



Home Office

SECURITY & POLICING
HOME OFFICE EVENT

ONLINE EVENT

The Official UK Government Global Security Event

9-11 MARCH 2021

EXHIBITOR PACKAGES

RESILIENCE

RECOVERY

REBUILD



DIGITAL NETWORKING & MEETINGS



VIRTUAL EXHIBITOR & FEATURES



ONLINE KEYNOTES & SESSIONS



Bringing the best of Security & Policing online

Security & Policing 2021 is THE official Government global security event, offering a world-class opportunity to meet, network and discuss the latest advances in delivering national security and resilience with UK suppliers, UK Government officials and senior decision makers across law enforcement and security from the UK and overseas.

Now online between between **9-11 March 2021**, this three-day virtual event will give you access to an innovative, digital event experience from the comfort of our own workspace, featuring:



A fully interactive virtual exhibition showcasing best in class solutions from leading UK exhibitors



Access to an extensive programme of live and on-demand keynotes led by senior Ministers and Government officials



Leading insight into integrated delivery of security solutions across Government, Industry and Academia via panel sessions, industry challenges and keynotes in the virtual Fusion Forum



Access and exposure to senior decision makers and policy developers in Government via a dedicated online Government networking and showcase zone



Exclusive online networking with UK and international, Home Office approved visitors across the event including 1 :1 meetings, video calls, instant messaging and dedicated networking areas



A virtual immersive experience demonstrating future technologies and solutions in response to the latest security challenges across the main event themes of resilience, recovery and rebuild

Where technology & innovation meet

RESILIENCE

Showcasing leading solutions to existing and emerging global threats

RECOVERY

Connecting Government and industry to rise to the current challenges

REBUILD

Presenting the latest technology and innovation for a secure future

Why exhibit?

At a time when we cannot meet in person, networking and engagement remains at the heart of Security & Policing. The online event will continue to provide an outstanding opportunity to meet, network

and discuss the latest advances in delivering national security and resilience with UK suppliers, UK Government officials and senior decision makers across law enforcement and security.

Access unique Government Zones

The event presents the ultimate opportunity to speak with government agencies about their programmes and plans via a dedicated, virtual Government Zone.

Get quality leads

Only visitors pre-approved against Home Office criteria attend, giving you the chance to connect with those at the highest level of responsibility for operational decisions in law enforcement, security, civil protection and national resilience.

Gain enhanced product exposure

Enter the ADS Security Innovation Award or use the show to launch new products to this exclusive and engaged audience via the online marketplace.

Get vital updates from senior speakers

Improve your knowledge and stay ahead of the latest initiatives, intelligence and thinking by attending the live and on-demand keynotes and briefing sessions throughout the show in virtual auditoriums.

Meet with Government officials, international and domestic visitors

Book yourself in to the official UK Defence and Security Exports visitor programme to arrange online meetings with international visitors or meet with JSaRC, Home Office, OSCT and UK Defence and Security Exports officials.



77%

believe they will generate new business opportunities from the 2020 event

75%

thought the event increased their company's visibility to a relevant audience

Based on 2020 Exhibitor Survey Results

Meet with a range of potential buyers & partners





Who attended in 2020?

 **Government & Public Agencies** **32%**

 **Police, First Responders & Border Agencies** **21%**

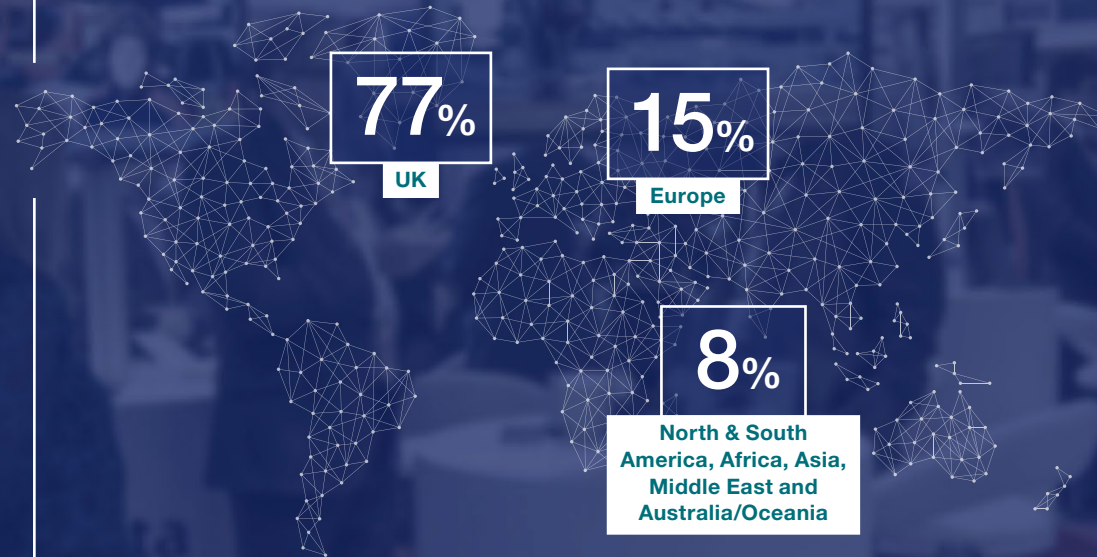
 **Security & Resilience Professionals** **17%**

30% of visitors came from

 **Academia**  **Criminal Justice Agencies**  **Military**  **Systems Integrators**

 **UK National Infrastructure & Crowded Places**  **Agents & Consultants for International Governments**  **International Law Enforcement & Emergency Services**

Where did visitors come from?



Visitors' areas of interest

Policing & Counter Terrorism	87%	Cyber Security	61%
Critical National Infrastructure	68%	Major Event Security	54%
Transport Security	63%	Border Security	51%

89%

had purchasing power or were able to influence purchasing decisions within their organisation

88%

identified suppliers of new technologies and services

73%

were likely to purchase or recommend a new product or service as a result of attending Security & Policing

31%

had annual procurement budgets for security products & services of £100K - £1m

33%

had annual procurement budgets for security products & services of over £1m

Based on 2020 visitor feedback

What past exhibitors say

“This event is unique because it is run by the Home Office, which means we get a high footfall of the Government agencies directly to us at the show which we can’t normally get access to, and we get to talk to them all one-to-one.”

Tony Burnell, CEO Metis Aerospace and Chairman of ADS Drone Platform and Counterdrone (DPAC)

“Security & Policing represents an important shop window for us. There really aren’t many events like it. It gives us a chance to not only speak with Government departments and Police forces in the UK, but importantly we also get to speak with a large number of overseas delegations.”

Dr Tristram Riley-Smith,
Chairman, SeeQuestor

“We had a stand at S&P last year and my team told me it was so good I needed to be here, and they were absolutely right. The level of interest has been superb, the quality of the delegates has been superb, and we have got a number of leads we are able to follow up with immediately.”

Ben Shellie, CEO, Intelligent Voice,
ADS Security Innovation Award
Winners 2020

85%

rated their overall Security & Policing experience as excellent or good

80%

thought the quality of visitors was excellent or good

80%

would recommend exhibiting at Security and Policing to other organisations

*Based on 2020
Exhibitor Survey Results*

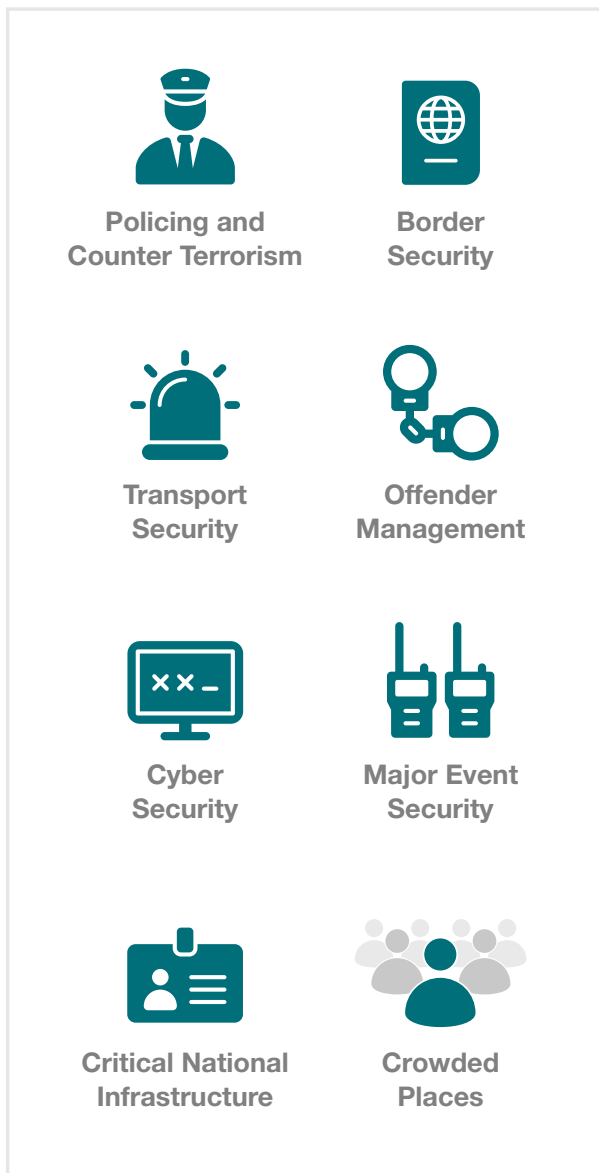
Who exhibits?

Security & Policing is a great platform for relevant UK suppliers to showcase the very latest equipment, training and support. Whether you are a manufacturer, installer or integrator, this is the show to meet new buyers and partners.

Exhibitor Criteria

As Security & Policing is a closed event, to exhibit your company must meet one of the following criteria:

- 1 A UK company manufacturing relevant products and equipment
- 2 A UK company supplying a relevant service
- 3 An International company (manufacturer and/or supplier) with distribution offices based in the UK
- 4 An International company with a innovative product and/or service not available in the UK
- 5 An International company that is already supplying a product/service to a UK Government Department or one of their agencies



Products and Services span 24 categories

- Access Control & Entry Systems
- **Biometrics, Facial Recognition & Imagery**
- Border and Maritime Security
- **CBRNe**
- CCTV & Video Analytics
- **Comms Data and Digital Forensics**
- Communications, Command & Control
- **Counter Explosive Ordnance, Explosives & Blast Protection**
- Counter Terrorism & Intelligence
- **Covert Operations & Capabilities**
- Custodial
- **Cyber Security**
- Data acquisition and analysis
- **Forensic Services**
- Incident & Emergency Response
- **Information Technology**
- Optics
- **Personal Protection Equipment, Clothing & Accessories**
- Physical Security, Man-guarding & Close Protection
- **Professional Services**
- Training
- **Transport Security**
- Unmanned Systems, Robotics & Countermeasures
- **Vehicles**

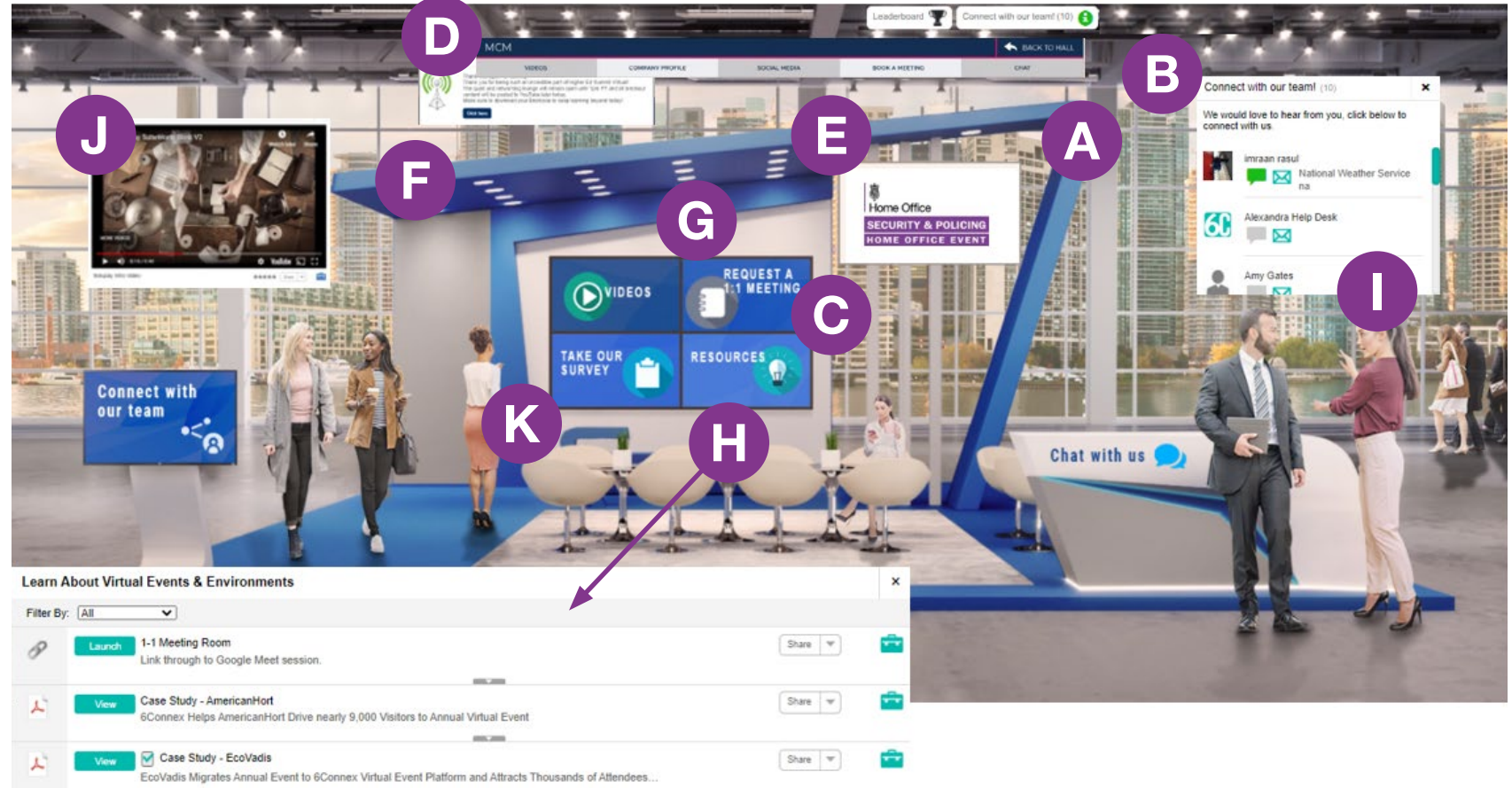
Stand Features

Standard Features

- A** Company logo & profile
- B** 1:1 and group private instant messaging with stand reps
- C** 1:1 meeting requests from visitors (instant messaging & video functionality)
- D** Post stand announcements
- E** Clickable call to action buttons (set to Profile / Book meeting / Private Chat)

Tiered Features

- F** Stand design (design dependent on package)
- G** Clickable customisable promo areas (quantity dependent on package)
- H** Host Resource Materials (external web links, files, videos, PDFs) (quantity dependent on package)
- I** Stand Representatives (quantity dependent on package)
- J** Auto-play welcome video (dependent on package)
- K** Host survey/poll (dependent on package)



Plus Access to Online Exhibitor Dashboard

All exhibitors have access to their own online exhibitor event dashboard to edit their stand, add stand reps, upload resource materials and manage their communications.

Exhibitor Categories

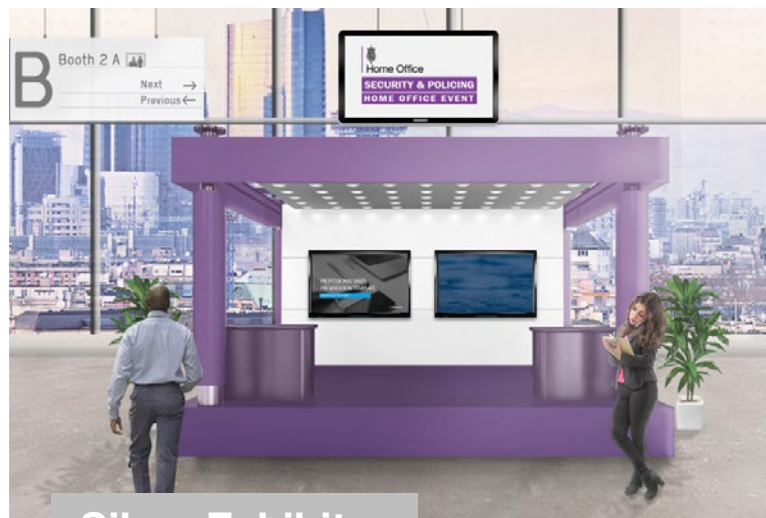


Bronze Exhibitor

Everything you need for a simple and cost effective presence at the event for up to two employees and basic stand features.

Available for SMEs* only. Ideal for start-ups, first-time exhibitors, consultants looking for an entry-level package.

**A business with fewer than 250 employees, a turnover of less than €50 million, or a balance sheet total of less than €43 million.*



Silver Exhibitor

Enhance your exposure with increased clickable stand features and additional staff passes.

Ideal for SMEs, first-time exhibitor, consultants looking for a basic stand package.



Gold Exhibitor

Make a statement with a larger stand, more promotional opportunities, increased stand functionality, additional staff passes and access to exclusive events.

Ideal for all exhibitors looking for an enhanced stand package to showcase multiple products and services.

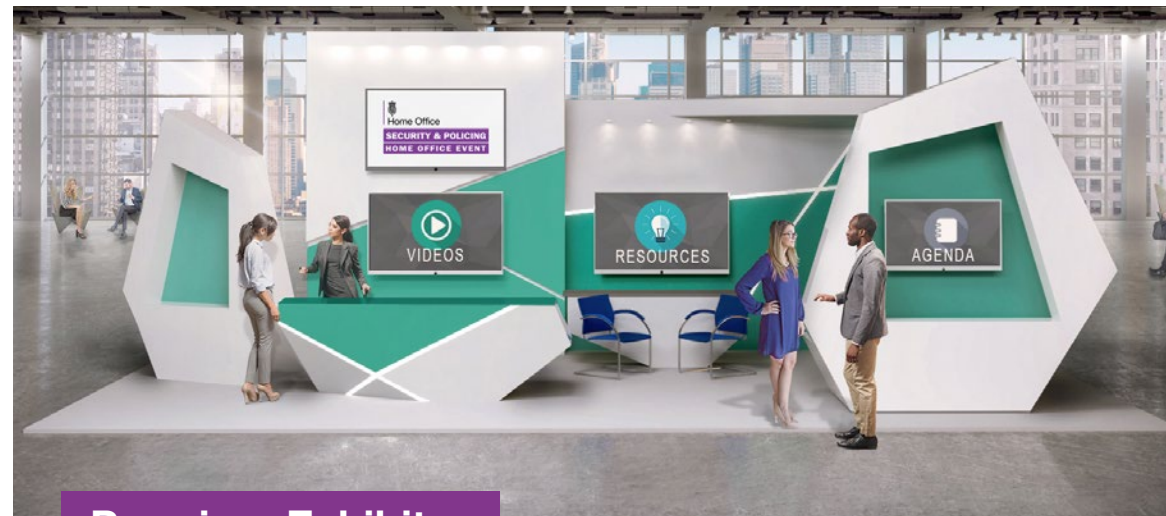
Exhibitor Categories



Platinum Exhibitor

Access our advanced stand design package with customisable colours to suit your brand, more clickable promotional areas and increased capability to showcase more products and services. This includes up to eight staff passes and access to exclusive events.

Ideal for exhibitors looking for an advanced stand package with increased capabilities to showcase multiple products and services.



Premium Exhibitor

Our most comprehensive exhibitor package gives you the choice of customisable premium templates or ability to have your own bespoke stand design*. You also benefit from the largest amount of clickable promotional areas and hosted resources available, up to 15 staff passes, additional promotional and marketing opportunities and access to exclusive events.

Ideal for exhibitors looking for the ultimate promotional package to showcase their brand, products and services

**Additional design costs apply for bespoke stand designs*

Exhibitor Features & Benefits

	Exhibitor Benefits	Bronze Exhibitor	Silver Exhibitor	Gold Exhibitor	Platinum Exhibitor	Premium Exhibitor
Virtual Stand Features	Access exhibitor dashboard	✓	✓	✓	✓	✓
	Stand design template / customisation options	Bronze template / no colour customisation	Silver template / no colour customisation	Gold template / no colour customisation	Platinum template / own brand colour choice	Choice of customisable premium templates or own bespoke design for additional fee
	Company logo & profile	✓	✓	✓	✓	✓
	1:1/group private instant messaging with stand reps	✓	✓	✓	✓	✓
	1:1 meeting requests (instant messaging & video)	✓	✓	✓	✓	✓
	Clickable custom promo areas	1	2	4	6	8 (or bespoke)
	Host Resource Materials (web links, files, videos, PDFs)	2	4	8	12	25
	Stand Representative Passes	2	4	6	8	15
	Auto-play welcome video & host survey/polls	✗	✗	✓	✓	✓
Networking and Meetings	Ability to search event visitors & message/request meetings	✓	✓	✓	✓	✓
	Access to general & interest specific networking lounges	✓	✓	✓	✓	✓
	Ability to request a 1:1 meeting/video call with JSaRC, Home Office, OSCT officials/UKDSE delegations/UK VIPs	✓	✓	✓	✓	✓
	Ability to request a pre-arranged 1:1 meeting with a senior official	✗	✗	✗	✗	✓

Exhibitor Features & Benefits

	Exhibitor Benefits	Bronze Exhibitor	Silver Exhibitor	Gold Exhibitor	Platinum Exhibitor	Premium Exhibitor
Access to Events & Activities	Submit new products in New Product Showcase area	✓	✓	✓	✓	✓
	Ability to submit videos in Virtual Marketplace	✓	✓	✓	✓	✓
	Ability to enter the ADS Security Innovation Award	✓	✓	✓	✓	✓
	Submit for Fusion Forum live challenges	✓	✓	✓	✓	✓
	Access to virtual 'Thought Leadership Panel' Evening Session with senior speakers	✗	✗	1 staff pass to exclusive event	2 staff passes to exclusive event	2 staff passes to exclusive event
	Access to virtual 'Audience with' Evening Session with speakers	✗	✗	1 staff pass to exclusive event	2 staff passes to exclusive event	2 staff passes to exclusive event
Promotional Opportunities	Logo and profile on event website and profile in digital event guide	✓	✓	✓	✓	✓
	Permission and branding assets to promote attendance	✓	✓	✓	✓	✓
	Prominent position in exhibition scrolling screen	✗	✗	✗	✗	✓
	Broadcast marketing message in event platform schedule	✗	✗	✗	One message during the event	One message per event day
	Host own 'on-demand' session	✗	✗	✗	✓	✓
	Online advertorial	✗	✗	✗	✗	✓
	Non-exclusive inclusion in pre-event marketing email	Sponsor Only	Sponsor Only	Sponsor Only	Sponsor Only	Sponsor Only
	Branding relevant virtual area	Sponsor Only	Sponsor Only	Sponsor Only	Sponsor Only	Sponsor Only
	Branding on intro/outro stings on video relevant content	Sponsor Only	Sponsor Only	Sponsor Only	Sponsor Only	Sponsor Only

Secure your place at Security & Policing 2021 today

Package	Price
Bronze Exhibitor (SME only*)	£950
Silver Exhibitor	£1,550
Gold Exhibitor	£2,550
Platinum Exhibitor	£4,250
Premium Exhibitor	£7,000**

All prices are excluding VAT

* Available for SMEs only. SME defined as a business with fewer than 250 employees, a turnover of less than €50 million, or a balance sheet total of less than €43 million.

** £1400 additional cost for fully bespoke stand design (significant increase in design hours may incur additional cost)



Contact

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Sponsorship opportunities

Whether you are looking to raise brand awareness, engage with key stakeholders or reinforce brand positioning, we have a range of digital sponsorship packages to suit all budgets.

Maximise the impact of your presence at the event by selecting a sponsorship offering from one or more of the following categories:

- Brand awareness in key online areas e.g. Lobby or Keynote Auditorium
- Brand alignment with specialist online events e.g. Thought Leadership Panel
- Brand awareness across online event features e.g. Virtual Bag
- Brand alignment with online event activities e.g. Networking Lounge

To find out more about exhibiting options, sponsorship packages or pricing call us on **0207 091 7806**

Or visit **securityandpolicing.co.uk**



Secure your space for 2021

 ONLINE EVENT

9-11 MARCH 2021

0207 091 7806 | securityandpolicing.co.uk/exhibit



Bronze Exhibitor Package

Appendix

Virtual Stand Features

- Bronze exhibitor stand template / no colour customisation
- 1:1/group private instant messaging with stand reps
- 1:1 meeting requests(instant messaging & video)
- 1 x clickable custom promo areas
- 2 x hosted resource materials (web links, files, videos, PDFs)
- 2 x stand representative passes

Networking & Meetings

- Ability to search event visitors & message/request meetings
- Access to general & interest specific networking lounges
- Ability to request a 1:1 meeting/video call with JSaRC, Home Office, OSCT officials/UKDSE delegations/UK VIPs

Access to Events & Activities

- Submit new products in New Product Showcase area
- Ability to submit videos in Virtual Marketplace
- Ability to enter the ADS Security Innovation Award
- Submit for Fusion Forum live challenges

Promotional Opportunities

- Permission and branding assets to promote attendance
- Logo and profile on event website and profile in digital event guide



**Available for SMEs only. SME defined as a business with fewer than 250 employees, a turnover of less than €50 million, or a balance sheet total of less than €43 million.*

Price: £950*+VAT

Silver Exhibitor Package

Appendix

Virtual Stand Features

- Silver exhibitor stand template / no colour customisation
- 1:1/group private instant messaging with stand reps
- 1:1 meeting requests(instant messaging & video)
- 2 x clickable custom promo areas
- 4 x hosted resource materials (web links, files, videos, PDFs)
- 4 x stand representative passes

Networking & Meetings

- Ability to search event visitors & message/request meetings
- Access to general & interest specific networking lounges
- Ability to request a 1:1 meeting/video call with JSaRC, Home Office, OSCT officials/UKDSE delegations/UK VIPs

Access to Events & Activities

- Submit new products in New Product Showcase area
- Ability to submit videos in Virtual Marketplace
- Ability to enter the ADS Security Innovation Award
- Submit for Fusion Forum live challenges

Promotional Opportunities

- Permission and branding assets to promote attendance
- Logo and profile on event website and profile in digital event guide



Price: **£1,550+VAT**

Gold Exhibitor Package

Appendix

Virtual Stand Features

- Gold exhibitor stand template / no colour customisation
- 1:1/group private instant messaging with stand reps
- 1:1 meeting requests(instant messaging & video)
- 4 x Clickable custom promo areas
- 8 x Host Resource Materials (web links, files, videos, PDFs)
- 6 x Stand Representative Passes
- Auto-play welcome video & host survey/polls

Networking & Meetings

- Ability to search event visitors & message/request meetings
- Access to general & interest specific networking lounges
- Ability to request a 1:1 meeting/video call with JSaRC, Home Office, OSCT officials/UKDSE delegations/UK VIPs

Access to Events & Activities

- Submit new products in New Product Showcase area
- Ability to submit videos in Virtual Marketplace
- Ability to enter the ADS Security Innovation Award
- Submit for Fusion Forum live challenges
- 1 x staff pass to virtual 'Thought Leadership Panel' Evening Session with senior speakers
- 1 x staff pass to virtual 'Audience with' Evening Session with speakers

Promotional Opportunities

- Permission and branding assets to promote attendance
- Logo and profile on event website and profile in digital event guide



Price: **£2,550+VAT**

Platinum Exhibitor Package

Appendix

Virtual Stand Features

- Platinum exhibitor stand template with own brand colour customisation
- 1:1/group private instant messaging with stand reps
- 1:1 meeting requests(instant messaging & video)
- 6 x Clickable custom promo areas
- 12 x Host Resource Materials (web links, files, videos, PDFs)
- 8 x Stand Representative Passes
- Auto-play welcome video & host survey/polls

Networking & Meetings

- Ability to search event visitors & message/request meetings
- Access to general & interest specific networking lounges
- Ability to request a 1:1 meeting/video call with JSaRC, Home Office, OSCT officials/UKDSE delegations/UK VIPs

Access to Events & Activities

- Submit new products in New Product Showcase area
- Ability to submit videos in Virtual Marketplace
- Ability to enter the ADS Security Innovation Award
- Submit for Fusion Forum live challenges
- 2 x staff pass to virtual 'Thought Leadership Panel' Evening Session with senior speakers
- 2 x staff pass to virtual 'Audience with' Evening Session with speakers

Promotional Opportunities

- Permission and branding assets to promote attendance
- One marketing broadcast message to event visitors in event platform schedule
- Ability to host own 'on-demand' sessions on stand and promoted via virtual auditorium
- Logo and profile on event website and profile in digital event guide



Price: **£4,250+VAT**

Premium Exhibitor Package

Appendix

Virtual Stand Features

- Choice of customisable premium templates or own bespoke design for additional fee
- 1:1/group private instant messaging with stand reps
- 1:1 meeting requests(instant messaging & video)
- Up to 8 x Clickable custom promo areas (10 if bespoke)
- 25 x Host Resource Materials (web links, files, videos, PDFs)
- 15 x Stand Representative Passes
- Auto-play welcome video & host survey/polls

Networking & Meetings

- Ability to search event visitors & message/request meetings
- Access to general & interest specific networking lounges
- Ability to request a 1:1 meeting/video call with JSaRC, Home Office, OSCT officials/UKDSE delegations/UK VIPs
- Ability to request a pre-arranged 1:1 meeting with a senior official

Access to Events & Activities

- Submit new products in New Product Showcase area
- Ability to submit videos in Virtual Marketplace
- Ability to enter the ADS Security Innovation Award
- Submit for Fusion Forum live challenges
- 2 x staff pass to virtual 'Thought Leadership Panel' Evening Session with senior speakers
- 2 x staff pass to virtual 'Audience with' Evening Session with speakers

Promotional Opportunities

- Permission and branding assets to promote attendance
- One marketing broadcast message per event day to event visitors in event platform schedule
- Ability to host own 'on-demand' sessions on stand and promoted via virtual auditorium
- Prominent position in exhibition scrolling screen
- Online advertorial on S&P website and/or media partners & publications
- Logo and profile on event website and profile in digital event guide



Price: **£7,000+VAT**