



IFSECSOUTH AFRICA SECUREX

31 August – 2 September 2010

Sandton Convention Centre, Johannesburg

GLOBAL OUTLOOK, LOCAL APPROACH

**South Africa's International Security, Fire &
Protection, Safety & Health Exhibition**

www.ifsecsa.com

Endorsed by



Organised by

UBMMontgomery
(Pty) Limited

The inaugural **IFSEC South Africa Securex** was a huge success. Attracting more than 5,500 security professionals from 48 countries and 200 exhibitors, the event cemented its place as the definitive security, fire & protection, safety & health event for the South African market.

In 2010, **IFSEC South Africa Securex** will continue to provide the perfect platform for exhibitors to introduce their latest offerings for both commercial and domestic use to decision-makers within the trade who consider issues of business and personal security, fire & protection, safety & health to be of paramount importance.

IFSEC South Africa Securex 2010 will take place between 31 August - 2 September to accommodate the FIFA World Cup.

Why exhibit at IFSEC South Africa Securex 2010?

The event will provide a definitive route to market for security buyers, specifiers and practitioners. A targeted promotional campaign will be implemented to attract quality visitors with purchasing authority, this will include activity via:

Association partnerships

We have unrivalled support from leading African security associations and industry bodies.

Media support

We have partnerships with high-profile local and international trade press who carry adverts, show previews and floorplans to promote the show and its exhibiting companies.

Email

Our targeted email campaign reaches more than 60,000 security professionals on a global scale.

Direct mail

We send more than 140,000 direct mail tickets to new prospective data, of which 70,000 complimentary inserts go into key publications.

Website

The show website receives more than 50,000 page impressions and 14,000 unique users in the build up to the show and immediate post show period, making this the ideal tool to promote your company. With advertising and sponsorship opportunities to suit all budgets, you will be able to maximise your exposure to potential show visitors.

Radio advertisements and posters

Over 17% of our visitors said they heard about the show via our media promotion, and a further 19% said they had heard through word of mouth.

"The quality of enquiries have been outstanding across people in the trade and corporate end-users. We were kept very busy and at times it was almost manic."

Errol Finkelstein, Managing Director,
RedZebra CCTV



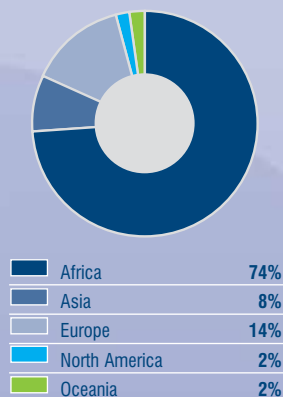
2009 Visitor Breakdown

- 74%** of international visitors are from the African continent
- 88%** of international visitors specifically travelled to South Africa to attend the 2009 event
- 55%** of attendees came to seek/buy new products, with a further 36% wanting to meet new and existing suppliers

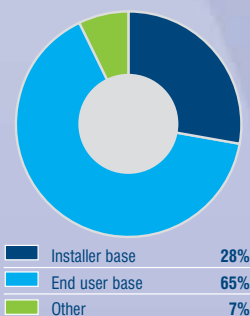
"We have been exposed to a lot of international interest. We have good quality leads from France, Dubai, Togo, Ghana, Nigeria, Mozambique, Botswana and Zimbabwe. The show exceeded our expectations."

Bernard Slabbert, Bloodhound

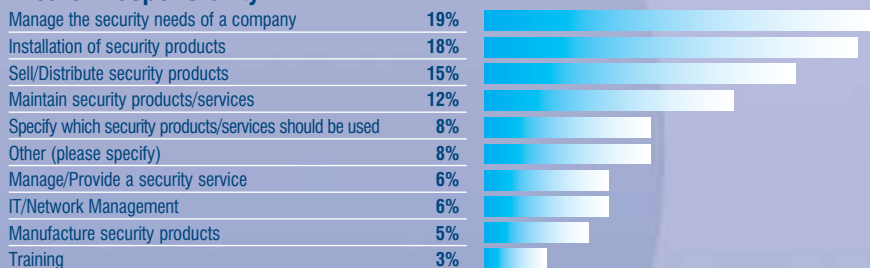
International representation



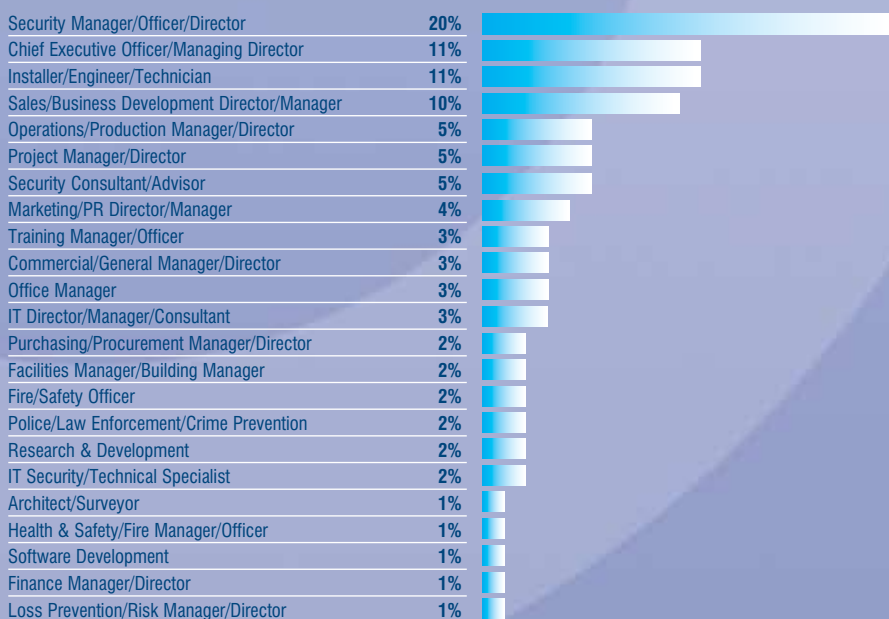
Installer/End-user split



Area of Responsibility



Job Function



"Everything has been positive, not just the show itself but other initiatives too. We've seen a lot of existing clients and the show has proved an ideal opportunity to cement relationships."

Mark Marais, Technical Sales Manager, GeoVision SA

"We have taken in many good leads, stretching as far as Saudi Arabia and Pakistan. Overall the effort put into the show was most worthwhile. It was probably our best show ever."

John Millward, System Design Manager, AV Enforce



The leading global trade exhibitions for security and fire technology

IFSEC Global Events – IFSEC (UK), IFSEC South Africa and IFSEC India serve the international security markets. Our commitment is to provide end users, installers, systems integrators, specifiers and industry professionals with a platform to gain the latest market information, create new business, network with key people in the industry, see the latest innovations in technology, receive educational content and raise awareness about exhibiting companies' products and services.

To book a stand at IFSEC (UK) or IFSEC India 2010, please contact a member of our sales team.

www.ifsec.co.uk
www.ifsecindia.com

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