

SECURITY

EXHIBITION + CONFERENCE

30 AUG-01 SEP **ICC SYDNEY**

POST SHOW REPORT

HEADLINE STATS

10,800+

COMBINED TOTAL
ATTENDANCE*

5,100 FOR SECURITY

96%

OVERALL
SATISFACTION RATE
OF EXHIBITORS

200+

EXHIBITORS
ACROSS COLOCATE

100%
SOLD OUT

GALA DINNER



"Security provides a valued showcase for the products, solutions and services of the Australian Security Industry. Combining the Security and Integrate tradeshow has demonstrated the recognition of the convergence of security electronics and logical security to meet modern security requirements and enables suppliers, vendors, system integrators and End-users to meet and network together at a national event."

HEINRICH DE NYSSCHEN

AERVISION (2023 EXHIBITOR)

HEADLINE SPONSOR



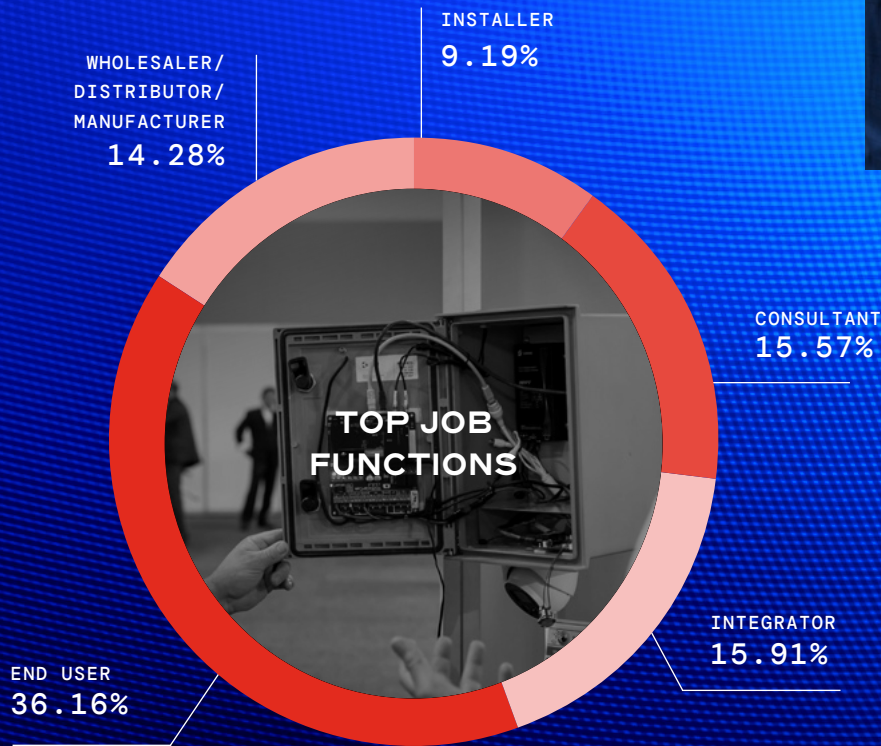
IN PARTNERSHIP WITH



* All visitor figures are audited by Audited Media Association of Australia. Other statistics are generated from the Security 2023 post show surveys

OUR VISITORS

Who they are



96%
WERE SATISFIED
WITH SECURITY 2023

81%

WILL RETURN
TO SECURITY
IN 2024



94%
EITHER DIRECT OR
INFLUENCE PURCHASING
AUTHORITY

TOP INDUSTRY SECTORS



BUILDING &
CONSTRUCTION



MANUFACTURING,
INDUSTRIAL,
WHOLESALE



CRITICAL
INFRASTRUCTURE



RETAIL



GOVERNMENT



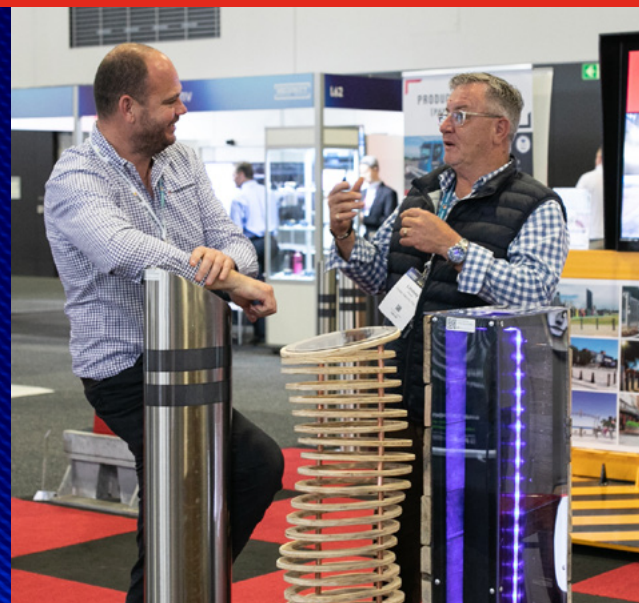
EDUCATION



TRANSPORT,
SHIPPING,
LOGISTICS

"The management team from ICE Security Limited, Auckland, NZ made the trip over to the Security Exhibition and Conference this year and were not disappointed! Great location at Darling Harbour, fantastic exhibitor stands (and such a choice - something for everyone), wide variety of products and services to engage with and if you are going to network - this is the place for you. Will definitely be attending in 2024!"

JASON BINEDELL
ICE SECURITY (2023 VISITOR)



Who they work for

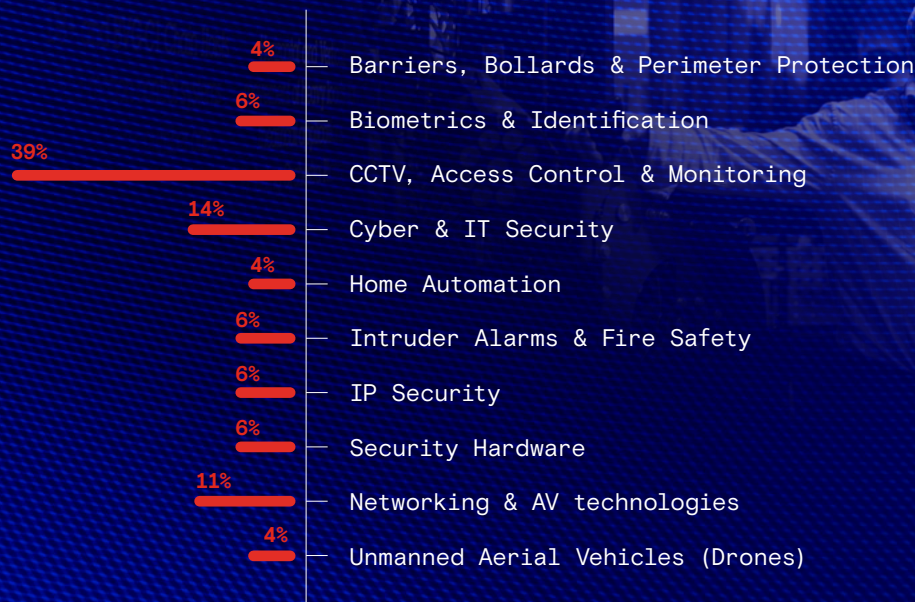
TOP VISITING COMPANIES

- Australian Federal Police
- Australian National Maritime Museum
- Australian Taxation Office
- Commonwealth Bank of Australia
- Costco Wholesale Australia
- Department of Defence
- Department of Education NSW
- Department of Home Affairs
- Myer
- Nab
- New South Wales Crime Commission
- NSW Police
- Powerhouse Museum
- Qantas
- Reserve Bank of Australia
- Riyadh Airports
- SYD Airport
- Sydney Opera House
- The Star Entertainment Group
- Woolworths Group



Who they want to see

TOP PRODUCTS



78%
CAME TO SEE
NEW PRODUCTS
& INNOVATIONS

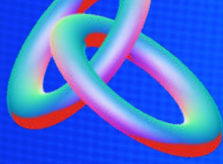


88%
SATISFACTION RATE
WITH THE QUALITY
OF EXHIBITORS

"The Security Exhibition & Conference not only provides a platform for learning about the latest security trends but also foster collaboration & networking among professionals in the field. I highly recommend attending this event to anyone interested in staying updated with the latest security advancements and connecting with like-minded individuals."

FIBERT ZHANG

FELIX TECHNOLOGY (2023 VISITOR)



OUR EXHIBITORS

Top 3 reasons for exhibiting



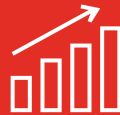
98%

WE'RE SATISFIED
WITH THE QUALITY
OF VISITORS



97%

CONSIDER SECURITY
IMPORTANT FOR THEIR
BUSINESS



78%

EXHIBIT TO INCREASE
BRAND AWARENESS



NEXT EVENT

**21-23 August
ICC Sydney**



Contact the Team

Speak to a member of our team about exhibiting at Security 2024



securityexpo@divcom.net.au



1300 DIVCOM (1300 348 266)



securityexpo.com.au



"Based on my extensive experience over the past years, I wholeheartedly recommend those who may have been hesitant to participate in such events. It's a valuable opportunity to showcase your offerings to a fresh pool of potential customers and foster the growth of your business on this exceptional platform."

ALI AHMED

DIGICOR (2023 EXHIBITOR)