

Exhibitor satisfaction



**91%**

WERE SATISFIED OR VERY SATISFIED WITH MEETING THE RIGHT BUYERS FOR THEIR TARGET MARKETS



**100%**

WERE SATISFIED WITH THE QUALITY OF VISITORS TO THEIR STAND



**96%**

CONSIDER THE SECURITY EXHIBITION IMPORTANT FOR THEIR BUSINESS

All figures are CAB audited. Satisfaction levels generated from the Security Exhibition & Conference 2017 exhibitor and visitor survey results.

*"The 2017 Security Exhibition blew all expectations out of the water. The visitors were well targeted for my business and the show produced quality leads with almost immediate ROI from some. I barely had any downtime over the 3 days... I am a first time exhibitor at the Security Exhibition, but I will be back next year!"*

Zoe England  
Director, Mindsystems



*"The 2017 Security Exhibition & Conference at the ICC in Sydney is one of the best shows I have exhibited at. There was a steady flow of people coming through the exhibition and our stand was always busy... It gave us an opportunity to give presentations on our leading products to all of those who were interested."*

Lea Li  
Marketing, Dahua Technology

## CONTACT US

### SECURITY EXHIBITION + CONFERENCE

Interested in exhibiting at the Security Exhibition & Conference 2018?

Contact the team

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