



Home Office

SECURITY & POLICING
HOME OFFICE EVENT

11-13 MARCH
2025

Farnborough International
Exhibition & Conference Centre



The Official UK Government Global Security Event

COLLABORATION. INNOVATION. RESILIENCE.

securityandpolicing.co.uk

Exhibitor and Sponsorship Packages 2025

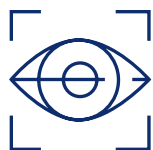
The Official UK Government Global Security Event

Security & Policing, the official Government global security event, returns to the Farnborough International Exhibition and Conference Centre between 11-13 March 2025.

Hosted by the Home Office's **Joint Security & Resilience Centre (JSaRC)**, Security & Policing is an exclusive, closed event, which offers 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.

JSaRC and its Government partners are committed to working with industry and academia to enable the UK security and resilience sector to continue to develop and collaborate on the products, services and capabilities needed to cut crime, prevent terrorism, detect illegal immigration and promote growth.

Exhibiting at Security & Policing offers a unique opportunity to showcase your products and capabilities to a highly targeted audience of senior decision makers and buyers, international delegations, police services and Government departments from the UK and overseas.



385+

WORLD-CLASS
SUPPLIERS



8,700+

HOME OFFICE
APPROVED
ATTENDEES



Who should exhibit

Security & Policing is a great platform for relevant UK suppliers to showcase the very latest equipment, training and support. Whether you are a manufacturer, installer or integrator, this is the show to meet new buyers and partners. Exhibitors span across a breadth of products, services and capabilities categories:

- Access Control & Entry Systems
- Biometrics, Facial Recognition & Imagery
- Border & Maritime Security
- CBRNe
- CCTV & Video Analytics
- Comms Data & Digital Forensics
- Communications, Command & Control
- Counter Explosive Ordnance, Explosives & Blast Protection
- Counter Terrorism & Intelligence
- Covert Operations & Capabilities
- Custodial
- Cyber Security
- Data acquisition & analysis
- Fire & Resilience
- Forensic Services
- Incident & Emergency Response
- Information Technology
- Optics
- Personal Protection Equipment, Clothing & Accessories
- Physical Security, Man-guarding & Close Protection
- Professional Services
- Training
- Transport Security
- Unmanned Systems, Robotics & Countermeasures
- Vehicles

- 1 UK company manufacturing relevant products and equipment
- 2 UK company supplying a relevant service
- 3 International company (manufacturer and/or supplier) with distribution offices based in the UK
- 4 International company with an innovative product and/or service not available in the UK
- 5 International company that is already supplying a product/service to a UK Government Department or one of their agencies

Meet and engage with senior decision makers and policy developers across UK Government



HM Government



Home Office



UK Defence &
Security Exports



Border Force



Immigration
Enforcement



Joint Maritime
Security Centre



FCDO Services



Security Industry Authority



Digital, Data
& Technology



NCA
National Crime Agency



College of
Policing



IPAS
INTERNATIONAL POLICE ASSISTANCE SERVICE



NATIONAL
COUNTER TERRORISM
SECURITY OFFICE



NPCC
National Police Chiefs' Council



Department
for Transport



Defence and Security
Accelerator



Forensic
Capability
Network

ACE

Powered by
vivace

Meet with a range of potential buyers, senior decision makers and partners at the Official UK Government Global Security Event

Top capability areas of interest



Where do visitors come from?



8,700+ Home Office approved attendees from 75 countries

Visitor buying power



Based on 2023 visitor feedback

Who attends?



Based on 2024 attendees

Event features

Security & Policing presents the ideal setting to learn about the innovation, policies and equipment available to respond to the latest and future security challenges and threats.

WHAT TO EXPECT



An extensive exhibition of world-class suppliers

Explore and connect with over **385+** potential partners from across the supply chain, showcasing best-in-class security solutions and capabilities.



Keynote Briefings

Hear from industry thought leaders in an extensive programme of **Keynote Briefings** and panels by senior UK Government officials, policing officials and industry speakers.



Government Zone and Innovation Zone

Get access and exposure to senior decision makers and policy developers in Government via our dedicated **Government Zone and Innovation Zone**, where you can meet and hear from officials and operational staff from a range of UK Government departments and law enforcement agencies on their latest priorities, developments and collaboration opportunities.

Event features



The Spotlight Stage

The Spotlight Stage blends keynote addresses, panel sessions and live industry challenges, designed to allow exhibitors the opportunity to present their ideas on the most pressing national security challenges of the day.



Live Immersive Experience

Hosted by the Joint Security and Resilience Centre (JSaRC), Security & Policing's renowned **Live Immersive Experience** provide visitors with a series of **narrative-led, content-rich, immersive experiences**, which give an insight into technologies and solutions to solve the latest and future security challenges and threats.



The Fire & Resilience Zone

The Fire & Resilience Zone is the latest development designed to bring together leading professionals who plan and prepare for major emergencies in line with the UK Civil Contingencies Act, thereby ensuring local and national resilience.

Event features



ADS Security Innovation Award

Exhibitors at Security & Policing are invited to enter the **ADS Security Innovation Award** which recognises the innovative capabilities and services developed by UK security companies. Up to 6 finalists will be given the opportunity to pitch their submission to the panel.



Exhibitor Drinks Reception

The official **Exhibitor Drinks Reception**, takes place onsite on the opening Tuesday evening and is the ideal setting to start the event week and network with International delegations and UK officials.



Thought Leadership Panel & Security Dinner

The Security & Policing **Thought Leadership Panel & Security Dinner** provides attendees the opportunity to enjoy an evening of thought-provoking discussion and networking with Senior representatives from Government, Industry and Law Enforcement.



Security & Policing+

To complement the live event and enhance all attendees experience, **Security & Policing+** provides a secure platform for attendees to watch on-demand content, connect and arrange meetings and browse detailed exhibitor profiles.



EXHIBITING OPTIONS

Regardless of your company size, **Security & Policing** offers a unique opportunity to showcase your products and capabilities to a highly **targeted audience** of senior decision makers and buyers, international delegations, police services and Government departments from the UK and overseas.

We have a range of **packages** and **exhibiting** options to suit all budgets and requirements.

INCLUDED IN ALL PACKAGES

- Full company profile - website and catalogue
- Free car parking at venue
- Access to the UK Government Zones, Keynote Briefings and Content Features

Exhibiting options

POD PACKAGES [SMES only]

Never exhibited at Security & Policing before and want to test the market? Our pods include everything you need for a simple and cost effective introduction to exhibiting.

Ideal for start-ups, first time exhibitors, consultants.

**Pod package:
2sqm (2m x 1m)**

£1,690 +VAT

- Available in 2sqm format only
- Includes graphic production
- Lighting and electrics included
- Only available to SMEs



Exhibiting options

SHELL SCHEME PACKAGES

Our shell scheme packages are available in a variety of sizes and can be purchased for an all-inclusive price.

Ideal for SMEs, first time exhibitors or those wishing to take a smaller stand.

- Packages available from 4sqm to 15sqm
- Lighting and electrics included
- Customisable with graphics

Package A: 4sqm (2m x 2m) **£3,375 +VAT**

Package B: 6sqm (3m x 2m) **£4,600 +VAT**

Package C: 8sqm (4m x 2m) **£5,945 +VAT**

Package D: 9sqm (3m x 3m) **£6,695 +VAT**

Package E: 10sqm (5m x 2m) **£7,320 +VAT**

Package F: 12sqm (4m x 3m) **£8,225 +VAT**

Package G: 15sqm (5m x 3m) **£10,095 +VAT**





Exhibiting options

SELF-BUILD

STAND SPACE

Our self-build option gives you complete flexibility to build a stand that suits your company. You can choose the design and employ your own contractors.

Various sizes are available.

Ideal for product showcases, stands with integrated meeting rooms or on-stand hospitality.

- Build your own bespoke stand
- Option to add additional upper level
- Minimum requirement 18sqm

£630 per sqm +VAT

Exhibiting options

LARGE EXHIBIT SPACES

Our large exhibit space provides a great way to demonstrate products such as vehicles and armouries.

Ideal for vehicle displays.

- Minimum area available: 20sqm
- Only available to exhibitors who have already booked a stand
- Available indoors or outdoors

£95 per sqm +VAT



Exhibiting options

CO-EXHIBITOR PACKAGE

You can share your stand with a co-exhibitor who does not necessarily need to have a legal or commercial link with your company.

£1,690 +VAT



Sponsorship Opportunities

Sponsorship at **Security and Policing** provides **primary brand exposure** and **engagement opportunities** to **strengthen relationships** with a highly targeted and **influential audience of key buyers** and decision makers across Government, law enforcement, security, civil protection and national resilience.

Build brand awareness, network with the most influential people in the UK security sector and maximise your presence and return on investment at the event with a range of bespoke sponsorship opportunities available for 2025.



Packages available

- Registration and Lanyard Sponsor
- Keynote Area Sponsor
- The Spotlight Stage Sponsor
- Networking Drinks Reception Sponsor
- Thought Leadership Panel and Security Dinner Sponsor
- VIP and Delegation Dining Sponsor
- UKDSE International Delegation Bag Sponsor
- Wi-Fi Splash Screen Sponsor
- Security & Policing+ App Sponsor
- Show End of Day Highlights Sponsor
- Digital Screens Sponsor

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Registration and Lanyard Sponsor

Gain maximum brand exposure and create a lasting impression for your organisation with branding opportunities across all event registration points and lanyards, accessed and worn by our exclusive audience of approved visitors, exhibitors, speakers and VIPs.

- Sponsor's logo clearly displayed on the registration desk
- Sponsor's logo on self-service kiosks
- Sponsor's logo to be displayed on screen in registration area
- Sponsor's logo on event Lanyard (positioned with event logo)
- Sponsor's logo on the relevant registration web pages and registration communications
- Sponsor's logo on online platform log in page
- Sponsor's logo and listing on event website
- Sponsor's logo and listing in the Official Event Guide
- Sponsor's logo shown on event floorplan
- Sponsor acknowledgment on social media post

INVESTMENT **£10,500 +VAT** [Sole sponsor package]



Keynote Briefing Area Sponsor

Benefit from significant exposure for your organisation in one of the key feature areas of the show, which welcomes a majority of visitors and hosts briefings from senior Government officials, policing officials and industry speakers.

- Sponsor's own branded pull-ups to be included in prominent location next to stage during keynotes
- Sponsor's logo included on the holding screen
- Sponsor's logo on lectern for keynote address
- Sponsor's own promotional merchandise in keynote theatre and at self-collection point at doorway of feature
- Sponsor's branding included on keynote live stream tv screens at event
- Sponsor's logo and listing on event website
- Sponsor's logo and listing in the Official Event Guide
- Sponsor's logo shown on event floorplan
- Sponsor acknowledgment on social media post

INVESTMENT **£9,000 +VAT** [Sole sponsor package]



The Spotlight Stage Sponsor

Align your organisation and gain significant exposure in one of the must-attend, interactive areas of the event, hosting a range of senior keynotes, panels and industry challenges promoting new and integrated ways to delivering security solutions across government, industry and academia.

- Sponsor's logo to appear on all branded areas within the Spotlight Stage including the stage area
- Sponsor's own promotional merchandise in relevant area, at self-collection point at entrance of the Spotlight Stage
- Sponsor's logo to be included on holding slides at the Spotlight Stage
- Sponsor's logo to be printed on hanging banner above the Spotlight Stage
- Sponsor to have the option to explore with organisers the opportunity to be part of the Spotlight Stage's content
- Sponsor's logo on event floorplan
- Sponsor's logo and listing on event website
- Sponsor's logo and listing in the Official Event Guide
- Sponsor acknowledgment on social media post

INVESTMENT **£9,000 +VAT** [Sole sponsor package]



Networking Drinks Reception Sponsor

Gain access and exposure at the ever-popular opening Networking Drinks Reception, where all invited exhibitors, VIPs, guests and international delegations meet in an informal, networking environment.

- Sponsor's own branded pull-ups to be visible within the drinks reception venue
- Sponsor's logo included on the holding screen within the drinks reception venue
- Sponsor's logo to be included on directional pull up signage at venue
- Sponsor's own silent video to be played on screen within the drinks reception venue
- Host to acknowledge sponsors during drinks reception
- Sponsor's logo to be included on all correspondence relating to the drinks reception and the official event invitation
- ADS staff to make introductions to the relevant delegates where possible
- Sponsor's logo and listing on event website
- Sponsor's logo and listing in the Official Event Guide
- Sponsor's logo shown on event floorplan
- Sponsor acknowledgment on social media post
- 4 x passes for co-sponsors – 12 x passes for the sole sponsor.

INVESTMENT

£4,250 +VAT
[Co-sponsor package]

£12,500 +VAT
[Sole sponsor package]



Thought Leadership Panel & Dinner Sponsor



Align your organisation with one of the most anticipated evening events of the event week, with access and exposure to an exclusive audience including VIPs and senior stakeholders.

- Sponsor's own branded pull-ups to be visible in dining room
- Sponsor's branding displayed on the holding screen
- Sponsor's logo to be included on directional pull up signage at venue
- Sponsor's branding displayed on the menu
- Sponsor's branding included on all correspondence relating to the dinner
- Sponsor's logo and listing on event website
- Sponsor's logo and listing in the official event guide
- Sponsor's logo shown on event floorplan
- Sponsor acknowledgment on social media post
- 1 x seat on top table & 1 x seat at mixed table

INVESTMENT £9,000 +VAT [Sole sponsor package]

VIP Delegation Dining Sponsor



Gain visibility for your organisation with all ADS and Home Office invited guests and international delegations, with branding opportunities across the VIP dining area at the event.

- Sponsor's own branded pull-ups to be visible in dining room
- Sponsor's logo to be included on directional pull up signage at venue
- Sponsor's logo displayed on menu
- 2 x VIP and Delegation Dining Passes per day with the opportunity to be seated and network with delegations and VIPs such as senior members of Government, Industry, Law Enforcement and the Blue Light Services.
- Sponsor's logo and listing on event website
- Sponsor's logo and listing in the Official Event Guide
- Sponsor's logo shown on event floorplan
- Sponsor acknowledgment on social media post

INVESTMENT £9,000 +VAT [Sole sponsor package]

UKDSE International Delegation Bag Sponsor



Access brand visibility and promotion opportunities for your organisation with branding and marketing inserts in the delegation bag, which is given to all attending international delegations from selected invited countries approved by UK Defence and Security Exports (UKDSE).

- Sponsor's logo to appear on all bags distributed to international delegates
- Sponsor's insert to be included in bags (single sheet pre-approved by UKDSE)
- Sponsor's logo and listing on event website
- Sponsor's logo and listing in the Official Event Guide
- Sponsor acknowledgment on social media post
- Sponsor logo on VIP delegation lanyards (dates allowing)

INVESTMENT £7,500 +VAT [Sole sponsor]

Wi-Fi Splash Screen Sponsor



Benefit from on-the-go exposure by sponsoring the Wi-Fi splash screen, with your brand first port of call for 4500 connections.

- Company logo and stand number to appear on Wi-Fi splash screen
- Sponsor's logo and listing on event website
- Sponsor's logo and listing in the Official Event Guide
- Sponsor acknowledgment on social media post

INVESTMENT £7,000 +VAT [Sole available]

Security & Policing+ App Sponsor

Benefit from significant exposure on Security & Policing+, the mobile app designed to enhance the visitor experience which is available to all attendees of the show.

- Company logo and stand number to appear on app splash screen
- Click through to company website on app homepage
- Sponsor's branding to appear on any correspondence regarding the app
- Sponsor's logo and listing on event website
- Sponsor's logo and listing in the Official Event Guide
- Sponsor acknowledgment on social media post



INVESTMENT **£7,000 +VAT** [Sole sponsor package]

Digital Partner Packages

Show End of Day Highlights Sponsor



Gain significant exposure for your brand by featuring on the daily end of day highlights from the show, received by all approved attendees.

- Company logo on highlights sent out at the end of each day (x3 in total) to all attendees at S&P
- Sponsor's logo on website
- Sponsor's logo in the Official Event Guide

INVESTMENT £2,000 +VAT [Multiple Available]

Digital Screens Sponsor



Access branding and content opportunities across various digital screens displayed across the large exhibition hall and key footfall areas, to engage with attendees throughout the show.

- Company logo and stand number to appear on Wi-Fi splash screen
- Company slide advert included in rolling presentation on exhibition screens in key areas throughout the day
- Sponsor's logo on website
- Sponsor's logo in the Official Event Guide

INVESTMENT £2,000 +VAT [Multiple Available]



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Find out about more Exhibitor and Sponsorship options

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EVENTS

