THE ANNUAL REUNION FOR SECURITY BUYERS AND SUPPLIERS IN AUSTRALIA

SECURITY EXHIBITION + CONFERENCE

25-27 JULY 2018
MELBOURNE CONVENTION
& EXHIBITION CENTRE

Headline Stats

All figures are CAB audited.

5,150
TOTAL VISITOR
ATTENDANCE

+

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

+

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

For over three decades the Security Exhibition & Conference has been the most established and respected trade event for the security industry in Australia, bringing together the full spectrum of manufacturers, distributors, security professionals and end users to connect and create profitable opportunities.

The Security Exhibition & Conference is at the epicenter of security as the only three days of the year that the industry clears their calendar to reunite. Over 6,000 visitors and exhibitors converge to source, negotiate, network and learn in the most captive business environment surrounded by the region's best showcase of innovative products and solutions.

"Security 2017 was a well organised, informative and 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

An event for the industry by the industry

Throughout the year, we work with associations and partners to ensure that the event reflects the current needs of the Security industry.

Here are just some of the industry leaders and sponsors we work closely with to deliver the successful exhibition and conference:

GROW YOUR BUSINESS

at the Security Exhibition

The Security Exhibition & Conference is the largest and most established commercial event for Australia's security industry. It is the best annual opportunity for you to generate leads, enrich existing client relationships and discover new business opportunities.

The Security Exhibition brings together Australia's largest gathering of industry professionals, looking for products and solutions to tackle their challenges and improve their security function. This event offers you the chance to put your brand front and centre with the security industry's most powerful influencers.

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

Satisfaction levels generated from the Security Exhibition & Conference 2017 exhibitor and visitor survey results.

Top reasons to exhibit
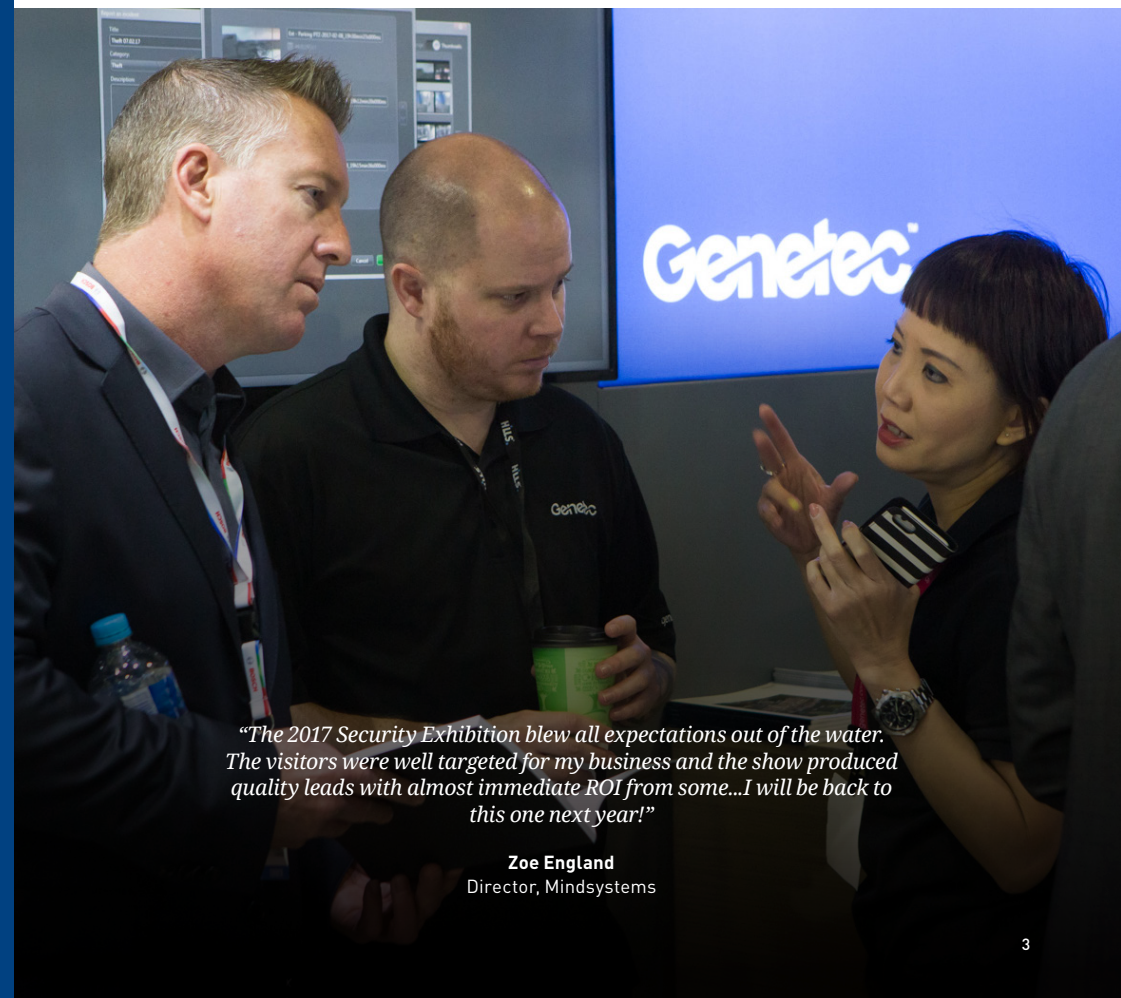
1

Generate high value leads

2

Increase brand awareness

3

Network and collaborate

"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 will be back to this one next year!"

Zoe England
Director, Mindsystems

WHO VISITS?

The entire purchasing supply chain uses the Security Exhibition as their annual opportunity to get up to date on the latest technologies and choose the products they will utilise for the year.

"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 almost always have a depth of product knowledge, and share their innovative approaches."
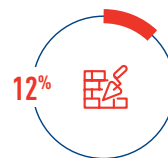
Mark Jarratt
Lead Security Consultant and Group Manager (Security Advisory), Norman Disney & Young (Security 2017 Visitor)
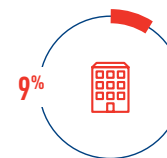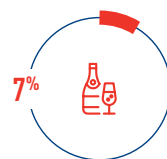
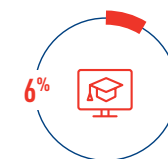## TOP INDUSTRY SECTORS

- 12% Retail
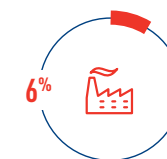- 12% Building & Construction
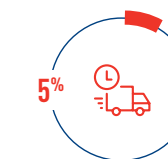- 9% Government – Local
- 8% Bank/Finance/Insurance
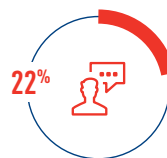- 7% Hospitality/Entertainment/Gaming/Venue
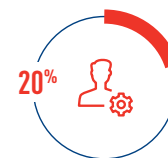- 6% Education
- 6% Manufacturing/Industrial/Wholesale
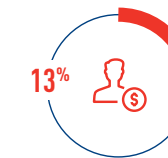- 5% Transport/Shipping/Logistics

TOP JOB FUNCTIONS

- 22% Consultant
- 20% Installer
- 20% Integrator
- 13% End User / Corporate

TOP PRODUCT INTEREST AREAS*

Area	%
Access Control & Building Management	18%
Alarms & Perimeter Protection	15%
CCTV & Surveillance	20%
Cyber & Information Security	6%
Equipment & Vehicles	4%
Home Automation	8%
Information & Communication Technologies	7%
IP Security	8%
Locks, Safes & Hardware	6%
Networking & Integration	9%

Includes multiple responses
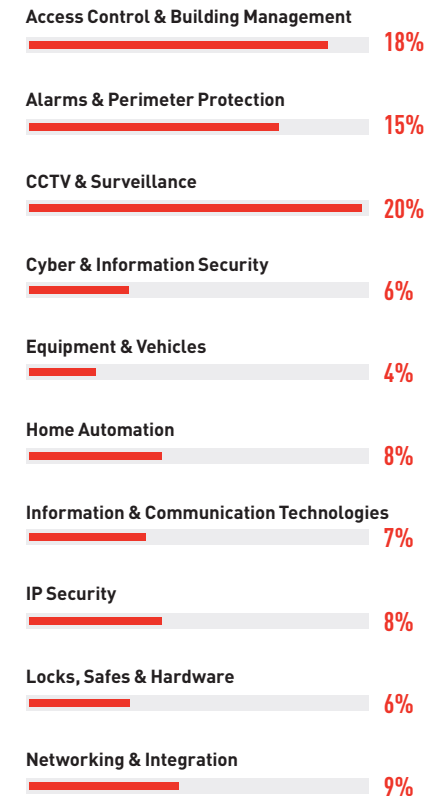
TOP VISITING COMPANIES

- Attorney-General's Department
- Australian Taxation Office
- Bunnings Group
- Commonwealth Bank
- Coles Group
- Crown Resorts
- Department of Defence
- Department of Education
- DHL Logistics
- Gold Coast 2018 Commonwealth Games Corp
- IBM Australia
- Lendlease
- Nestlé Australia
- NSW Corrective Services
- Royal Melbourne Hospital
- Shell Australia
- Sydney Airport
- Thales Australia
- University Of Sydney
- Westfield

SECURITY
EXHIBITION ✚ CONFERENCE

WHO SHOULD EXHIBIT?

Firmly established as the premier trade event for security suppliers to meet face-to-face with buyers, the Security Exhibition offers you a forum to reach potential new customers to introduce your products and services.

For exhibitors, no other event of its kind sees more business exchanges or delivers the same quality of hard to reach decision makers.

Exhibitors showcase solutions across a variety of product and service categories, including:

Access Control

Barriers, Bollards & Perimeter Protection

Biometrics & Identification

CCTV & Surveillance

Clothing, Equipment & Personnel

Cyber & Information Security

Home Automation

Intruder Alarms & Fire Safety

Locks, Safes & Hardware

Monitoring & Control Room Equipment & Services

Networking & Integration

Unmanned Aerial Vehicles (Drones)

"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 venue 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
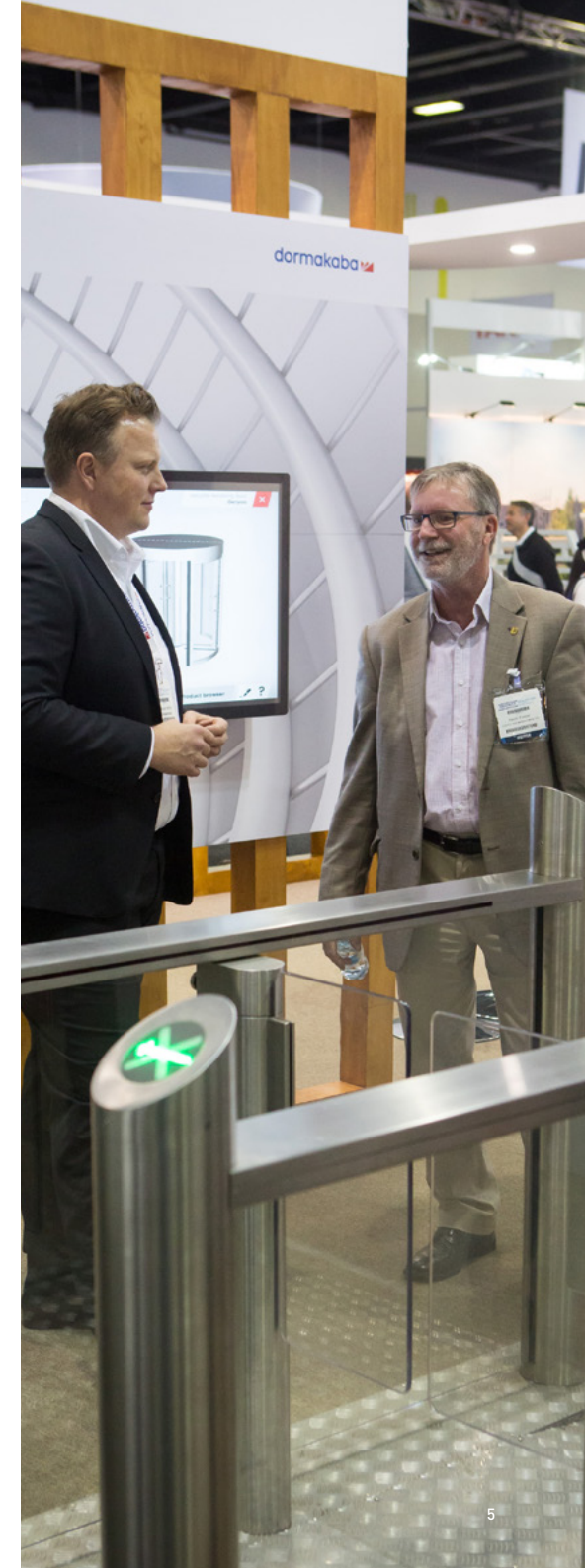
EXTEND YOUR MARKETING REACH

With a host of year-round communications, partner events and online channels, the Security Exhibition & Conference is transforming into an industry hub throughout the year.

Our exhibitors receive more than just stand presence once a year; our integrated marketing campaign delivers a constant channel to reach Australia's security community.

From promotion and branding opportunities on our website, engagement through our social channels or sharing content, the Security Exhibition & Conference is an important part of your marketing mix.

Over **219,000** website views annually

215,605 SEM impressions

30,000+ database of industry professionals

1,869,643 online advertising impressions

STAND OPTIONS

Stand Size	Space Rate	Shell Scheme* Rate
3m x 3m = 9m²	$5,360	$6,035
6m x 3m = 18m²	$10,130	$11,480
9m x 3m = 27m²	$14,900	$16,925
6m x 6m = 36m²	$19,670	n/a
9m x 6m = 54m²	$29,210	n/a
12m x 6m = 72m²	$38,750	n/a
18m x 6m = 108m²	$57,830	n/a

Corner loading is an additional $100 per corner.
Walk On Packages** available from $690 per m2.
Prices are exclusive of GST unless otherwise stated.

*Shell Scheme includes carpet, walls, name board and
  x2 spotlights (per 9m2).

**Walk On Package includes carpet, walls, name board,
  x2 spotlights (per 9m2), table, x3 chairs, lockable cabinet
  and 4amp power.

"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. The Product Highlights Stage was great as it gave us an opportunity to give presentations on our leading products to all of those who were interested."

Lea Li
Marketing, Dahua Technology

> *"Ness Corporation had a great show, and we're extra satisfied having taken home the Best Stand Award. It was great to be exhibiting back in Sydney, and to put our face in front of a mix of trade professionals, integrators and government which is where our market lies."*

Peter Mohan
National Marketing Manager, Ness Corporation

Ensure you are part of the industry's leading event

Contact the team for information on how you can maximise your participation in 2018

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