



IFSEC 2011 Post Show Report

KEY HIGHLIGHTS

- 11% increase in visitors - 25,468*
- 103 countries represented
- 40% of UK Visitors from London and South East
- 4% increase in end user attendance
- 24% of visitors had a budget of £1m+

*ABC Audited Figure

"We've had all sorts of people from end users, to security installers, distributors, both UK and foreign, visiting our stand"

Binit Shah, Marketing
& New Business Director,
GENIE CCTV

"This show has been really excellent. I'm so impressed with the quality of the show"

Barry Shakespeare,
MD, **Norbain**

www.ifsec.co.uk

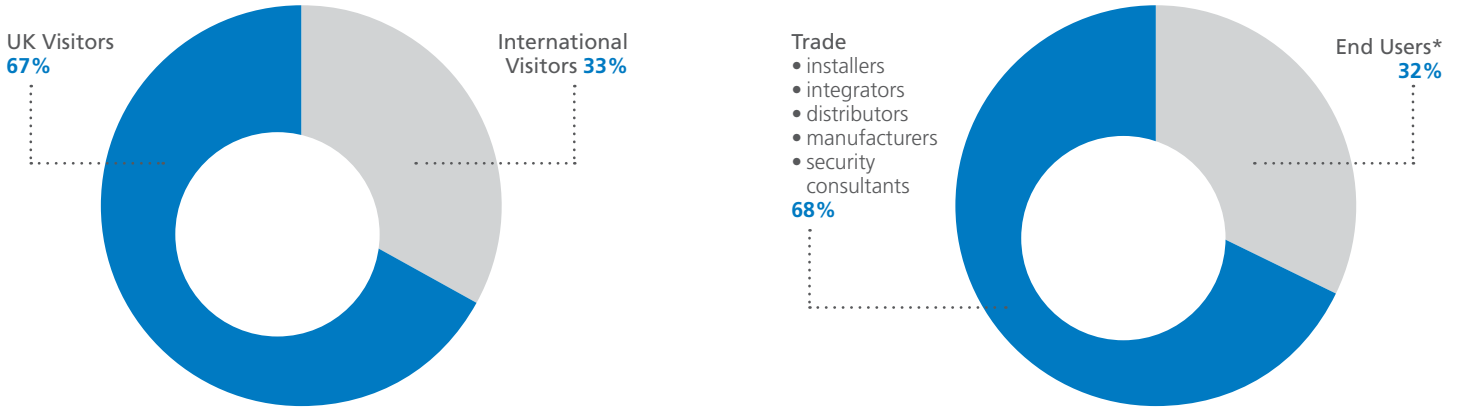


UBM
Live



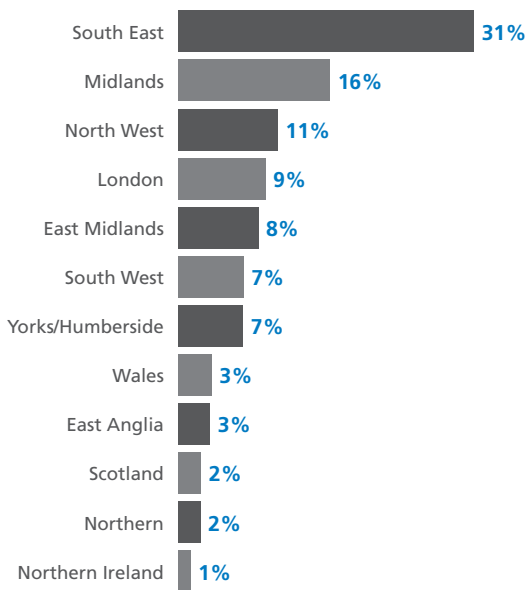
VISITORS TO IFSEC – 25,468 (ABC Audited Figure)

Overall Breakdown

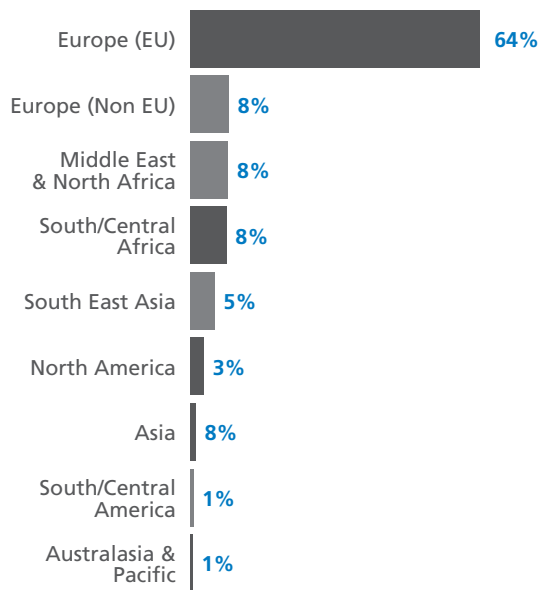


Where Our Visitors Came From?

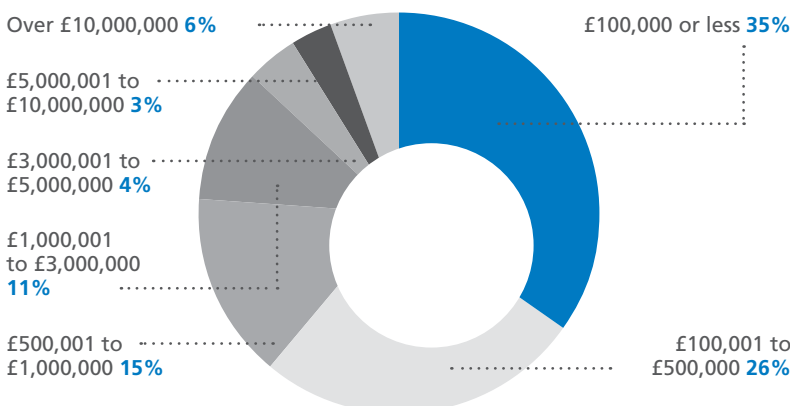
UK VISITORS



INTERNATIONAL VISITORS



Annual Purchasing Budgets

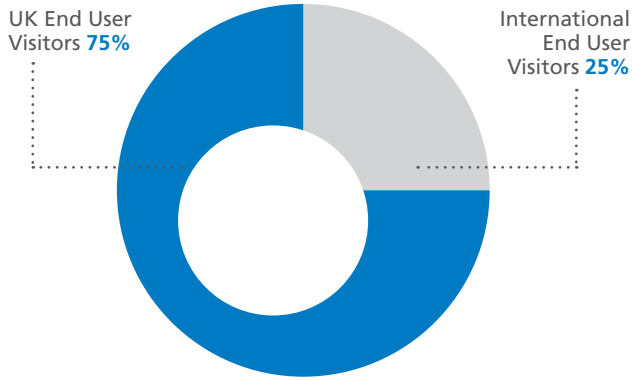


24%

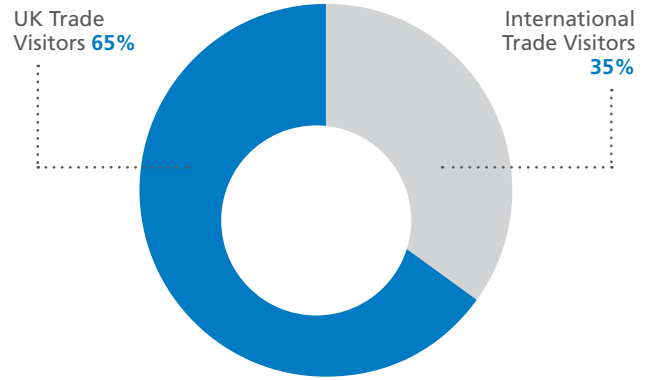
OF VISITORS HAVE PURCHASING POWER OF OVER £1MILLION

Who Our Visitors Are

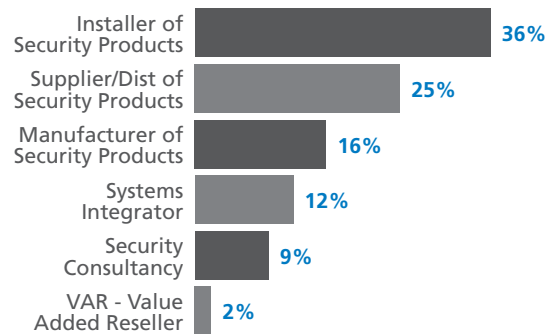
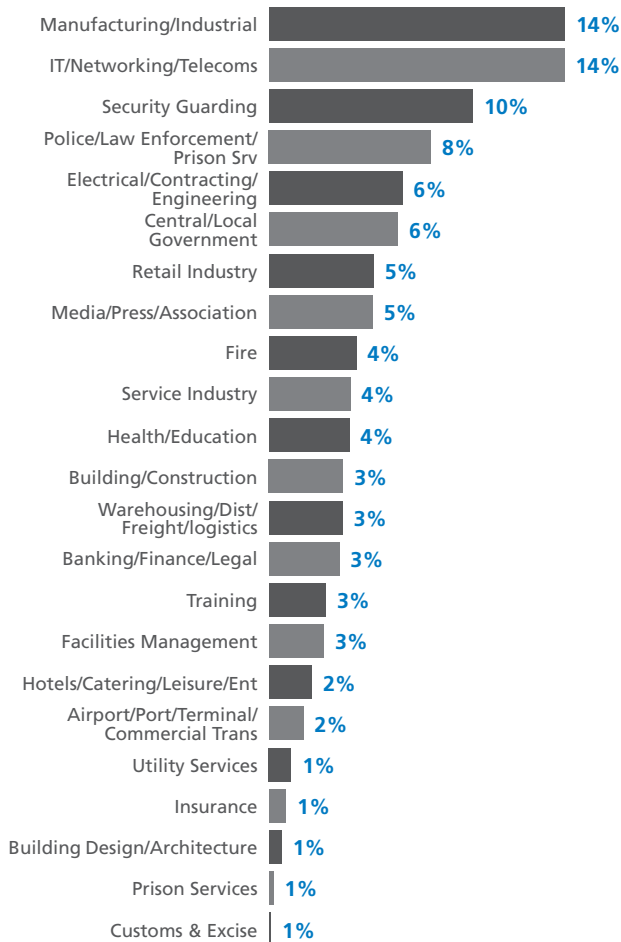
END USER VISITORS



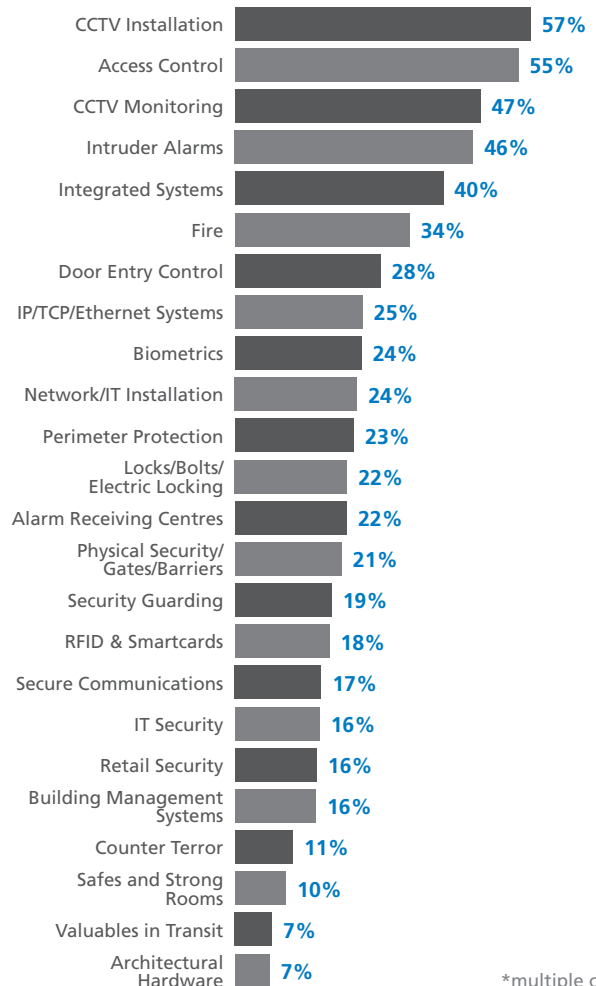
TRADE VISITORS



*End Users are Security Management professionals within:



Attendees to IFSEC were interested/involved in the following*:



You can also meet

Decision makers from *health & safety, facilities management, procurement, operations, building services, fire installation* and more.

IFSEC is part of the Protection & Management Series which also includes:

- Safety & Health Expo and The Facilities Show – 17,822 attendees*
- International Firex – 14,551 attendees*

*Subject to ABC Audit

These events run at the same time and visitors are free to cross into each show using their visitor badge.

Speak to us to discover how to cross promote your brand into other markets

*multiple choice

DELIVERING ON EXHIBITOR SATISFACTION

- 100% think it's important to exhibit at IFSEC
- 91% met or exceeded expectations at IFSEC
- 85% give IFSEC an overall rating of excellent or good

DELIVERING ON VISITOR SATISFACTION

- 92% found new products or suppliers they previously hadn't considered using
- 90% think it's important for them to visit IFSEC
- 85% met or exceeded their expectations at IFSEC

**Source: Independent research carried out by Fusion Communications*



UBM Live - the leading provider in security events and media

UBM Live has a wealth of opportunities for you to target the security industry across the world.

- The IFSEC International campaign targets 55,000 security professionals
- info4security.com attracts 48,000+ monthly unique visitors
- www.ifsec.co.uk attracts an average of 25,000 monthly unique visitors from Jan – May

We can help you promote your brand all year round with a mix of direct mail, email newsletters, online exposure and bespoke client solutions.

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