SECURITY
EXHIBITION + CONFERENCE

22-24 JULY 2020 +
MELBOURNE CONVENTION
AND EXHIBITION CENTRE

GROW YOUR BRAND POTENTIAL

AT AUSTRALIA'S LEADING INDUSTRY EVENT

SECURITYEXPO.COM.AU

5,754
TOTAL VISITOR ATTENDANCE
+12%

6,193
TOTAL UNIQUE ATTENDANCE
(including exhibitors, speakers and media)

8.9%
INCREASE IN UNIQUE ATTENDANCE
from previous Sydney show

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.

"The Security Expo & Conference is the premiere networking opportunity for the security industry in Oceania."

WAI KING WONG, AXIS COMMUNICATIONS

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's 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 security's most powerful influencers.

TOP REASONS TO EXHIBIT

INCREASE
BRAND AWARENESS

GENERATE
NEW SALES LEADS

NETWORK
AND COLLABORATE

REACH
A HIGH VALUE AUDIENCE

What our exhibitors think

96%
WERE SATISFIED WITH **THE SECURITY EXHIBITION**

91%
CONSIDER THE SECURITY EXHIBITION **IMPORTANT FOR THEIR BUSINESS**

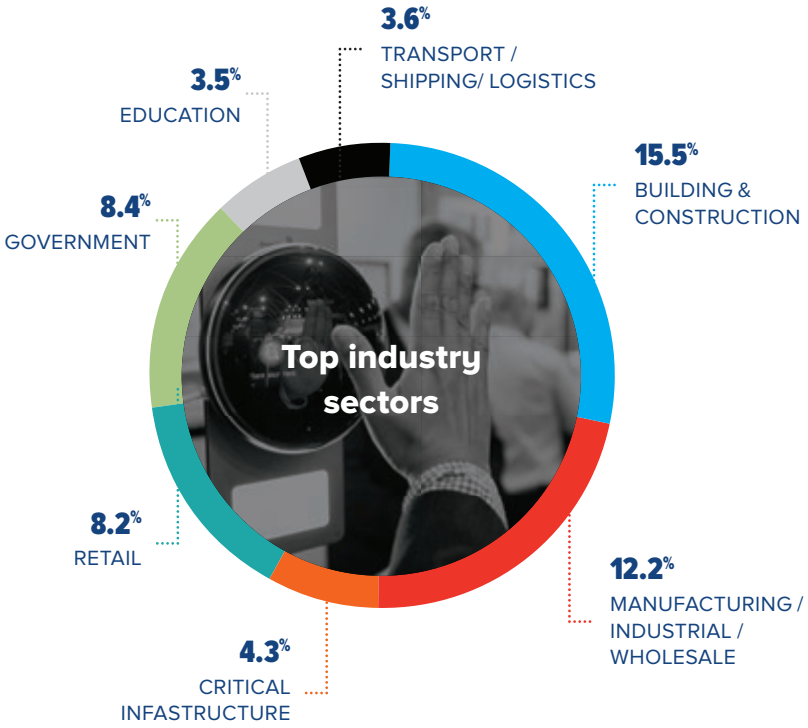
96%
WERE SATISFIED WITH THE **QUALITY OF VISITORS** TO THEIR STANDS

Satisfaction levels generated from the Security 2019 exhibitor and visitor survey results.

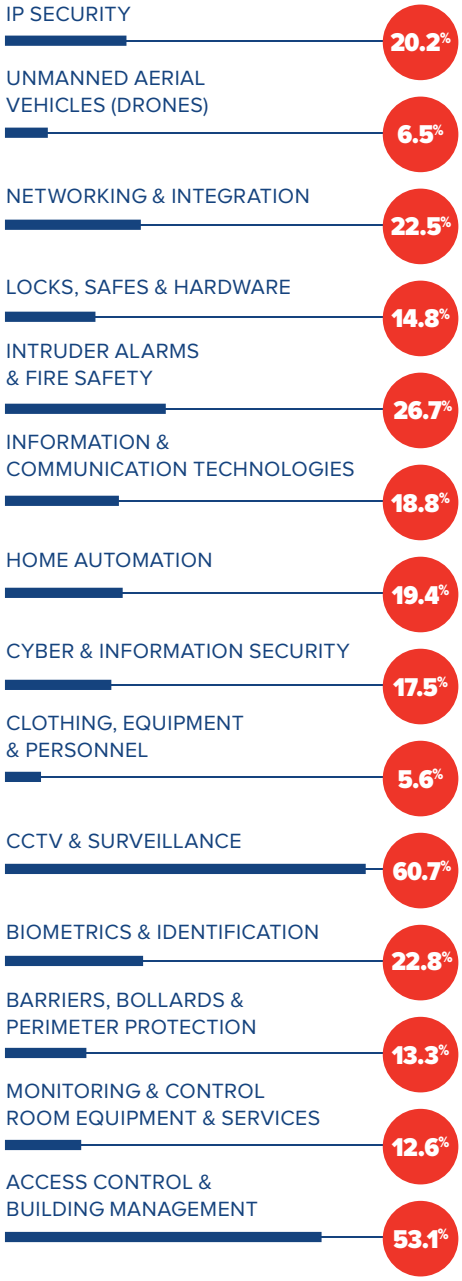
OUR VISITORS

The entire purchasing supply chain uses the Security Exhibition as their annual opportunity to get up to date with technologies, stay ahead of the game, and source the products they will specify for the year.

The exclusive ASIAL Security conference held alongside the exhibition is also attended by leading local and international end users, consultants, government representatives and more from across the security landscape; from retail to building & construction.



Top product interest areas*



*Includes multiple responses

Top Job Functions

10.5% CONSULTANT

12.4% INTEGRATOR

9% INSTALLER

20.8% END USER/CORPORATE

Top Visiting Companies

- NSW POLICE FORCE
- AUSTRALIAN SUPER
- AUSTRALIAN FEDERAL POLICE
- SYDNEY OPERA HOUSE
- CHUBB
- WOOLWORTHS
- AUSTRALIAN TAXATION OFFICE
- DEPARTMENT OF DEFENCE
- HARVEY NORMAN
- TRANSURBAN
- VISION SECURITY
- WILSON SECURITY
- ASSET SECURITY CONCEPTS
- COMMONWEALTH BANK
- CITY OF SYDNEY
- AMAZON
- OPTUS
- THE STAR
- WESTPAC
- TELSTRA
- UNIVERSITY OF TECHNOLOGY SYDNEY
- NSW HEALTH
- TRANSPORT FOR NSW
- VODAFONE

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 integral to business growth.

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
- Drones and Robotics
- Home Automation
- Intruder Alarms & Fire Safety
- Locks, Safes & Hardware
- Monitoring & Control Room Equipment & Services
- Networking & Integration

"I attended my very first Security Exhibition and Conference as part of learning how technology and new products can assist in protecting Australian Infrastructure. The conference presenters were all very interesting and informative. Highly recommended for those working in the security industry."

MICHELLE MCMILLAN, SECURITY MANAGER, ACCESS GROUP SOLUTIONS.

EXTEND YOUR MARKETING REACH

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

Our exhibitors receive more than just a 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 246,000 WEBSITE VIEWS ANNUALLY

36,000 + DATABASE OF INDUSTRY PROFESSIONALS

10,700+ GOOGLE AD CLICKS

OVER 3,900 SOCIAL MEDIA COMMUNITY

An event for the industry by the industry

Here are some of the industry leaders and sponsors we have worked with in the past to deliver the successful exhibition and conference:

PRINCIPAL SPONSOR

AXIS COMMUNICATIONS

LEAD INDUSTRY PARTNER

ASIAL
AUSTRALIAN SECURITY INDUSTRY ASSOCIATION LIMITED

GALA DINNER SPONSOR

MSS security

CENTRAL BAR SPONSOR

EOS AUSTRALIA

CONFERENCE SPONSOR

SENSING

MEDIA PARTNERS

SecurityElectronics & Networks

SECURITY SOLUTIONS

SECURITY INSIDER

AUSTRALIAN SECURITY

AUSTRALIAN CYBERSECURITY MAGAZINE

NZSM

SECURITY

STAND OPTIONS

AT SECURITY 2020

STAND RATES	SPACE ONLY*	SHELL SCHEME*
3m x 3m = 9m2	$5,495	$6,215
6m x 3m = 18m2	$10,400	$11,840
9m x 3m = 27m2	$15,305	$17,465
6m x 6m = 36m2	$20,210	n.a.
9m x 6m = 54m2	$30,020	n.a.
9m x 9m = 81m2	$44,735	n.a.

Corner loading is an additional $100 per corner.
Walk On Packages** available from $6,980.

Prices are all in AUD and 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.

SPONSORSHIP & PROMOTIONAL OPPORTUNITIES

Exhibiting is just one way to be involved with the Security Exhibition & Conference. You can amplify your exposure with bespoke sponsorship & promotional opportunities that will enhance your engagement with Australia's security industry.

From pre-show promotion to onsite activations, our team can work with you to tailor an experience that meets your specific brand objectives.

" It's a major asset to have face to face contact with my current and future clients. "

DONNA TURNER, SOLUTIONS SPECIALIST, LEDA SECURITY PRODUCTS

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Contact the team for information on how you can maximise your participation in 2020

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