

# The Security Event 2019

NEC BIRMINGHAM • 9-11 APRIL 2019



POWERED BY

Designed by the industry,  
for the industry.

2019 will see the return of a UK focused security exhibition, back at its traditional home at the NEC, Birmingham. The event has been carefully developed with consultation and guidance from leading players in the industry to specifically address the needs of the commercial security market in the UK.

The Security Event - powered by Security Essen will attract thousands of attendees over three days with key features including a tailored content programme and networking opportunities out of show hours. The Security Event has been designed to generate a healthy visitor to exhibitor ratio and more meaningful interactions for exhibitors.

The core vision of the event is to create a dedicated platform that levels that playing field, enabling exhibitors, installers and end users alike to reconnect at the NEC, Birmingham. Spearheaded by ten of the industry's major players, The Security Event will host over 100 of the world's leading security brands.

WBE and Messe Essen have forged a game changing strategic partnership to provide the European Security Industry with the most complete platform to do business in the UK. Security Essen is Europe's No.1 trade show for the commercial security market, with over 1,000 exhibitors and 40,000 visitors bi-annually.

Our goal is to make exhibiting as accessible and affordable as possible. Along with Security Essen's vast knowledge and expertise, The Security Event – powered by Security Essen has brought together a remarkable team, ideally placed to create the perfect event for the UK Market.

Co-located with:



## Founding Partners

The Founding Partners for The Security Event 2019 are an alliance of global security brands, committed to support and shape the event to create a new game changing platform to do business in the UK.



ASSA ABLOY



Honeywell  
THE POWER OF CONNECTED



Texecom



Supported by:

Official  
Media Partner:



## Inclusive Marketing Packages

Participating in The Security Event goes beyond the three days of the exhibition. Our marketing package (mandatory for all exhibitors) allows you to build brand awareness before the event, capture sales leads on-site and measure the ROI of your participation.

### EXCLUSIVE SECURITY ESSEN EARLY BIRD OFFERS\*

The standard **Connect365** package includes:

Visitor data capture - 2 apps per stand  
Enhanced online exhibitor profile  
Bespoke registration page for your customers  
Publish your PR online  
Email newsletter advertising

**FREE**

The full **Connect365+** package includes all of the above as well as:

Full page advert in the printed show guide

**£395**

*\*Offer applies only for bookings made on-site at Security Essen between 25-28 September 2018.*

## Your contacts

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# Booking Request Form





Event Name	Event Location	Event Date
The Security Event 2019	NEC, Birmingham	9-11 Apr '19

COMPANY NAME:  
ADDRESS:  
COUNTRY:  
CONTACT NAME:  
CONTACT TELEPHONE:  
CONTACT EMAIL:

Thank you for your request to participate in the above Exhibition. Please select your preferred stand size from the options below.

Area (m <sup>2</sup> )	Price (£)	Stand Options
<input type="checkbox"/> 9	3735 + VAT*	<input type="checkbox"/> Space only
<input type="checkbox"/> 12	4980 + VAT*	<input type="checkbox"/> Standard Shell Scheme (Includes shell, carpet & nameboard)
<input type="checkbox"/> 15	6225 + VAT*	<input type="checkbox"/> Enhanced Shell Scheme (Includes 500w power socket and spot lights)
<input type="checkbox"/> 18	7470 + VAT*	
<input type="checkbox"/> 24	9960 + VAT*	
<input type="checkbox"/> 36	14940 + VAT*	

 <ul style="list-style-type: none"> <li>Enhanced online profile</li> <li>Publish your PR online</li> <li>Partner Portal</li> <li>Data Collection</li> <li>Email newsletter advertising</li> <li>Full page advertisement in the printed show catalogue.</li> </ul>  <p>As shown above excluding the show catalogue advertisement. (Mandatory for all exhibitors)</p> <p><input type="checkbox"/> Tick to opt out of Connect365<sup>PLUS</sup> and only receive the benefits of Connect365.</p>	<p><b>PRICE (excl. VAT*)</b></p> <p><b>Connect365<sup>PLUS</sup> / Connect365</b> (delete as necessary)</p> <p><b>VAT*</b></p> <p><b>TOTAL</b></p>							
	<table border="1"> <thead> <tr> <th>%age</th> <th>Payment date</th> </tr> </thead> <tbody> <tr> <td>40.00</td> <td>Upfront</td> </tr> <tr> <td>30.00</td> <td>1 Nov 2018</td> </tr> <tr> <td>30.00</td> <td>1 Jan 2019</td> </tr> </tbody> </table>	%age	Payment date	40.00	Upfront	30.00	1 Nov 2018	30.00
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40.00	Upfront							
30.00	1 Nov 2018							
30.00	1 Jan 2019							

<p>We reserve the right to reallocate this stand if you have not sent us your signed form of acceptance and remittance by the date shown above.</p> <p>Authorised Signatory.....</p> <p>Date.....</p> <p>(For and on behalf of Western Business Exhibitions Limited)</p>	<p>We hereby agree to accept the stand(s) allotted to us as detailed above. We further agree to abide by the Regulations of which we acknowledge receipt, and to pay the installments by their due dates. We understand that this stand may be re-allocate if any installment is not paid by its due date or the full contract is not signed within 14 days of this reservation form.</p> <p>Name.....</p> <p>Position.....</p> <p>Authorised Signatory.....</p> <p>Date.....</p>
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