



Home Office

**SECURITY & POLICING**

**HOME OFFICE EVENT**

**MEDIA PACK 2025**

**11 - 13 MARCH 2025**

[www.securityandpolicing.co.uk](http://www.securityandpolicing.co.uk)

# The Official UK Government Global Security Event

COLLABORATION. INNOVATION. RESILIENCE.

ADS is delighted to announce that Showtime Media Services will be producing the official Event Guide for Security & Policing 2025, taking place at the Farnborough International Exhibition and Conference Centre on 11th - 13th March 2025.



## GENERATE MORE BUSINESS WITH BRAND AWARENESS

The Interactive Digital Preview and Event Guide for Security & Policing 2025 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 ...24th January 2025  
Official Event Guide .....3rd February 2025

### CONTACT DETAILS

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# MEDIA PACK 2025



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

## DIGITAL ADVERTISING OPPORTUNITIES



**Frame Banner Advert**

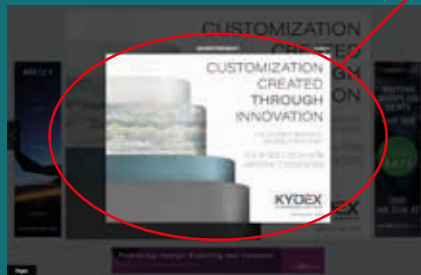
**£2,500**

**Pop Up Advert**

**£2,500**

**Wallpaper Advert**

**£575**



**Leader Advert**

**£1,750**

**Leader Advert**

**£1,750**



**NB: Wallpaper, In-Flow and Leader Adverts not visible on mobile devices**

## ADVERTISING / SPONSORSHIP DESCRIPTIONS

### BOOKMARK SPONSORSHIP (Catalogue only)

**£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 (Catalogue only)

**£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.

### CONTACT DETAILS

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

### FLOOR PLAN & A-Z LIST SPONSORSHIP (Catalogue & Digital Preview)

**£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.

### COVER POSITIONS (Catalogue only)

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

### INSIDE POSITIONS (Catalogue & Digital Preview)

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**

### NEW FEATURED PRODUCTS PROFILE (Catalogue only)

This option includes contact info, i.e., address, telephone number, website, email address as well as a hi-res (JPEG or EPS file, 300 dpi) logo, hi-res image and around 100-word description of the product **£395**

### ENHANCED EXHIBITOR PROFILE OPTIONS (Catalogue only)

Exhibitor Profile with Company Logo **£225**  
 Highlighted and Boxed Exhibitor Profile **£315**  
 Boxed and Highlighted Exhibitor Profile with Logo & Image /Photograph **£375**

### 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**

**COPY DEADLINES: OFFICIAL INTERACTIVE DIGITAL PREVIEW 10th February 2025 | OFFICIAL EVENT GUIDE AND OFFICIAL POCKET GUIDE 24th February 2025**

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