



Home Office

**SECURITY & POLICING
HOME OFFICE EVENT 2016**

ORGANISED BY **ADS**

SECURITY & POLICING 2016 SPONSORSHIP

The Home Office Security & Policing event is the UK's only secure event for police, law enforcement and security professionals. This UK Government event is the largest of its kind and provides a platform for showcasing world-leading technologies, products and services to police services, government departments and agencies from the UK and overseas.

All visitors to the event have all passed Home Office approval. This outstanding arena offers the perfect opportunity to promote your company to a worldwide audience of influential decision-makers and purchasers.

Security & Policing is delighted to invite your company to become a valued sponsor of the event. The exhibition provides you with the perfect opportunity to raise your profile with a targeted audience of over 5200 visitors from the UK and overseas. The event draws a wide audience of high-level visitors from UK and International Police forces, key providers of national infrastructure, border security, offender management, cyber security and more.

There are multiple opportunities to enhance your presence at the event, all of which are exclusively offered to exhibitors at Security & Policing 2016.



Networking Drinks Reception sponsor

This is a perfect opportunity to raise the profile of your company at this informal relaxed networking drinks reception. New for 2016 the reception will take place inside the exhibition hall with up to 1000 attendees from Government and Industry.

Sponsorship includes:

- Logo on all correspondence regarding the reception
- Sponsors pull up banner / branding in the venue – Number to be determined
- 20 free passes to the reception
- Logo on access wrist bands – 1000 attendees
- Acknowledged and thanked by the speaker during the drinks reception

In addition this package also includes:

- Your company logo on the sponsors page of the official exhibition catalogue
- Your company logo on screens as part of a rolling power point throughout the exhibition
- 100 words in the event catalogue and sponsors page on the website
- Acknowledged as a sponsor on the Security & Policing website

Price: £15,000 + VAT | Sponsorship deadline: 10 February 2016

Delegation Dining Room and Food Court sponsor

This package provides brand visibility in the Delegation Dining Room, Food Court and Cafés* for the duration of the event.

Sponsorship includes:

- The wording - Delegation Dining Room and Food Court sponsored by...
- Bespoke customisation available**
- One table of eight at one of the sittings (there are three sittings a day) per day for sponsor to invite/host guests

In addition this package also includes:

- Your company logo on the sponsors page of the official exhibition catalogue
- Your company logo on screens as part of a rolling power point throughout the exhibition
- 100 words in the event catalogue and sponsors page on the website
- Acknowledged as a sponsor on the Security & Policing website

**subject to sponsorship being confirmed by catalogue print deadline*

*** standard layout and design production included, bespoke design may come at additional cost*

****bespoke design subject to Home Office approval*

Price £15,000 + VAT

Mock Embassy sponsor

Sponsorship includes:

- Your company name and the words 'Mock Embassy sponsored by' displayed on the live feature web page
- Your company name and the words 'sponsored by' to be positioned on the back wall next to the Mock Embassy
- Your company logo to appear in the printed Mock Embassy Directory
- Your company name and the words 'Mock Embassy sponsored by' to be displayed on four carpet tiles – location to be determined

In addition to the Mock Embassy this package also includes:

- Your company logo and 100 words in the Mock Embassy Directory
- Your company logo on the sponsors page of the official exhibition catalogue
- Your company logo on screens as part of a rolling power point throughout the exhibition
- 100 words in the event catalogue and sponsors page on the website
- Acknowledged as a sponsor on the Security & Policing website

Price £10,000 + VAT

Cyber Zone sponsor - **SOLD**

Sponsorship includes:

- Your company name and the words 'sponsored by' on the Cyber Zone web page
- Your company logo to appear on the Cyber Zone promotional pdf
- Your company name and the words 'sponsored by' to appear on four carpet tiles leading from the Government Zone to the Cyber Zone
- Your company name and the words 'sponsored by' to be positioned on the back wall next to the Cyber Zone

In addition to the Cyber Zone this package also includes:

- Your company logo on the sponsors page of the official exhibition catalogue
- Your company logo on screens as part of a rolling power point throughout the exhibition
- 100 words in the event catalogue and sponsors page on the website
- Acknowledged as a sponsor on the Security & Policing website

Price £5,000 + VAT

Registration sponsor - **SOLD**

Sponsorship includes:

- Your company logo displayed on the visitor and exhibitor registration website
- Branding in the registration area at the venue
- The words '**registration sponsored by**' to appear on the registration confirmation emails

In addition to the registration area this package also includes the following:

- Your company logo on the sponsors page of the official exhibition catalogue
- Your company logo on screens as part of a rolling power point throughout the exhibition
- 100 words in the event catalogue and sponsors page on the website
- Acknowledged as a sponsor on the Security & Policing website

Price £5,000 + VAT

Exhibition bag sponsor

Sponsorship includes:

- Your company logo printed on the exhibition bag
- Option to supply one give away item for inclusion in the exhibition bag e.g. a notepad

This package also includes the following:

- Your company logo on the sponsors page of the official exhibition catalogue
- Your company logo on screens as part of a rolling power point throughout the exhibition
- 100 words in the event catalogue and sponsors page on the website
- Acknowledged as a sponsor on the Security & Policing website

Price £3,000 + VAT

Lanyard sponsor

Sponsorship includes:

- Your company logo on event lanyard
- Your company logo on all visitors lanyards
- Your company logo on all exhibitors lanyards
- Your company logo on Government attendee lanyards

In addition to the lanyards this package also includes:

- Your company logo on the sponsors page of the official exhibition catalogue
- Your company logo on screens as part of a rolling power point throughout the exhibition
- 100 words in the event catalogue and sponsors page on the website
- Acknowledged as a sponsor on the Security & Policing website

Price £3,000 + VAT

Floor plan sponsor

This package provides enhanced brand visibility for your company across the following areas:

- Logo displayed on the 'You are here' floor plan in 3 locations of the venue
- Organisation name displayed on the Security & Policing Website floor plan "Sponsored by..."
- A banner including your logo and stand number displayed on the printed floor plan

In addition to the floor plan elements this package also includes:

- Your company logo on the sponsors page of the official exhibition catalogue
- Your company logo on screens as part of a rolling power point throughout the exhibition
- 100 words in the exhibition catalogue & sponsors page on the website
- Acknowledged as a sponsor on the Security & Policing website.

This opportunity is available to 3 companies.

We can also offer this exclusively to one company for the whole event.

Price £1,500 +VAT

For further information please contact Robin Reed

e: robin.reed@adsgroup.org.uk

t: +44 (0) 20 7091 7818

m: +44 (0)7715 058 299

www.securityandpolicing.co.uk