

FIREX

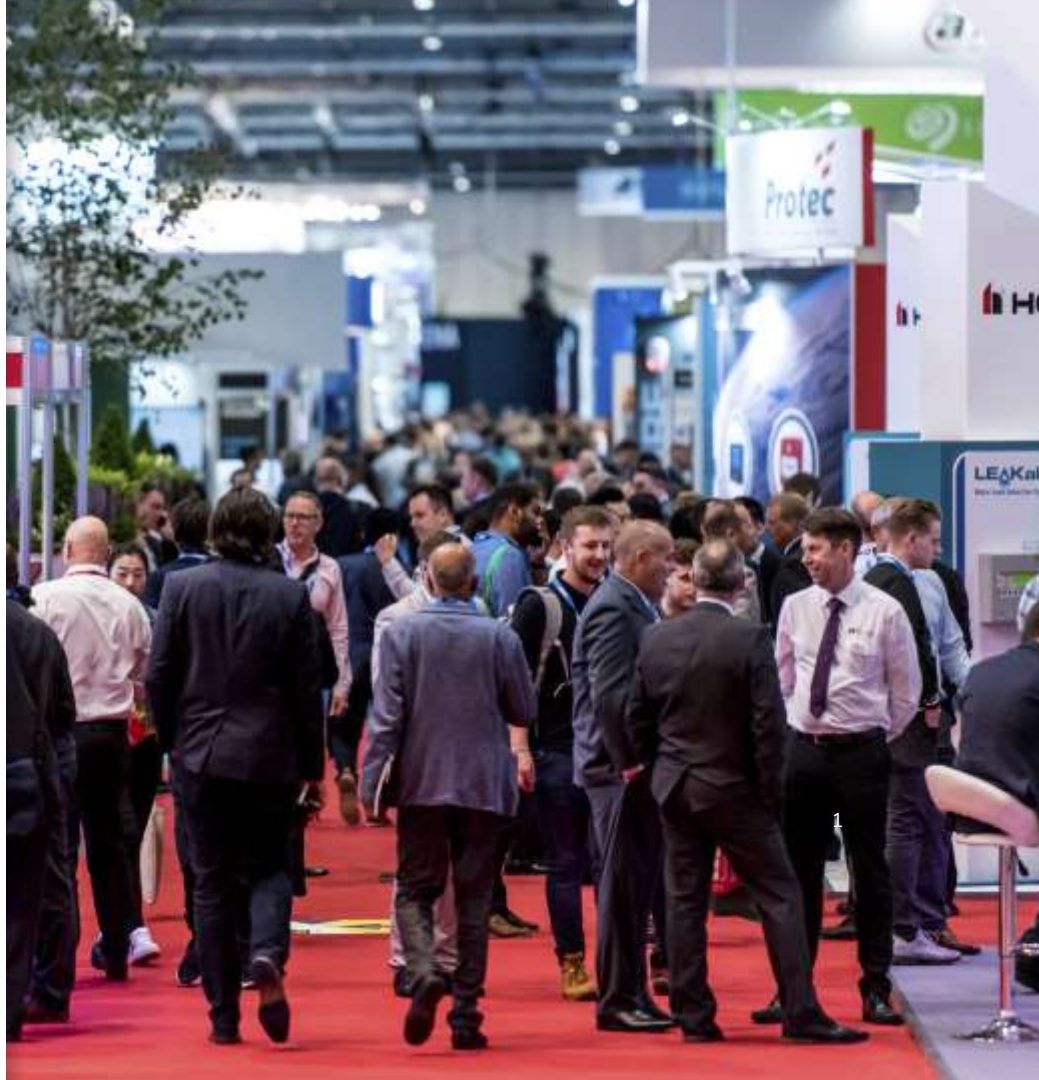
INTERNATIONAL

19-21 MAY 2020
EXCEL LONDON UK



“We had a lot of engagement. This year a lot more people have come to FIREX with a purpose and are engaged. The show was great fun and our objectives were definitely achieved. We hope to exhibit again next year.”

- Technical Officer, Glass & Glazing Federation





IN 2019:



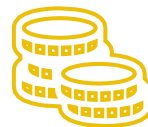
42%

**OF VISITORS HAD A
BUDGET OVER £500,000**



4%

**INCREASE IN
VISITORS**



£6.3bn

**COMBINED
SPENDING POWER**

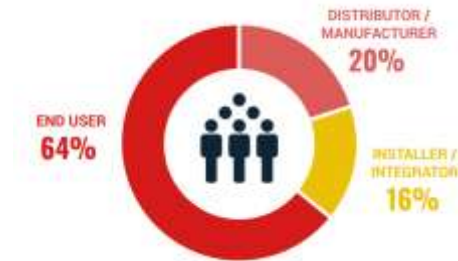


THE BENEFITS OF EXHIBITING AT FIREX INTERNATIONAL

FIREX International is Europe's only dedicated fire safety event. Showcase your commitment to treating **life safety as a right**, not a privilege.

- Demonstrate your innovative fire safety products and get **PR buzz for your product launches**
- Strengthen your brand – **perception of quality and value is improved by 21%** after visitors experience you at a show like FIREX
- Meet existing clients and generate new business with high-quality visitors – **76% of visitors make new purchasing decisions at live events**
- Benefit from **year-round engagement**, marketing and sponsorship opportunities on IFSEC Global (see p. 11)
- Make an impact with face-to-face conversations with **high-profile, highly engaged visitors**
- Expose your products and services to the **entire fire safety buying chain** and capture leads from all segments of the market

VISITORS TO FIREX INTERNATIONAL 2019:



TOP 5 INDUSTRY SECTORS



1. Construction



2. Consultancy



3. Government



4. Property



5. Electrical Engineering



"It's been a great exhibition this year, with expanded networking opportunities and new buyers, seeking the latest tech on the market from products that can be game-changing."

- Managing Director, Smoke and Fire Curtains Ltd



VISITORS TO FIREX INTERNATIONAL 2019 INCLUDED:

Regional Claims Manager
(Property)
Zurich Insurance Plc

Station Manager Fire Safety
London
Defence Fire and Rescue

Director of Safety
L&Q

Fire Safety Manager
Gatwick Airport Limited

Head of Fire, UK
Skanska UK

CEO
Passive Fire NZ

Fire Risk Assessor
Origin Housing

Fire Stopping Installer
Thaler Contracts LTD

Fire Manager
Casmar Electrónica S.A.

Senior Fire Risk Assessor
**Firewatch South West
Ltd**

MD
Bretland Construction

Chief Executive Officer
Shield Fire Safety Limited

Property Manager
First Port



“It’s important visitors feel it is worth their time in attending an exhibition and are genuinely engaged with the fire safety solutions being offered. We have exhibited at FIREX for eight years now and have found this is definitely the case this year.”

- Head of Communications, GERDA



MEDIA EXPOSURE

Benefit from FIREX International's expansive network of **media partnerships**, with print and digital coverage of exhibitors, sponsors and product launches.



Archetech

FIRESAFETY1



Design Buy Build

reFURB

PROTECTOR



ElectricalEngineering



INTERNATIONAL
FIRE PROTECTION

Health, Safety &
Security Review
Middle East

ASIA PACIFIC
FIRE

RefurbRenovation
News

INTERNATIONAL
FIRE FIGHTER

Gulf Fire



UKFIRE



CONSTRUCTION UK
MAGAZINE

WOMEN IN
CONSTRUCTION UK MAGAZINE

Registration sponsored



IFSEC
INTERNATIONAL

FIREX
INTERNATIONAL

FACILITIES
SHOW

SAFETY & HEALTH EXPO

WORKPLACE
WELLBEING SHOW

SMART
BUILDINGS EXPO



**GET FACE-TO-FACE WITH INFLUENTIAL VISITORS
READY TO SOURCE AND PURCHASE SOLUTIONS
ACROSS SECURITY, FIRE SAFETY, FACILITIES
MANAGEMENT AND HEALTH & SAFETY.**

FIREX CO-LOCATES WITH:

IFSEC
INTERNATIONAL



SAFETY & HEALTH EXPO

FACILITIES SHOW



FIREX

INTERNATIONAL

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EXCEL LONDON UK

**SPONSORSHIP
OPPORTUNITIES**



BRAND EXPOSURE AT FIREX INTERNATIONAL 2020

Sponsoring a feature at FIREX International not only positions your brand alongside **Europe's only dedicated fire safety event** – you'll also gain exposure to professionals in the security, safety and health and facilities management industries, many of whom are looking to enhance their strategies with fire safety and protection solutions.

Align your business with strategic industry issues or key demographics and benefit from reaching the tens of thousands of visitors at FIREX, as well as extensive pre-show marketing and promotion.

FIREX offers a range of sponsorship opportunities: speak with the team to **build a tailored package to meet your specific business goals.**





BRAND EXPOSURE AT FIREX INTERNATIONAL 2020

Discover just some of the feature sponsorship opportunities available. As well as being highly visible at the show itself, your brand will feature in all relevant marketing materials and you will receive the data of those who engage with your feature area.

Get in touch with the team for full details and to discuss your requirements.

- **ENTRANCEWAY SPONSORSHIP**
- **EXPERTISE & GUIDANCE THEATRE**
- **SPRINKLER & SUPPRESSION AREA**
- **VIP & HOSTED BUYERS LOUNGE**
- **FLOOR TILES**
- **MARKET PLACE**
- **SHOW BAGS**
- **FIREX PARK**

TALL BUILDINGS CONFERENCE

- **CONFERENCE SPONSORSHIP**
- **DELEGATE BAG SPONSORSHIP**



YEAR-ROUND DIGITAL AND CONTENT SPONSORSHIP

Beyond a trade event: keep your business front and centre of the industry and achieve year-round engagement with **IFSEC Global**, the **digital content platform** for FIREX and IFSEC International.

827,168

Annual IFSEC Global
page views

517,707

Annual unique IFSEC
Global visitors

176,414

Annual unique visitors to the
IFSEC Global Directory listings

35,800+

Total fire briefing
newsletter subscribers

61,961

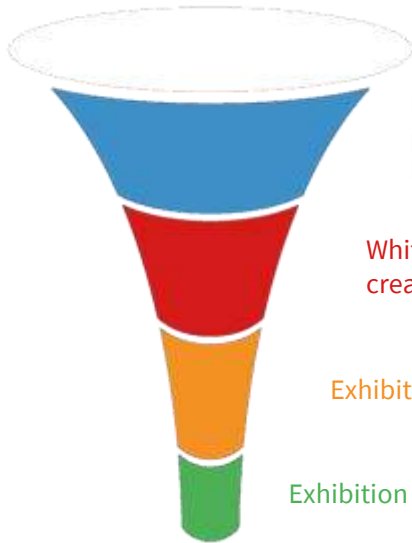
Email marketing database
reach

35,000+

Total IFSEC + IFSEC Global
social media followers



BRANDING AND LEAD DELIVERY



Digital advertising and third
party HTMLs
Directory listings

Whitepaper and trend report
creation, branding and distribution

Exhibition sponsorship

Exhibition stands

IFSEC GLOBAL

Engage your audience all the way
from 'top of the funnel' prospects
through to highly engaged leads.

Work in close collaboration with
IFSEC's editorial and digital
marketing teams to craft a targeted
sponsorship package that will deliver
leads in your preferred demographic
area or industry vertical.

[Download the IFSEC Global media pack](#)



LEAD GENERATION OPPORTUNITIES

White papers &
trend reports

Case studies

eBooks

Webinars

CUSTOMER ENGAGEMENT

Product focus

Newsletter
promotion

Video creation

Display advertising

ACCESS TO HOSTED BUYERS

Carefully selected
VIPs

VIP Lounge

High value, highly
engaged visitors

Dedicated meetings
with VIPs

YEAR-ROUND EDITORIAL BENEFITS

PROMOTION

PR coverage

Distributed via newsletter and social channels. Promotes your presence at FIREX, including your stand number. Not available to non-exhibitors.

Interviews

Distributed via newsletter and social channels. Featured slot in newsletter. Not available to non-exhibitors.

Thought leadership

Distributed via newsletter and social channels. Featured slot in newsletter. Not available to non-exhibitors or non-partners.

Discounted rates on
additional promotion

Greater exposure with discounts on additional paid engagement opportunities.



BE A PART OF FIREX INTERNATIONAL 2020

Get in touch with the FIREX team today to discuss your business objectives. Whether you're looking to launch a new product, generate new customers or raise your profile within the security industry, we'll work with you to make FIREX is a part of your strategy for achieving your goals.

CONTACT THE TEAM



"I've been really impressed by the footfall and the quality of people. We scanned as many people here in one day as we did in three days at another event."

- Industrial Sales England – North, SWA Ltd.