



Home Office

**SECURITY & POLICING
HOME OFFICE EVENT**

**Security & Policing 2021
Interactive Digital Preview
and Interactive Event Guide:
Media Pack**

ONLINE EVENT

The Official UK Government Global Security Event

9-11 MARCH 2021

ADS is delighted to announce that Showtime Media Services will be producing the official Interactive Digital Preview and Interactive Digital Event Guide for Security & Policing 2021, taking place online 9-11 March 2021.

Generate more business with brand awareness

The Interactive Digital Preview and Interactive Digital Event Guide for Security & Policing 2021 give you the perfect opportunities to maximise your company's presence. This official Government event is a world-class opportunity to meet, network and discuss the latest advances in delivering national security and resilience with UK suppliers, colleagues and Government officials.

Official Interactive Digital Preview

The Interactive Digital Preview is emailed out to all Pre-registered visitors 3 weeks before the event. The Interactive Digital Preview will contain Exhibitor news stories, covering new services, product launches, promotions, mergers, new contracts and industry trends. All show information including Exhibitors, Keynote speakers, forums and webinar details.

Interactive Digital Event Guide

The Interactive Digital Event Guide will be available for all visitors to view online live or download. The Interactive Digital Event Guide will include important exhibition information including all the Keynotes Programme, Government Showcase, Fusion Forum, ADS Security Innovation Awards, Exhibitor Profiles and industry News / Editorial.

News / Editorial

We will be including an editorial initiative which is a FREE service provided to all companies exhibiting online at this years event. We will be including News and Editorial articles which can promote your new products and services available. Editorial should relate to comparative product pieces and generic articles looking at the way forward in the industry. They could be a research or technical article, alternatively an opinion piece from the wider industry or within the company. They must be generic, research based or regarding comparative products/services. Most importantly it must have some kind of angle or focus rather than just promote the company. Please include: Author, position within the company and full company name along with hires images either as an EPS, TIFF, JPEG OR PDF (at least 300 DPI). Interactive Digital Preview editorial deadline is the 22nd January 2021. Interactive Digital Event Guide editorial deadline is the 12th February 2021. Send your submissions to editorial@showtimemedia.com

Contact details

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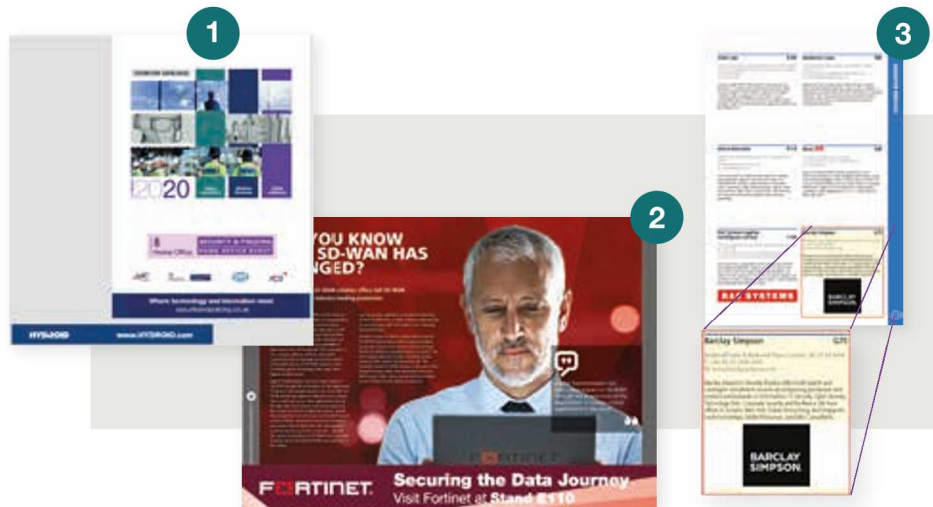


Advertising opportunities

**Sponsorship of the
Interactive Digital Preview or
Interactive Digital
Event Guide £4,500 each edition**

Take maximum "ownership" of the Interactive Digital Preview or Interactive Digital Event Guide. This premium package includes:

1. Advertisement banner on the front website page that remains in the frame. Measuring 720 x 90 pixels and hyperlinked to your own website. A video link can also be included.
2. A double page spread of editorial promoting your products and services available to the industry.
3. Your company logo and image positioned next to your exhibitor entry.



Interactive Digital Preview and Interactive Digital Event Guide Advertising Opportunities

High Visibility Branding

Frame Banner Advert	£2,500
Pop Up Advert	£2,500
Leader Advert	£1,750
Wallpaper Advert	£575

Exhibitor entry sponsorship & product listings £5,950

This sponsorship comprises a banner on each of the Exhibitor Entry and Product Listing pages. This section will also have its own front cover to which we would apply the banner, denoting this sections' sponsorship. Every single entry page will highlight your company's branding and corporate identity. The price also includes 2 pages of editorial within the main body of the publication.

Interactive Digital Preview and Interactive Digital Event Guide

Outside Back Cover	£4,550
Inside Front Cover	£3,750
Inside Back Cover	£3,750

**Prices for each publication.*

Inside Positions

Double Page Spread	£4,550
Full Colour Page	£2,350
Half Page	£1,350
Quarter Page	£825
New Featured Products listing with logo and image	£395

**Prices for each publication.*

Exhibitor Entry

Company Logo with Event Guide Entry	£195
Boxed Event Guide Entry with Logo	£275
Product Photographs with Event Guide Entry	£325
New Product Feature Photograph plus logo and description	£325

**Interactive Digital Event Guide only.*

Interactive Digital Preview Copy Deadline: 8th February 2021

Interactive Digital Event Guide Copy Deadline: 19th February 2021

Double Page (Trim)	420mm wide x 297mm high
Full Page (Trim)	210mm wide x 297mm high
Half Page Horizontal (Trim)	210mm wide x 148mm high
Half Page Vertical (Trim)	105mm wide x 297mm high
Quarter Page Horizontal (Trim)	
Quarter Page Vertical (Trim)	210mm wide x 74mm high
Quarter Page Vertical (Trim)	105mm wide x 148mm high

Contact details

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