



Home Office

**SECURITY & POLICING**  
**HOME OFFICE EVENT**

 **ONLINE EVENT**

# The Official UK Government Global Security Event

9-11 MARCH 2021



DIGITAL NETWORKING & MEETINGS



VIRTUAL EXHIBITION & FEATURES



ONLINE KEYNOTES & SESSIONS

RESILIENCE

RECOVERY

REBUILD

**2021 Sponsorship Packages**

# 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

# Meet with a range of potential buyers & partners





## Who attended in 2020?

 **Government & Public Agencies** 32%

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

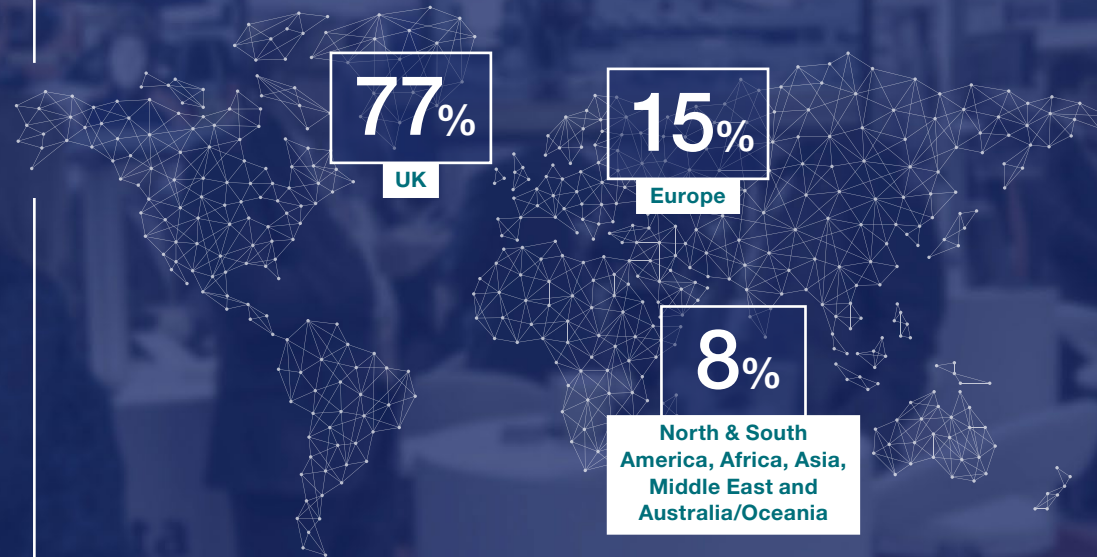
 **Security & Resilience Professionals** 17%

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

# 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](https://securityandpolicing.co.uk)**



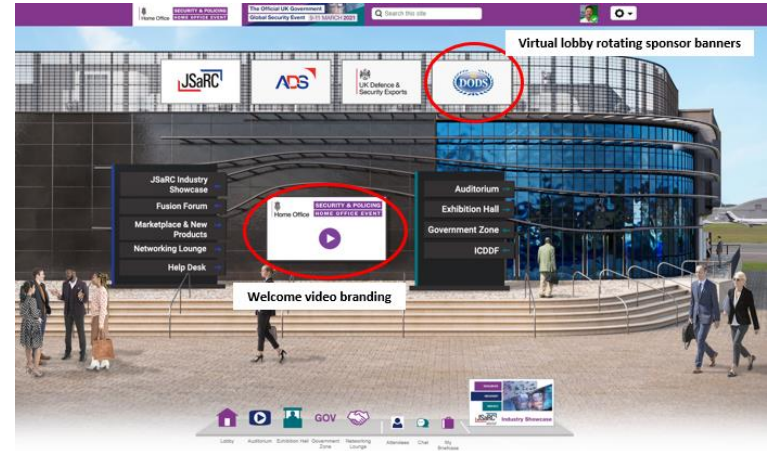
# Daily Event Sponsor x 3 (Tues/Weds/Thurs)

## Sponsorship Rights and Benefits

- Sponsor logo to be included on header graphic on event login page
- Sponsor's logo to be included in prominent welcome video screen in the main virtual lobby area
- Sponsor's logo on the lobby welcome video
- Sponsor's logo on rotating banners in main virtual lobby area
- Sponsor's logo on banners in virtual exhibition hall
- Sponsor's logo and profile hosted on sponsors page of event website
- Sponsor's logo included on relevant Day Preview marketing emails to attendees
- Two in-platform broadcast messages on sponsorship day to attendees
- Non-exclusive logo inclusion in pre-event marketing email

## Investment

£10,000 + VAT



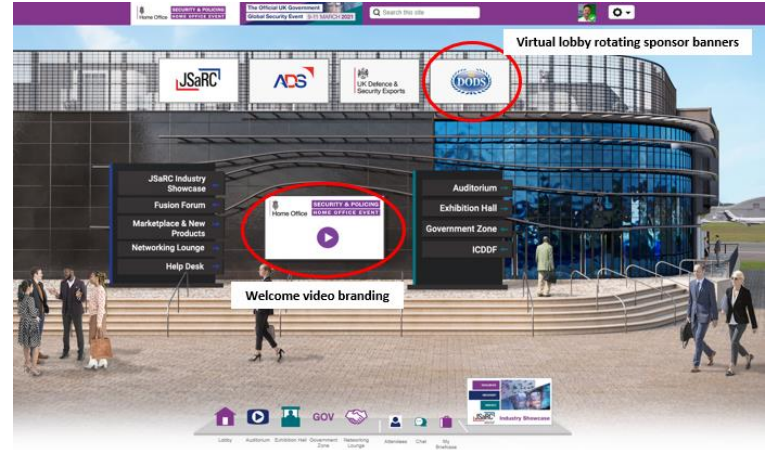
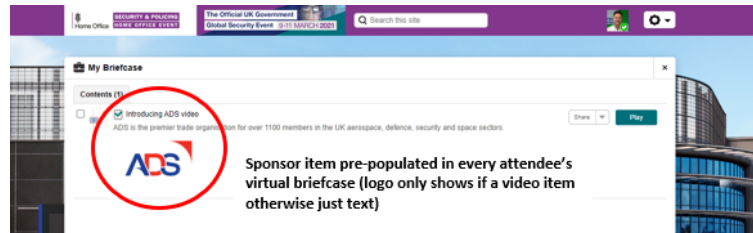
# Virtual Briefcase Sponsor

## Sponsorship Rights and Benefits

- Sponsor to have the ability to include one promotional content item (PDF, video or link) in the virtual briefcase of all event visitors (content item subject to approval by JSaRC)
- Sponsor's logo on rotating banners in virtual event lobby
- Sponsor's logo on banners in virtual exhibition hall
- Sponsor's logo and profile hosted on sponsors page of event website
- One in-platform broadcast message per day of the event to attendees
- Non-exclusive logo inclusion in pre-event marketing email

## Investment

£10,000 + VAT

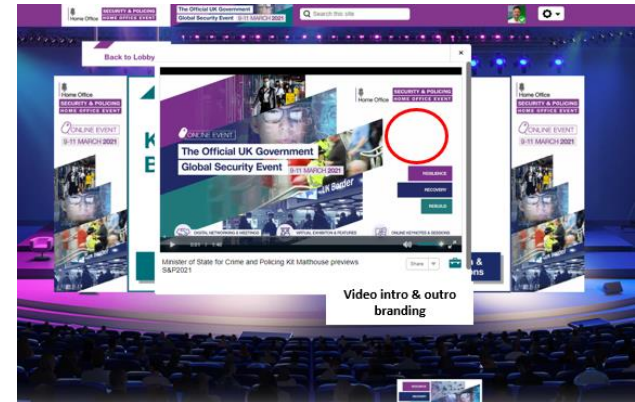
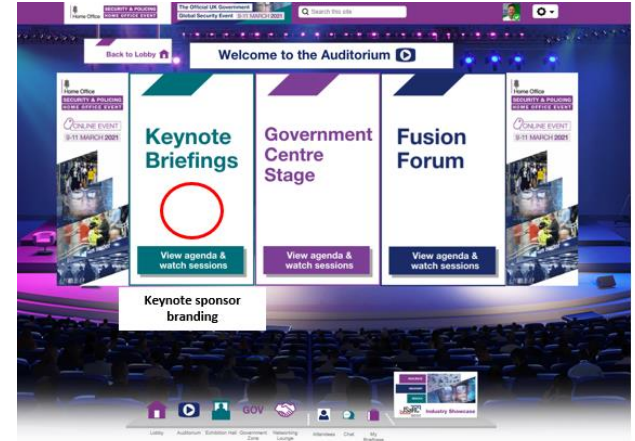


# Keynote Sponsor

## Sponsorship Rights and Benefits

- Sponsor's logo to be included in the virtual auditorium throughout the event
- Sponsor's logo included on the intro and outro of all Keynote video content (up to 8 sessions)
- Sponsor's logo on rotating banners in the main virtual lobby area
- Sponsor's logo and profile hosted on sponsors page of event website
- Sponsor's logo included on relevant Keynote marketing emails
- One in-platform broadcast message per day of the event to all visitors
- Non-exclusive logo inclusion in pre-event marketing email

**Investment**  
**£7,500 + VAT**

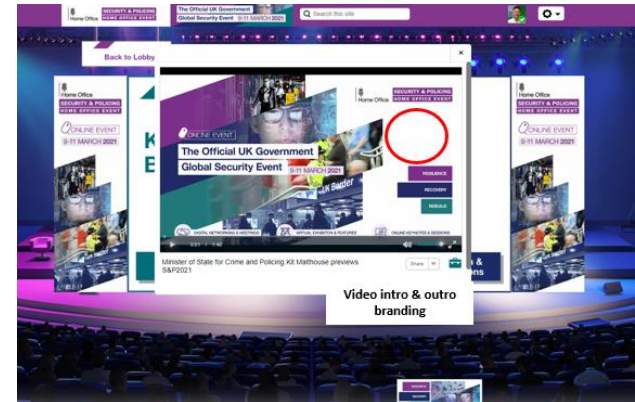
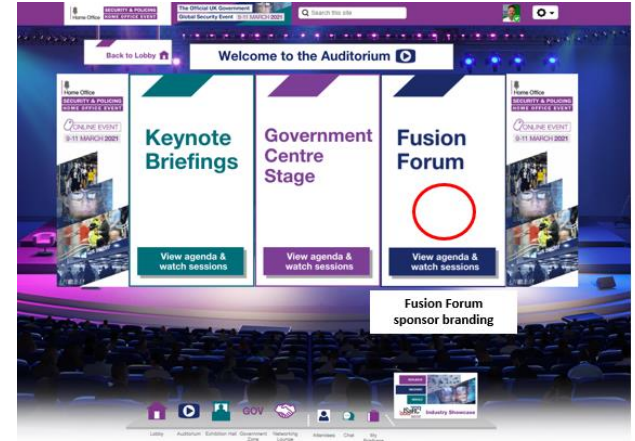


# Fusion Forum Sponsor

## Sponsorship Rights and Benefits

- Sponsor's logo to be included in the virtual auditorium throughout the event
- Sponsor video to be viewable at the start of each day within the Fusion Forum (up to 10 minutes and to be recorded and provided by sponsor)
- Sponsor's logo included on the intro and outro of all Fusion Forum video content (up to 11 sessions)
- Sponsor's logo on rotating banners in the main virtual lobby area
- Sponsor's logo and profile hosted on sponsors page of event website
- Sponsor's logo included on relevant Fusion Forum marketing emails
- One in-platform broadcast message per day of the event to all visitors
- Non-exclusive logo inclusion in pre-event marketing email

**Investment**  
**£7,500 + VAT**

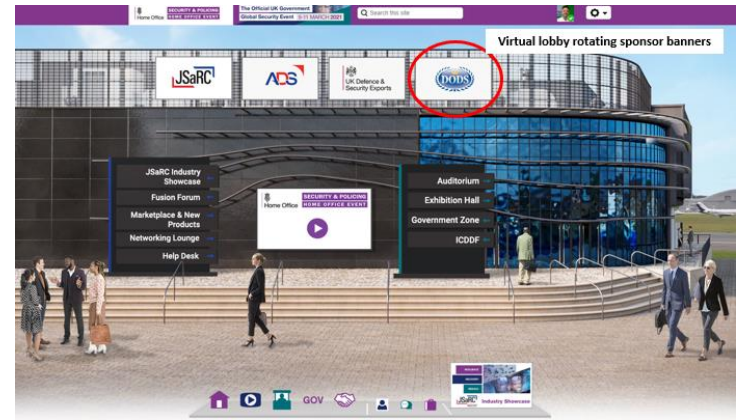


# Registration Sponsor

## Sponsorship Rights and Benefits

- Sponsor's logo on the relevant registration web pages and email correspondence
- Sponsor's logo on rotating banners in the main virtual lobby area
- Sponsor's logo and profile hosted on sponsors page of event website
- One in-platform broadcast message per day of the event to all visitors
- Non-exclusive logo inclusion in pre-event marketing email

**Investment**  
**£7,500 + VAT**

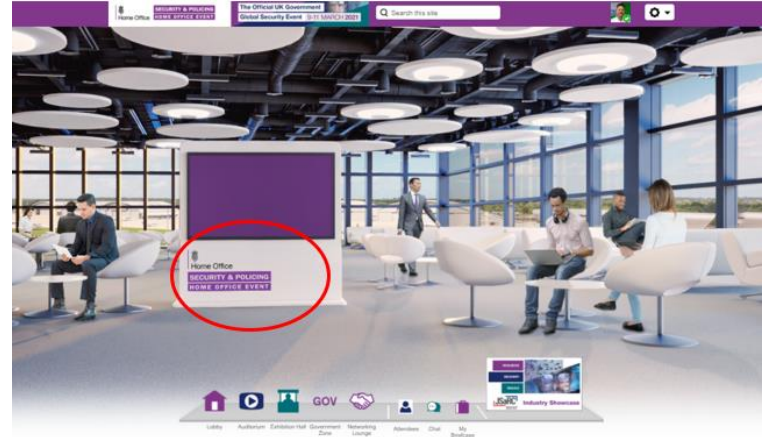


# Networking Lounge Sponsor

## Sponsorship Rights and Benefits

- Networking Lounge to be named 'Networking Lounge – sponsored by Sponsor's name'
- Sponsor's logo to be included in prominent position in the virtual Networking Lounge
- Sponsor's logo and profile hosted on sponsors page of event website

**Investment**  
**£5,000 + VAT**

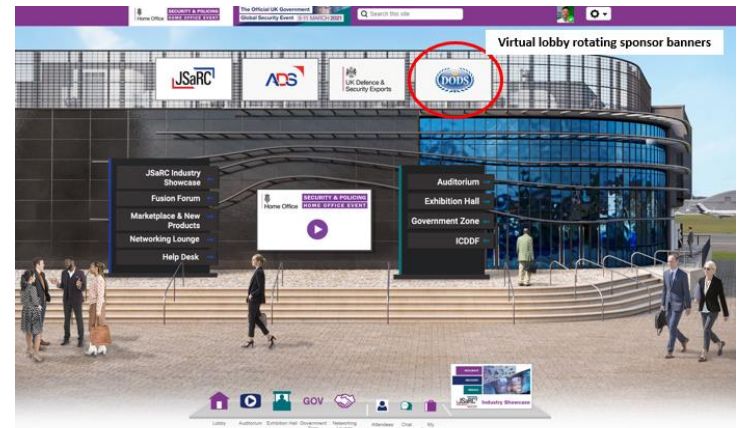
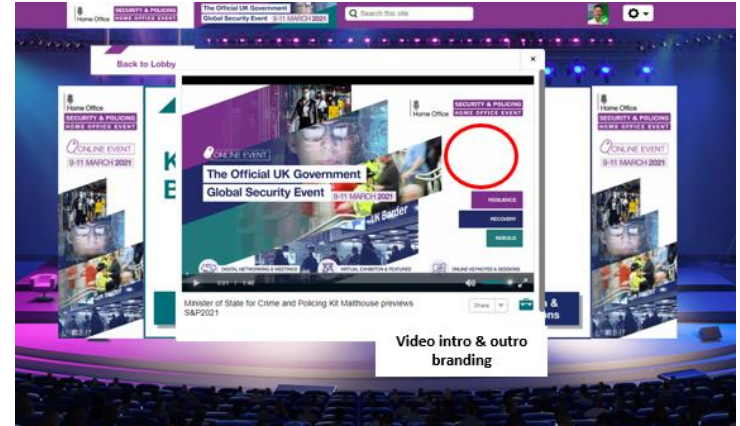


# Evening Thought Leadership Panel Sponsor

## Sponsorship Rights and Benefits

- Sponsor's logo to be included in the virtual auditorium
- Sponsor's logo included on the intro and outro of Thought Leadership Panel session
- Host/Chair to acknowledge sponsors during session
- Sponsor's logo to be included on all correspondence relating to the Thought Leadership session
- Sponsor's logo on rotating banners in virtual event lobby
- Sponsor's logo and profile hosted on sponsors page of event website

**Investment**  
**£5,000 + VAT**

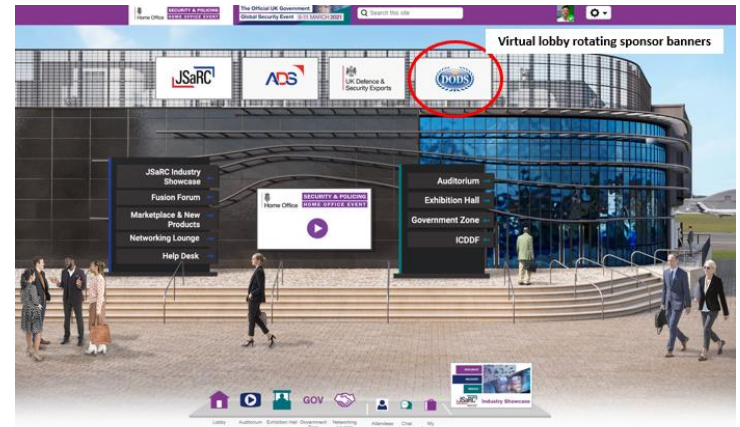
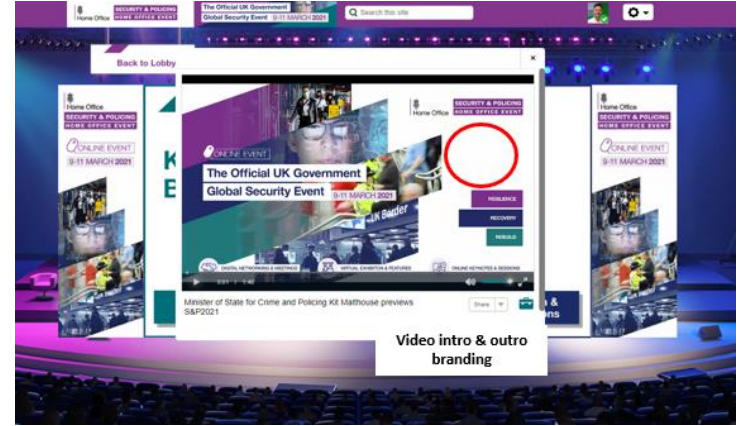


# Evening 'Audience with' Sponsor

## Sponsorship Rights and Benefits

- Sponsor's logo to be visible in the virtual auditorium
- Sponsor's logo included on intro and outro of video content
- Host/Chair to acknowledge sponsors during session
- Sponsor's logo to be included on all correspondence relating to the Evening 'Audience with' session
- Opportunity to have a 1:1 video chat between company's own senior official and the 'Audience with' senior government official before the session
- Sponsor's logo on rotating banners in virtual event lobby
- Sponsor's logo and profile hosted on sponsors page of event website

**Investment**  
**£5,000 + VAT**



# APPENDIX

## BRANDING LOCATIONS

# Registration branding locations on the login page

Home Office  
SECURITY & POLICING  
HOME OFFICE EVENT

Where technology and innovation meet 9-11 MARCH 2021

ONLINE EVENT  
The Official UK Government  
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DIGITAL NETWORKING & MEETINGS  
VIRTUAL EXHIBITION & FEATURES  
ONLINE KEYNOTES & SESSIONS

RESILIENCE  
RECOVERY  
REBUILD

Not Registered?  
Click Here to Register

Already Registered?  
If you have already registered, please log in.

securpolic@6connex.com  
.....  
Login  
Forgot your password?  
System Check

Welcome

### Logo in main reg page banner

Welcome to Security & Policing 2021 online

Security & Policing 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.

Hosted by the Home Office's Joint Security & Resilience Centre between 9-11 March 2021, this three-day online event gives Home Office approved visitors and exhibitors access to an innovative, digital event experience from the comfort and safety of your own workspace.

If you have received your visitor or exhibitor pass approval you will be able to login to the secure Security & Policing platform here using your unique login details that were sent to your email address that you registered with.

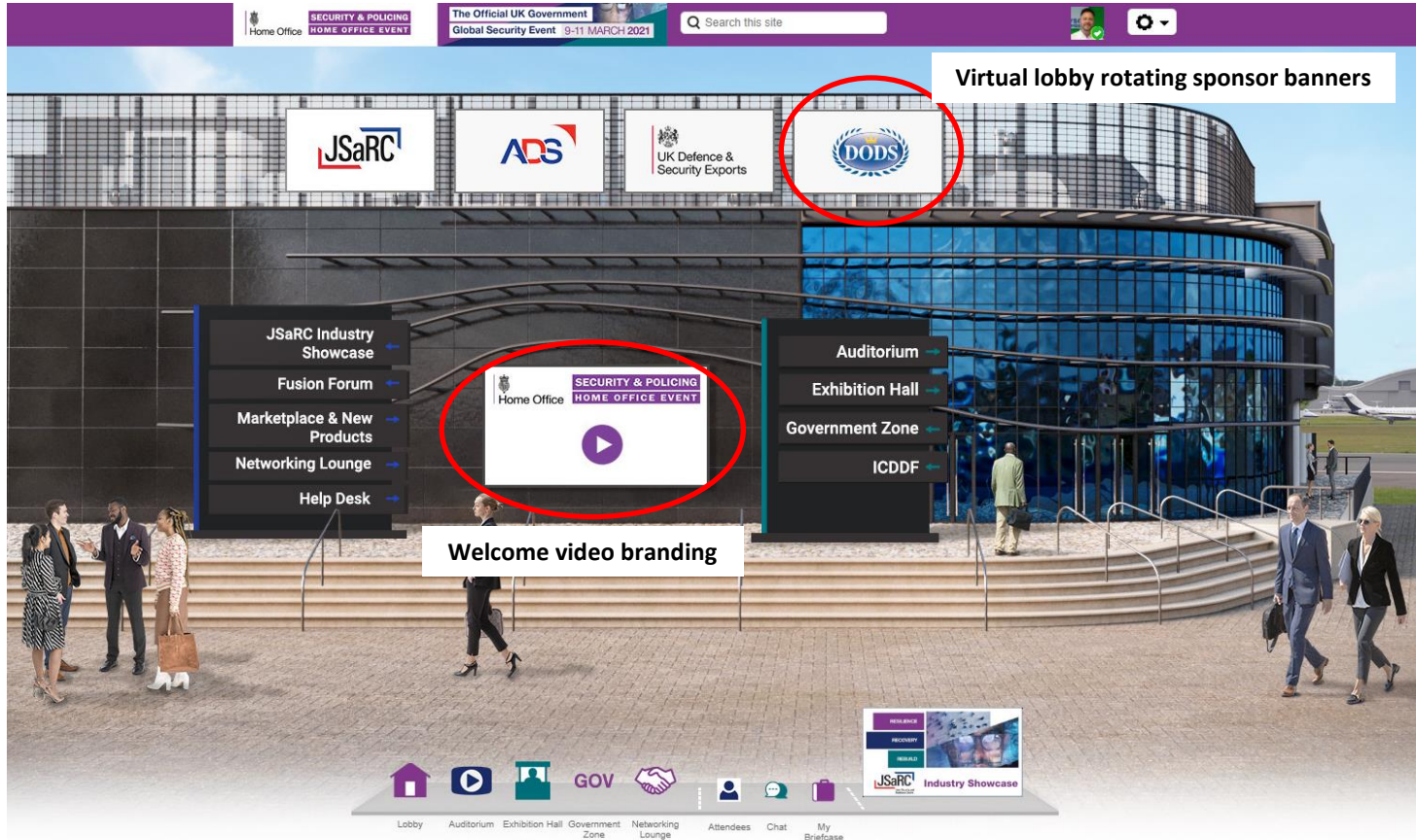
Security & Policing 2021 remains a closed event with all visitors and exhibitors subject to Home Office approval.

**4 STEPS FOR YOUR OPTIMAL EXPERIENCE**

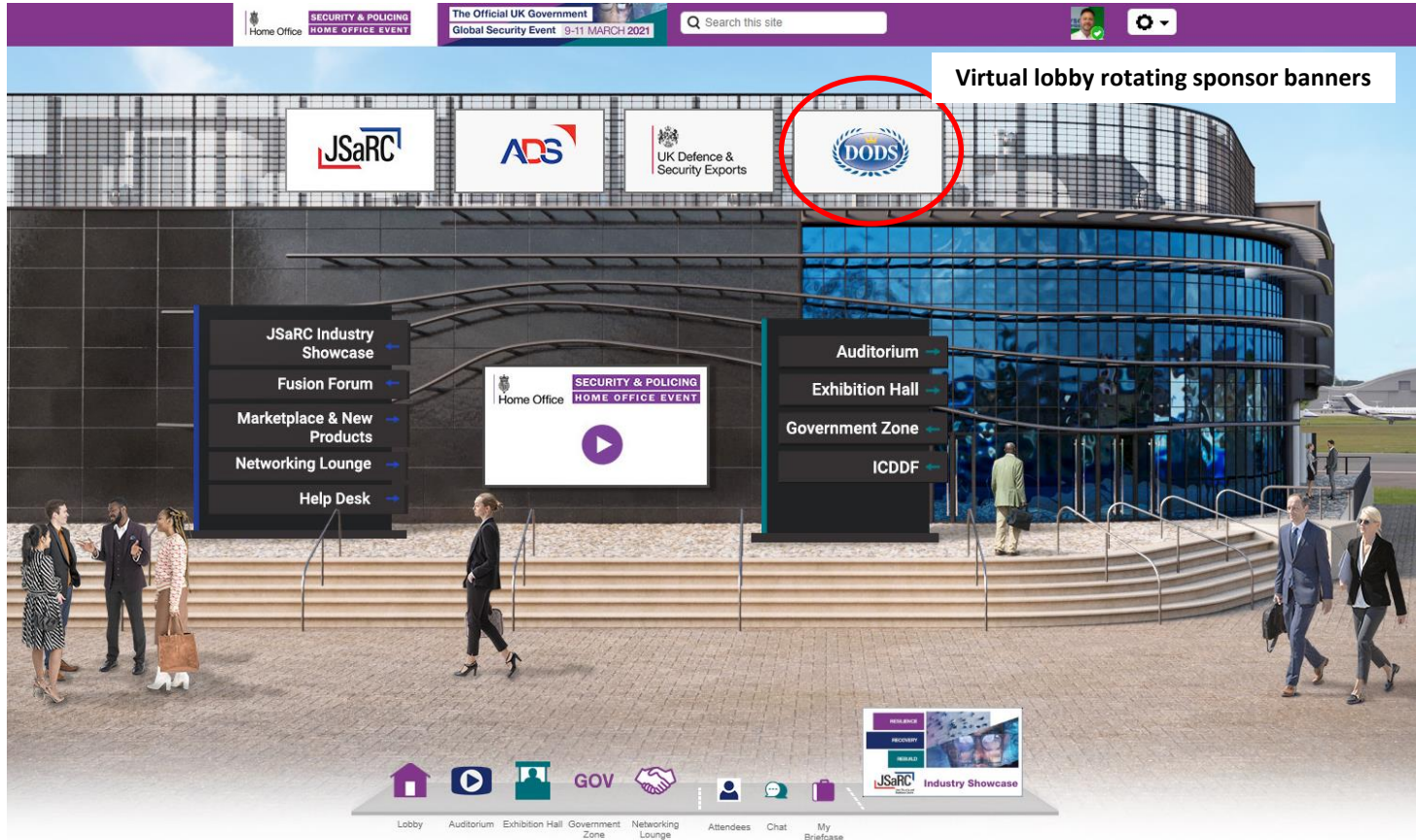
1. View the conference on a laptop or PC (if viewing on a smaller device you may want to 'zoom out' your browser a little).
2. Use Google Chrome or Firefox browser (Edge also works but Internet Explorer is not supported)
3. Make sure your browser and display settings on your desktop are not 'zoomed' in (3 dots top right of browser)
4. Switch off your pop-up blocker

If you have any enquiries, please contact the team at [Securityandpolicing@adsgroup.org.uk](mailto:Securityandpolicing@adsgroup.org.uk)

# Lobby branding locations on the main even homepage



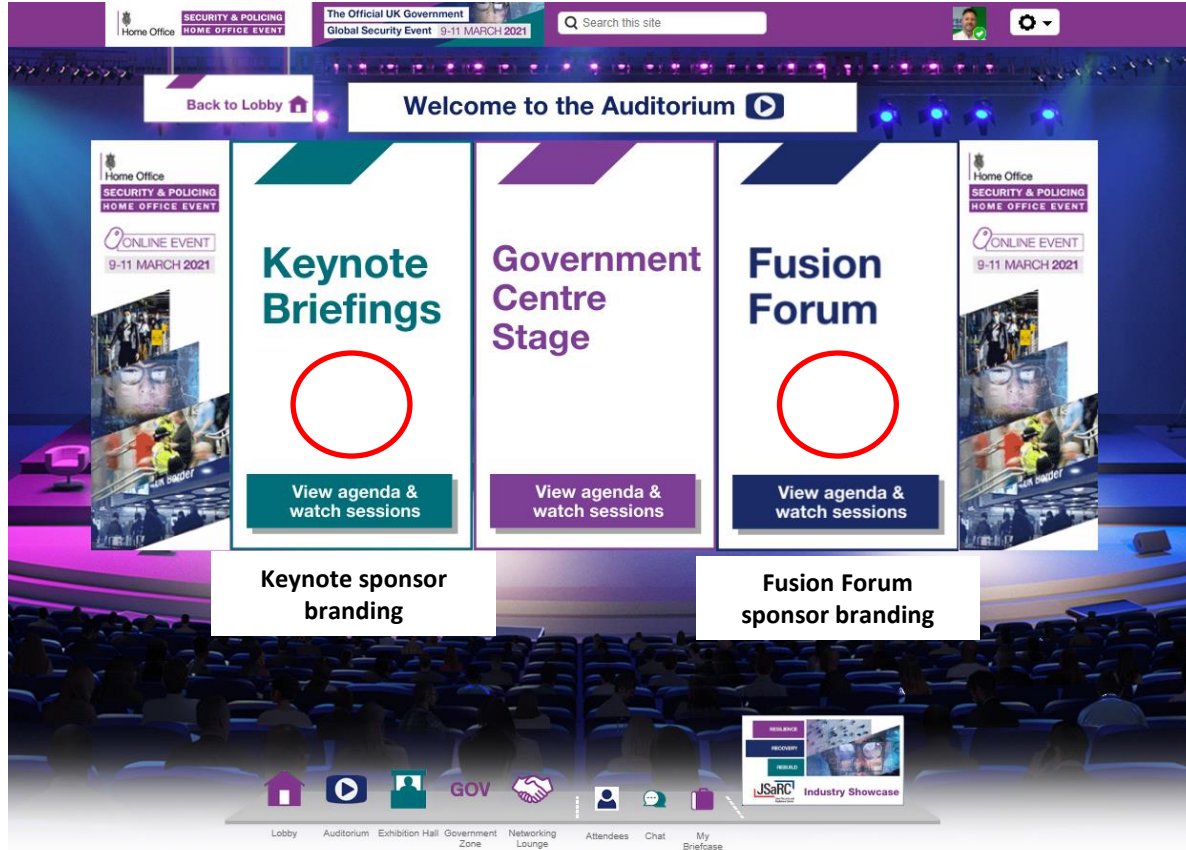
# Lobby branding locations on the main even homepage



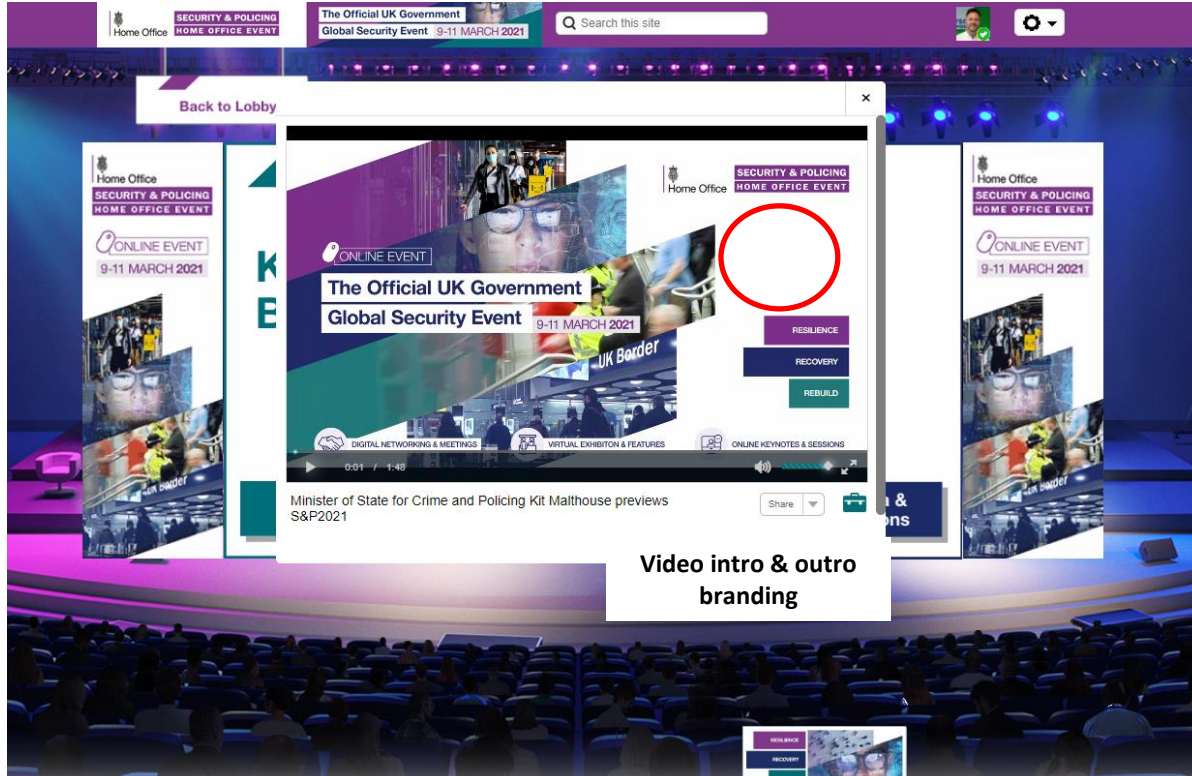
# Exhibition hall branding locations



# Auditorium branding locations for Keynote / Fusion Forum sponsors



# Keynote / Fusion Forum video session intro and outro branding locations



# Virtual briefcase sponsor item location

The screenshot shows a web browser interface for a virtual event. At the top, there is a purple navigation bar with the Home Office logo, 'SECURITY & POLICING HOME OFFICE EVENT', 'The Official UK Government', 'Global Security Event 9-11 MARCH 2021', a search bar, a user profile icon, and a settings gear. Below this is a 'My Briefcase' window. The window has a title bar with a close button. Inside, there is a 'Contents (1)' section with a single item: 'Introducing ADS video'. The item is checked and has a 'Play' button. Below the item title, there is a red circle highlighting the ADS logo. To the right of the logo, the text reads: 'ADS is the premier trade organisation for over 1100 members in the UK aerospace, defence, security and space sectors.' Below the logo and text, there is a 'Share' dropdown menu and a 'Play' button. The background of the briefcase window shows a modern building with large glass windows and a person walking on the steps.

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Search this site

My Briefcase

Contents (1)

Introducing ADS video

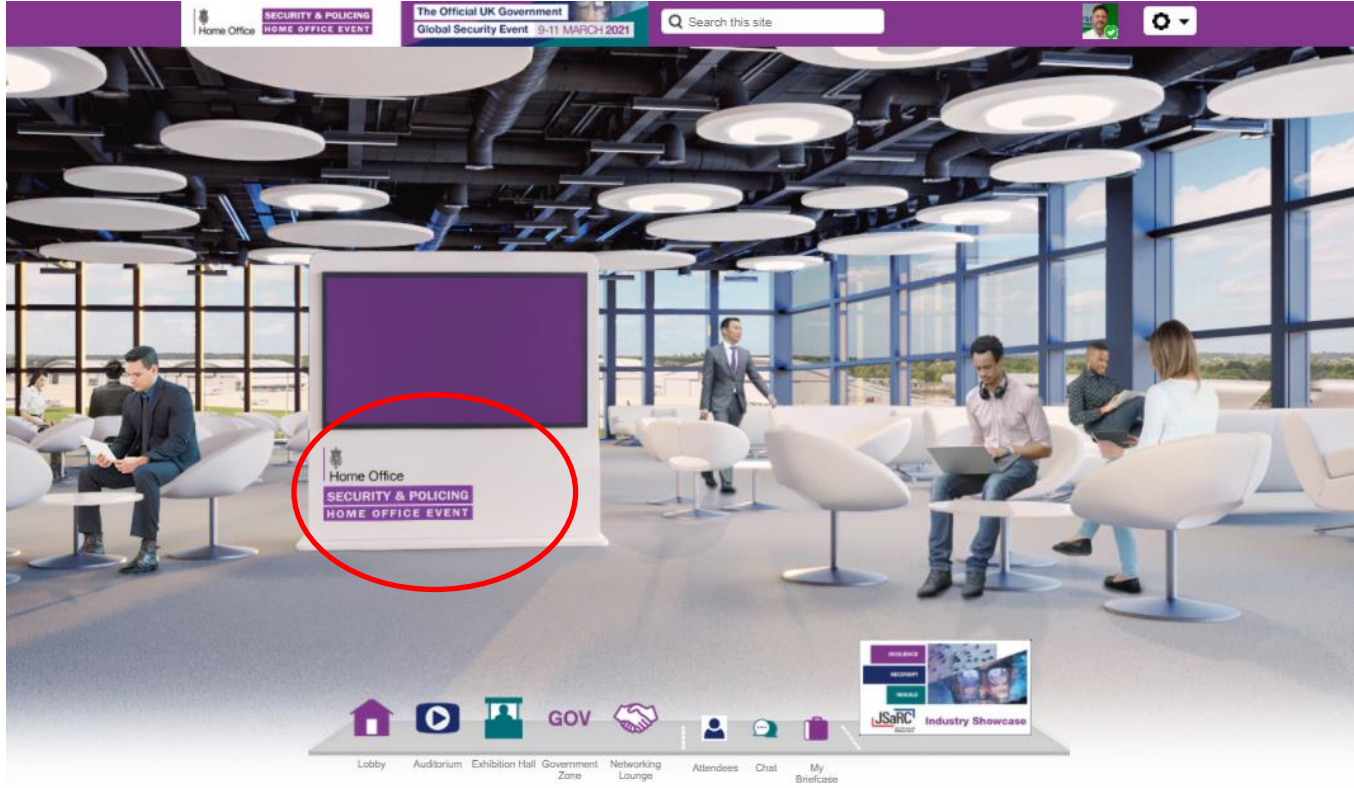
ADS is the premier trade organisation for over 1100 members in the UK aerospace, defence, security and space sectors.

ADS

Share Play

**Sponsor item pre-populated in every attendee's virtual briefcase (logo only shows if a video item otherwise just text)**

# Networking lounge branding location



# Secure your space for 2021

 ONLINE EVENT

9-11 MARCH 2021

0207 091 7806 | [securityandpolicing.co.uk/exhibit](https://securityandpolicing.co.uk/exhibit)

