



Home Office

SECURITY & POLICING

HOME OFFICE EVENT

MEDIA PACK 2024

The Official UK Government Global Security Event

12-14 MARCH 2024

COLLABORATION. INNOVATION. RESILIENCE.



ADS is delighted to announce that Showtime Media Services will be producing the official Event Guide for Security & Policing 2024, taking place at the Farnborough International Exhibition and Conference Centre on 12th - 14th March 2024.

GENERATE MORE BUSINESS WITH BRAND AWARENESS

The Interactive Digital Preview and Event Guide for Security & Policing 2024 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 EVENT GUIDE

3,000 copies of the Event Guide will be printed and made available to all the visitors at the entrance of the exhibition hall. The Event Guide will include important exhibition information including the Keynotes Programme, Government and Innovation Zones, 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 Zone). 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 ...26th January 2024
Official Event Guide 2nd February 2024

CONTACT DETAILS

Editor: Brian Clarke
Tel: +44 (0) 1462 420 009
E-mail: editorial@showtimemedia.com



MEDIA PACK 2024



Home Office

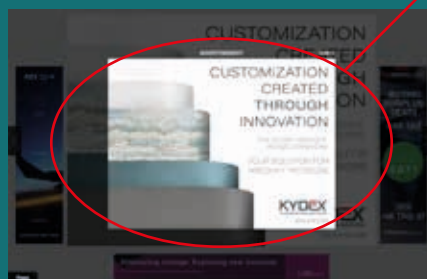
**SECURITY & POLICING
HOME OFFICE EVENT**



ADVERTISING OPPORTUNITIES 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 EVENT GUIDE

BOOKMARK SPONSORSHIP £7,150

Bookmarks are free roaming adverts, which are attached to the last page of the Event Guide 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 £6,350

This sponsorship comprises approximately 90 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 £3,950

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 EVENT GUIDE

Outside Back Cover	£5,150
Inside Front Cover	£4,450
Inside Back Cover	£4,450

INSIDE POSITIONS

Double Page Spread	£4,750
Full Colour Page	£2,650
Half Page	£1,550
Quarter Page	£1,025
Floorplan Logo with trail leading to stand	£550
	(limited availability)
Inserts	P.O.A

ENHANCED EXHIBITOR PROFILES OPTIONS

Exhibitor Profile with Company Logo	£225
Highlighted and Boxed Exhibitor Profile	£315
Boxed and Highlighted Exhibitor Profile with Logo & Image /Photograph	£375
Inserts	P.O.A

SUPPLEMENT SPONSORSHIP

Internal pages only – limited Availability 3,000 Copies Distributed to all Visitors.	
Full Page	£1,750

OFFICIAL POCKET GUIDE ADVERTS

Single position	£1,250
Trim size: 148.5mm wide x 105mm high	
Bleed size: 154.5mm wide x 111mm high	

COPY DEADLINES: OFFICIAL INTERACTIVE DIGITAL PREVIEW 12th February 2024

OFFICIAL EVENT GUIDE AND OFFICIAL POCKET GUIDE 23rd February 2024

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 (Type area) 105mm deep x 150mm wide
Half Page Vertical (Type area) 230mm deep x 70mm wide
Quarter Page Horizontal (Type area) 50mm deep x 150mm wide
Quarter Page Vertical (Type area) 105mm deep x 70mm wide
* +3mm bleed

CONTACT DETAILS

Advertisement Sales: **Melissa Winters**
Tel: +44 (0) 7590 207879
E-mail: melissa@showtimedia.com