SECURITY
EXHIBITION + CONFERENCE

20-22 JULY 2016
MELBOURNE CONVENTION & EXHIBITION CENTRE

AUSTRALIA'S PREMIER EVENT FOR • THE SECURITY INDUSTRY •

BUILD
BRAND AWARENESS

GENERATE
HIGH VALUE LEADS

NETWORK
WITH THE SECURITY COMMUNITY

LEAD INDUSTRY PARTNER

ASIAL
Australian Security Industry Association Limited

ORGANISED BY

diversified
COMMUNICATIONS AUSTRALIA

INNOVATION

Product Launches

New Product Showcase

Best New Product Awards

NETWORKING

Security Gala Dinner

Security Cocktail Reception

Central Networking Bar

EDUCATION

ASIAL Conference

Executive Briefing

Seminar Theatre

2016 event features subject to change

"Security 2015 was ideal to showcase new products and to network with clients from across the country, all under one roof."

TOM KINKADE
TAKEX AMERICA INC.

"Well organised exhibition, very professional, attracting the right target groups."

MARC BINDNER, GENERAL MANAGER
FSH FIRE AND SECURITY HARDWARE

VISITOR PROFILE

TOP JOB FUNCTIONS

Installer

Security Manager

Integrator

Facility Manager

Security Consultant

TOP BUSINESS TYPES

Security Installation

Manufacturing/Industrial/ Wholesale

Consultancy

Monitoring

Distributor/Reseller

$1.4 MILLION

AVERAGE VISITOR **ANNUAL SPEND**

91% OF VISITORS

INFLUENCE, SPECIFY OR HAVE FINAL DECISION ON **PURCHASE OF PRODUCTS** AND SERVICES WITHIN THEIR BUSINESS

87% OF VISITORS

ARE LIKELY TO **PURCHASE OR RECOMMEND A PRODUCT** THEY HAVE SEEN AT SECURITY

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INDUSTRY REACH

AND YEAR-ROUND INDUSTRY ENGAGEMENT

The Security Exhibition & Conference runs for three days, however, our community of security professionals stay engaged with the event via a number of channels throughout the year.

It's this additional exposure **BEFORE** and **AFTER** the event that maximises your return on investment when exhibiting at the Security Exhibition.

WEBSITE
35,000+ unique visits annually

DIRECT MAIL
Up to 32,500 reach

TELEMARKETING
10,000+ calls annually

PRINT ADVERTISING
110,000+ circulation

ONLINE ADVERTISING
230,000+ impressions

EMAIL
15,000+ recipient email database

PR
Over 300,000 impressions

EXHIBITOR PROFILE

The Security Exhibition offers suppliers a dedicated platform to showcase their products and services to a highly targeted audience and attracts over 140 exhibiting companies representing 240+ leading brands.

REASONS FOR EXHIBITING

NETWORKING

92% of exhibitors satisfied or very satisfied with the level of networking opportunities

LAUNCH NEW PRODUCTS / SERVICES

OVER 90% of exhibitors were satisfied with launching new products / services

IMPROVE BRAND / PRODUCT AWARENESS

92% of exhibitors achieved an increase in brand awareness

WHAT OUR EXHIBITORS ACHIEVED

82%
OF EXHIBITORS
WERE SATISFIED WITH THE AMOUNT OF HIGH VALUE SALES LEADS THEY GENERATED

$238,526
AVERAGE VALUE OF LEADS PER EXHIBITOR

87%
OF EXHIBITORS
MET THEIR OBJECTIVES FOR EXHIBITING

"Boon Edam are delighted with the results from the 2015 Security Exhibition. We were launching a new company and also complete new product range at the event and did not know what to expect. We are really pleased to have quoted over $500k worth of projects within two weeks of the show.

The high number of enquiries linked directly to active projects has been surprising and very welcome!"

ALASTAIR RUSSELL
BOON EDAM AUSTRALIA

BOOK A STAND

SECURITY
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There are a range of stand options available at the 2016 Security Exhibition. You can choose shell scheme or space only and create an exhibiting solution to meet your business objectives.

Corner loading $100 per corner

LEAD INDUSTRY PARTNER

ASIAL
Australian Security Industry Association Limited

STAND RATES

STAND SIZE	ASIAL SHELL*	SHELL SCHEME*	ASIAL SPACE	SPACE ONLY
3m x 3m = 9m²	$5,675	$5,855	$5,090	$5,270
6m x 3m = 18m²	$10,760	$11,120	$9,590	$9,950
9m x 3m = 27m²	$15,845	$16,385	$14,090	$14,630
6m x 6m = 36m²	N/A	N/A	$18,590	$19,310
9m x 6m = 54m²	N/A	N/A	$27,590	$28,670
6m x 15m = 90m²	N/A	N/A	$45,590	$47,390
6m x 18m = 108m²	N/A	N/A	$54,590	$56,750

Start up fee of $500 includes Public Liability insurance and Marketing Package. Prices are exclusive of GST unless otherwise stated. ASIAL members are entitled to ASIAL shell / space rates which includes $20 per m² discount.

*Shell scheme includes carpet, walls, name board and x2 spotlights per 9m².

BECOME A SPONSOR

Partner with the Security Exhibition & Conference 2016 and position your brand as a market leader among key decision makers in the security industry.

Sponsorship opportunities include:

- ASIAL Conference
- Cocktail Reception
- Central Networking Bar
- Lanyards
- Show Bags
- Gala Dinner
- Seminar Theatre
- New Product Showcase
- Registration
- Cash Prize

CONTACT THE TEAM TO DISCUSS THESE EXCLUSIVE PACKAGES.

CONTACT THE TEAM

Alanna Phillips
Event Manager
E: aphillips@divcom.net.au
T: +61 3 9261 4660

Abigail Ford
Event Sales Executive
E: aford@divcom.net.au
T: +61 3 9261 4560

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COMMUNICATIONS AUSTRALIA

Security Exhibition & Conference is brought to you by
Diversified Communications Australia
636 St Kilda Road, Melbourne, VIC 3004
Tel: +61 3 9261 4500 Fax: +61 3 9261 4545