



Home Office

SECURITY & POLICING HOME OFFICE EVENT

16 - 18 MARCH 2027

www.securityandpolicing.co.uk

The Official UK Government Global Security Event

COLLABORATION. INNOVATION. RESILIENCE.



MEDIA PACK 2027

ADS is delighted to announce that Showtime Media Services will produce the official printed event guide for Security & Policing 2027, which will take place at the Farnborough International Exhibition and Conference Centre from 16–18 March 2027.

GENERATE MORE BUSINESS WITH BRAND AWARENESS

The Interactive Official Digital Event Preview and Official Printed Event Guide offer powerful opportunities to put your company in front of key decision-makers before and during the UK's premier Government security event. Security & Policing 2027 is the ultimate platform to connect, collaborate, and share innovation with leading suppliers, industry experts, and Government officials dedicated to advancing national security and resilience.

OFFICIAL DIGITAL EVENT PREVIEW

Get noticed before the doors even open! The Interactive Official Digital Event Preview is emailed to all pre-registered visitors approximately **three weeks** before Security & Policing 2027, putting your brand directly in front of key decision-makers.

This dynamic preview showcases:

- Event highlights and exciting new product launches
- Keynote briefings from industry and Government leaders
- QR codes linking to the Speaker Programme, Government and Innovation Zones
- Exclusive exhibitor news, updates, and new services
- Complete exhibitor list and interactive floorplan

Make sure your company stands out — the Official Digital Event Preview gives you the perfect platform to engage, inform, and excite attendees ahead of the UK's premier national security event.

OFFICIAL PRINTED EVENT GUIDE

Put your brand in the hands of every visitor! **3,000** copies of the Official Printed Event Guide will be distributed at the entrance of the exhibition hall, ensuring maximum exposure for your company.

Inside, attendees will find:

- Comprehensive exhibition information and event highlights
- Keynote briefings and featured sessions
- Exciting new product launches and innovative solutions
- QR codes linking to the Speaker Programme, Innovation Zone, and Networking Sessions
- Editorial features, exhibitor profiles, and stand locations
- Full A–Z exhibitor list, products & services index, and a fold-out floorplan
- Partner listings including organisers, sponsors, and key collaborators
- The Official Printed Event Guide is your chance to make a lasting impression and showcase your latest innovations to the UK's leading security and resilience professionals.

OFFICIAL PRINTED POCKET GUIDE

Keep your brand in attendees' hands all day! The Official Printed Pocket Guide provides essential show information, including the floorplan, keynotes programme, and Government Zone highlights. With **3,000** copies distributed onsite, it also offers limited promotional opportunities to showcase your company directly to all visitors.

EDITORIAL

A free service available to all exhibiting companies, the Editorial section provides the perfect platform to share news, insights, and thought leadership. You can submit articles to promote new products and services, but content should focus on industry trends, comparative product analysis, research, or technical developments — rather than purely promoting your company.

Editorial contributions can include:

- Research or technical articles
- Opinion pieces from your company or the wider industry
- Comparative product or service features

Submission requirements:

- Include author name, position, and full company name
- Provide high-resolution images (EPS, TIFF, JPEG, or PDF) at 300 DPI or higher
- Ensure each article has a clear angle or focus to engage readers

EDITORIAL DEADLINES

Official Digital Event Preview
..... 23rd January 2027
Official Printed Event Guide
..... 2nd February 2027

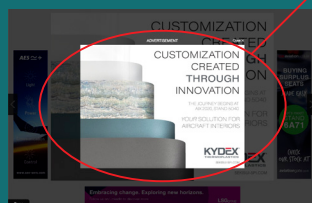
CONTACT DETAILS

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DIGITAL ADVERTISING OPPORTUNITIES

Frame Banner Advert £2,500 Wallpaper Advert £575 	Pop Up Advert £2,500 	Leader Advert £1,750 	In-Flow Advert £1,750 
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NB: Wallpaper and Leader adverts not visible on mobile devices

ADVERTISING / SPONSORSHIP DESCRIPTIONS

BOOKMARK SPONSORSHIP £7,150 (Official Printed Event Guide only)

Make a lasting impression with Bookmarks, a unique advertising opportunity included in the Official Printed Event Guide. Each bookmark is attached to the last page of the guide with a ribbon, ensuring it travels with attendees throughout the event.

Bookmarks can feature a new corporate message or simply display your company logo to boost brand visibility and awareness. Measuring 150mm (H) x 70mm (W), each bookmark is strategically placed over a double-page editorial spread to maximize exposure.

EXHIBITOR ENTRY SPONSORSHIP & PRODUCT LISTINGS (Official Printed Event Guide only) £6,350

Maximise your visibility with section sponsorship in the Official Printed Event Guide. This sponsorship includes approximately 90 banner strips on each Exhibitor Entry and Product Listing page, as well as a dedicated front cover for the section featuring your branding.

Every entry page prominently showcases your company's logo and corporate identity, ensuring maximum exposure to all attendees. Plus, the sponsorship includes two pages of editorial within the main body of the guide — a prime opportunity to highlight your products, services, or thought leadership.

FLOOR PLAN & A-Z LIST SPONSORSHIP (Official Printed Event Guide & Official Digital Event Preview) £3,950

Boost your presence with the Floor Plan & A-Z List sponsorship, featuring up to five banner strips positioned along the bottom of the Floor Plan and A-Z pages. Your stand will also be highlighted on the page, ensuring attendees can easily spot your location.

This sponsorship also includes two pages of editorial in the main body of the publication, giving you a prime opportunity to showcase your products, services, or expertise. It's a unique way to maximize your marketing impact and make a lasting impression on all event visitors.

COVER POSITIONS (Official Printed Event Guide only)

Outside Back Cover	£5,150
Inside Front Cover	£4,450
Inside Back Cover	£4,450

INSIDE POSITIONS (Official Printed Event Guide & Official Digital Event Preview)

Double Page Spread	£4,750
Full Colour Page	£2,650
Half Page	£1,550
Quarter Page	£1,025
Floorplan Logo with trail leading to stand (limited availability)	£615
Inserts	P.O.A

NEW FEATURED PRODUCTS PROFILE (Official Printed Event Guide only)

This option includes contact info, i.e., address, telephone number, website, email address as well as a hi-res (JPEG or EPS file, 300 dpi) logo, hi-res image and around 100-word description of the product £415

ENHANCED EXHIBITOR PROFILE OPTIONS (Official Printed Event Guide only)

Exhibitor Profile with Company Logo	£225
Highlighted and Boxed Exhibitor Profile	£315
Boxed and Highlighted Exhibitor Profile with Logo & Image /Photograph	£375

SUPPLEMENT SPONSORSHIP

Internal pages only – limited Availability
3,000 Copies Distributed to all Visitors.
 Full Page £1,750

POCKET GUIDE ADVERTS

Single position	£1,250
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COPY DEADLINES:
OFFICIAL DIGITAL EVENT PREVIEW
9th February 2027

OFFICIAL PRINTED EVENT GUIDE AND
POCKET GUIDE 23rd February 2027

CONTACT DETAILS

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