



Home Office

SECURITY & POLICING

HOME OFFICE EVENT

MEDIA PACK 2022

The Official UK Government Global Security Event

ADS is delighted to announce that Showtime Media Services will be producing the official Event Guide for Security & Policing 2022, taking place at the Farnborough International Exhibition and Conference Centre on 15th - 17th March 2022.

GENERATE MORE BUSINESS WITH BRAND AWARENESS

The Interactive Digital Preview and Event Guide for Security & Policing 2022 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.

OFFICIAL SHOW CATALOGUE

3,000 copies of the Show Catalogue will be printed and made available to all the visitors at the entrance of the exhibition hall. The catalogue will include important exhibition information including the Keynotes Programme, Government Showcase, Fusion Forum, ADS Security Innovation Awards, the Floorplan, and exhibitor profiles with stand locations.

OFFICIAL POCKET GUIDE

The onsite Pocket Guide will include vital show information (Floorplan, Keynotes Programme, Government Showcase). The Pocket Guide also offers limited promotional opportunities, with 3,000 copies distributed at the event.

EDITORIAL

A FREE service provided to all companies exhibiting at the 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).

EDITORIAL DEADLINES

Official Interactive Digital Preview ...21st January 2022
Official Show Catalogue4th February 2022

CONTACT DETAILS

Advertisement Sales: David Benson
Tel: +44 (0) 1462 420009
E-mail: sales@showtimemedia.com





Home Office

SECURITY & POLICING
HOME OFFICE EVENT

MEDIA PACK 2022

ADVERTISING OPPORUNITES INTERACTIVE DIGITAL PREVIEW

High Visibility Branding

Frame Banner Advert

£2,500

Leader Advert

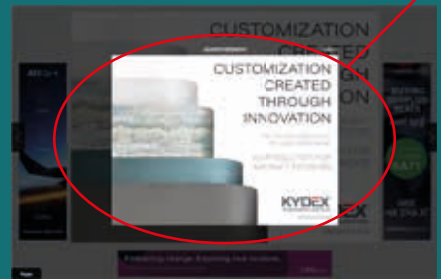
£1,750

Pop Up Advert

£2,500

Wallpaper Advert

£575



ADVERTISING / SPONSORSHIP DESCRIPTIONS OFFICIAL SHOW CATALOGUE

BOOKMARK SPONSORSHIP

£6,750

Bookmarks are free roaming adverts, which are attached to the last page of the Show Catalogue by a piece of ribbon. The advert on the Bookmark can hold a new corporate message or simply display the company logo to create higher awareness that your organisation is at the show. The bookmark measures 150mm (h) x 70mm (w) and will be positioned on to a double page spread editorial.

EXHIBITOR ENTRY SPONSORSHIP & PRODUCT LISTINGS

£9,950

This sponsorship comprises approximately 40 strips (banners) 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.

FLOOR PLAN & A-Z LIST SPONSORSHIP

£3,250

The Floor Plan & A-Z List sponsorship comprises a maximum of 5 strips (banners) placed across the bottom of the Floor Plan and A-Z Lists. We will also highlight your stand on the page as well as offer 2 pages of editorial in the main body of the publication. Sponsorships offer your company a unique opportunity to maximise your marketing efforts.

OFFICIAL SHOW CATALOGUE

Outside Back Cover

£4,550

Inside Front Cover

£3,750

Inside Back Cover

£3,750

INSIDE POSITIONS

Double Page Spread

£4,550

Full Colour Page

£2,350

Half Page

£1,350

Quarter Page

£825

Inserts

P.O.A

EXHIBITOR ENTRY

Company Logo with Catalogue Entry

£195

Boxed Catalogue Entry with Logo

£275

Product Photographs with Catalogue Entry

£325

Inserts

P.O.A

SUPPLEMENT SPONSORSHIP

Internal pages only – limited Availability 3,000 Copies Distributed to all Visitors.

Full Page

£995

OFFICIAL POCKET GUIDE ADVERTS

Full Page

£950

Trim size: 148.5mm wide x 105mm high

Bleed size: 154.5mm wide x 111mm high

COPY DEADLINES:

OFFICIAL INTERACTIVE DIGITAL PREVIEW 14th February 2022

OFFICIAL SHOW CATALOGUE 25th February 2022

Double Page (Trimmed) 240mm deep x 340mm wide*

Full Page (Type) 230mm deep x 150mm wide

Full Page (Trimmed) 240mm deep x 168mm wide

Full Page (Bleed) 246mm deep x 173mm wide

Half Page Horizontal 105mm deep x 150mm wide

Half Page Vertical 230mm deep x 70mm wide

Quarter Page Horizontal 50mm deep x 150mm wide

Quarter Page Vertical 105mm deep x 70mm wide

* +3mm bleed

CONTACT DETAILS

Advertisement Sales: David Benson

Tel: +44 (0) 1462 420009

E-mail: sales@showtimedia.com

(All rates quoted are subject to VAT at the prevailing rate)