

# SECURITY

EXHIBITION + CONFERENCE

in  
partnership  
with



27-29 AUGUST 2025  
ICC SYDNEY

# SPONSORSHIP PROSPECTUS

Organised By

**diversified**  
COMMUNICATIONS • AUSTRALIA

Co-Located With

**INTEGRATE**



# SECURITY

EXHIBITION + CONFERENCE

The Security Exhibition & Conference is Australia's premier Security tradeshow that offers suppliers the opportunity to meet face-to-face with high-value executives, security professionals and consultants.

Running for over 38 years, the Security Exhibition & Conference is firmly established in the industry calendar as the destination for buyers to discover innovation, source the latest technologies and connect with service providers that will enhance their security posture.

Security can help your brand with;



**Brand  
Awareness**



**Thought  
Leadership**



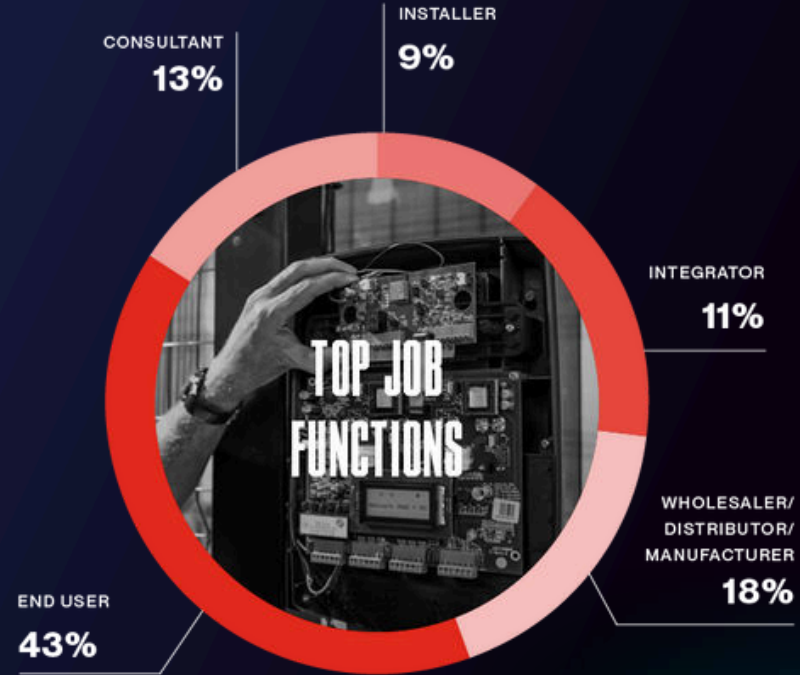
**Lead  
Generation**



# OUR AUDIENCE

From Security Managers and End Users to Technical Professionals, the Security Exhibition & Conference is the industry platform that connects the entire security industry.

Over 38 years, the Security Exhibition & Conference has built a qualified audience of key decision-makers from across the Asia Pacific region.



## WHAT OUR AUDIENCE THINK

**92%**

### OF VISITORS

are satisfied with their experience at the Security Exhibition & Conference

**99%**

### OF EXHIBITORS

consider the Security Exhibition & Conference important to their business

TO SEE **NEW PRODUCTS AND SERVICES** AND **KEEP UP TO DATE WITH MARKET TRENDS** WERE THE MAIN REASONS FOR ATTENDING



# OUR AUDIENCE

## ONLINE AUDIENCE

**25,000 +**

EMAIL  
SUBSCRIBERS

**4,500 +**

SOCIAL MEDIA  
AUDIENCE

**220,000 +**

ANNUAL WEBSITE  
VIEWS

## TOP VISITING COMPANIES

- AGL Energy
- Australian Broadcasting Corporation
- Australian Defence Force
- Brisbane Airport
- Bunnings Group Limited
- CBA
- Dept. Of Communities And Justice
- Dept. Of Home Affairs
- Olympic & Paralympic Games Group
- Queensland Police Service - Protective Services Group
- Sydney Airport Corporation Limited
- Woolworths Group

## TOP INDUSTRY SECTORS



**BUILDING &  
CONSTRUCTION**



**MANUFACTURING,  
INDUSTRIAL,  
WHOLESALE**



**CORPORATE/  
ENTERPRISE**



**CRITICAL  
INFRASTRUCTURE**



**RETAIL**



**GOVERNMENT  
& PUBLIC  
SERVICES**



# BRAND

# AWARENESS

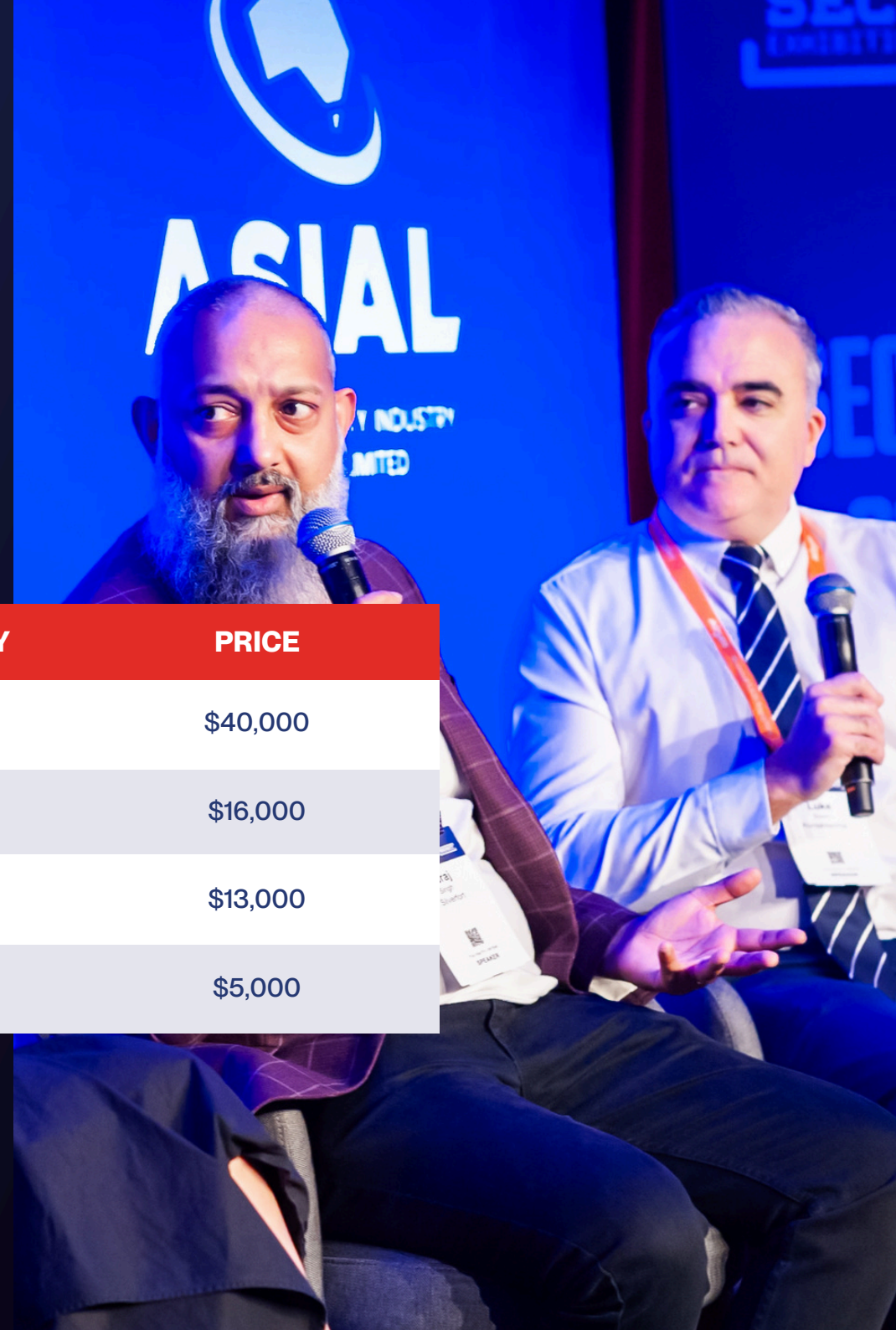
There are multiple opportunities to increase your brand awareness at the Security Exhibition & Conference.

Investing in branding opportunities at Security will put your company at the forefront of the ever-changing security industry. Be seen by senior leaders from Government, Corporate, Construction, Retail and many more.

OPPORTUNITY	AVAILABILITY	PRICE
Headline Sponsor	<b>SOLD</b>	\$40,000
Gala Dinner Major Sponsor	<b>SOLD</b>	\$24,500
Gold Sponsor	Exclusive	\$20,000
Registration Sponsor	Exclusive	\$20,000
Lanyard Sponsor	<b>SOLD</b>	\$20,000
Central Networking Bar Sponsor	Exclusive	\$16,000
Security ASIAL Conference Sponsor	<b>SOLD</b>	\$16,000
Gala Dinner Entertainment Sponsor	Exclusive	\$9,750
Silver Sponsor	Exclusive	\$12,000
Event Awareness Bundle	2 Available	\$10,000
Gala Dinner Awards Sponsor	Exclusive	\$8,500
Spotlight Bundle	5 Available	\$6,700

# THOUGHT LEADERSHIP

Be seen as a thought leader by aligning your brand with renowned Security ASIAL Conference. Your brand will be seen by the hundreds of senior security professionals who attend Security to understand market insights, technology updates and project opportunities.



OPPORTUNITY	AVAILABILITY	PRICE
Headline Sponsor	<b>SOLD</b>	\$40,000
Security ASIAL Conference Sponsor	<b>SOLD</b>	\$16,000
Security ASIAL Conference Networking Zone Sponsor	<b>SOLD</b>	\$13,000
Security ASIAL Conference Scholarship Sponsor	6 Available	\$5,000

# LEAD GENERATION

Maximise your participation at the Security Exhibition & Conference 2025 by taking up a sponsorship opportunity that can assist in generating high yield leads.

Your brand can be seen by thousands of engaged members of the Security Industry with a range of different options to suit your needs.

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Gold Sponsor	Exclusive	\$20,000
Central Networking Bar Sponsor	Exclusive	\$16,000
Security ASIAL Conference Sponsor	<b>SOLD</b>	\$16,000
Security ASIAL Conference Networking Zone Sponsor	<b>SOLD</b>	\$13,000
Gala Dinner Entertainment Sponsor	Exclusive	\$9,750
Silver Sponsor	Exclusive	\$12,000
Networking Drinks Sponsor	Exclusive	\$11,000
Event Awareness Bundle	2 Available	\$10,000
Gala Dinner Awards Sponsor	Exclusive	\$8,500
Insights Bundle Digital Package	5 Available	\$8,000
Product Launch Digital Package	3 Available	\$6,700
Be Seen First Package	10 Available	\$1,000

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## CONTACT US

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### TAILOR A PACKAGE

Book a consultation with a dedicated client manager who can tailor a solution based on your objectives and budget

