



Home Office

SECURITY & POLICING

HOME OFFICE EVENT 2015

CALL FOR EXHIBITORS



**10%
DISCOUNT
FOR FIRST TIME
EXHIBITORS***

INTRODUCING THE CYBER ZONE

Get ready to really showcase your products and services to a specific and vetted audience in a distinctive, dedicated pavilion area within the show


UK Trade
& Investment

Defence & Security
Organisation

techUK

ORGANISED BY **ADS**

GET INVOLVED IN THE NEW CYBER ZONE AT SECURITY & POLICING 2015

The Home Office Security & Policing event is firmly established as one of the most important events in the security calendar. For over 30 years it has provided a platform for professionals in the UK and across the globe to engage with the very highest level of security expertise. Aimed at police, law enforcement, security and offender management professionals and critical national infrastructure providers who are tasked with security, civil protection and national resilience, the show provides a unique opportunity for those with operational needs to meet companies with the relevant solutions, in a secure environment.

New for 2015 – A dedicated Cyber Zone!

As Security & Policing continues to develop in size and scope, we are pleased to introduce for the first time a Cyber Zone solely dedicated to the needs of cyber companies!

The Cyber Zone at Security & Policing will give cyber companies the opportunity to exhibit and showcase the best of British capability. Exhibitors can also take part in an exciting programme of demonstrations and presentations, specific to the Cyber Zone, which will run throughout the main event.

The space – Start-up friendly

In recognition of the large number of small and start up cyber businesses operating in this dynamic market, we will be offering smaller stands in the Cyber Zone, alongside the standard shell scheme sizes.

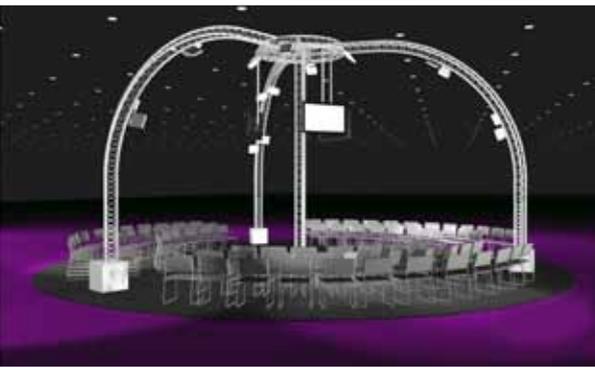
Dedicated cyber Briefing Programme

In addition to the Security & Policing Briefing Programme, already a popular feature at the event, the Cyber Zone will have a dedicated Briefing and Demonstration area. The programme for this will cover:

- Tackling cyber crime
- The best of British cyber capabilities
- Showcasing new, start-up talent in the cyber security sector
- Protecting critical infrastructure and businesses from cyber attack

CYBER CONNECT COMPETITION – WINNER EXHIBITS FOR FREE*

WIN FREE STAND SPACE IN THE 2015 SHOW!



Cyber Connect is the UK government-funded national project to increase support for UK cyber security start-ups and small businesses. It helps represent the views of this community to government, corporate cyber business and academia through the UK Cyber Growth Partnership, a public/private initiative to promote the international market position of the UK in cyber security. In addition, Cyber Connect creates opportunities to accelerate the growth of innovative cyber small businesses through collaboration and partnering both in the UK and internationally.

In support of the UK cyber innovation and growth agenda, Cyber Connect will offer one free exhibition space at Security & Policing 2015, to a small business to help showcase its cyber capability to an international audience. The free space will be offered on a first come, first served basis as a competition, to those who meet the eligibility criteria.**

For eligibility criteria and to apply visit:

www.securityandpolicing.co.uk/cyber-connect-competition-2015

FARNBOROUGH HAMPSHIRE

10–12 MARCH 2015

Booking your stand could not be easier and there are many packages designed to suit your budget. To book or if you have any questions then please call **0207 091 7835**. Further details and up-to-the-minute information can be found online at: www.securityandpolicing.co.uk The 2015 event promises to be the biggest and best to date and your company can gain the proper visibility and opportunity!

SHELL SCHEME

Shell Scheme stands are available in the following sizes:

- 2m² (2m wide x 1m deep)
- 4m² (2m wide x 2m deep)
- 6m² (3m wide x 2m deep)
- 8m² (4m wide x 2m deep)
- 12m² (4m wide x 3m deep)

BARE SPACE

Bare space is available to book per square meter (minimum of 20m²).

The Bare Space package includes:

- Stand cleaning
- Car parking (in designated areas only)

Vehicle & Demonstration Area space:

20m² plots in the Vehicle & Demonstration Area are available to those who have already booked a shell scheme or bare space stand in the main hall.

All Shell Scheme packages Include:

- Company name and stand number on fascia
- Lighting
- Carpet
- One 3 pin power point (max 500 watts / 2 amps)
- One stand-alone lockable counter unit
- Stand cleaning
- Car parking (in designated areas only)

Added extras, free of charge:

- Catalogue entry with company logo
- Company profile on Security & Policing website
- Opportunity to demonstrate your products
- Participate in the cyber briefing area
- Access to the UK Government Zone

** 10% discount for first time exhibitors at Security & Policing, in the Cyber Zone.*

BOOK YOUR STAND NOW!

0207 091 7835

www.securityandpolicing.co.uk

THE KEY REASONS YOU SHOULD EXHIBIT AT S&P 2015

International reach - export potential and overseas market access

UKTI invites delegations from over 60 countries, including the largest target export markets for UK cyber security capability: the USA, Saudi Arabia, Malaysia and Qatar. Hosted by Government officials the delegations will attend pre-arranged visits with exhibitors.

International visitors play a key part in Security and Policing – in 2014 nearly 1000 international visitors attended.

Tactical

Targeted event – access to key buyers At Security & Policing you have guaranteed access to quality visitors who have all been pre-approved to attend. Meeting the right people from across the security sector will provide you with an excellent opportunity to increase your exposure. Whether you want to increase sales or simply learn more about the key drivers in the market then Security & Policing provides you with the perfect opportunity.

Thought Leadership

Government works closely with the cyber security industry to increase supplier access to overseas markets and to widen the talent pool available to UK cyber security companies. In the Government Zone you will have the opportunity to meet and network with Government officials and departments involved in cyber security work.

Networking

Security and Policing provides the perfect opportunity for you to network with thousands of visitors from the UK and overseas all cleared by the Home Office to attend. You will be in the right place to discuss and collaborate with colleagues in a B2B environment, enabling you to make key contacts and business leads. With key potential clients from across the globe, a concentration of law enforcement officials, industry leaders from critical infrastructure sectors and government cyber leads on hand the networking opportunities are readily available for you to take advantage of.

Launch Platform

Demonstrate your products and increase your sales With the high calibre of visitors attending Security & Policing (in 2014 over 5000 visitors registered to attend the show) the event is a perfect place to demonstrate those products/services which may be too sensitive to show in a less secure environment. The live demonstration area and the briefing programme provide a platform for you to showcase your products to a high quality audience, and in a relaxed atmosphere. Both the live demonstration area and the briefings are **FREE OF CHARGE** for you to take part in.

0207 091 7835 www.securityandpolicing.co.uk