



Home Office

SECURITY & POLICING

HOME OFFICE EVENT

10 - 12 MARCH 2026

www.securityandpolicing.co.uk

The Official UK Government Global Security Event

COLLABORATION. INNOVATION. RESILIENCE.



MEDIA PACK 2026

ADS is delighted to announce that Showtime Media Services will be producing the Official Printed Event Guide for Security & Policing 2026, taking place at the Farnborough International Exhibition and Conference Centre on 10th - 12th March 2026.

GENERATE MORE BUSINESS WITH BRAND AWARENESS

The Interactive Official Digital Event Preview and the Official Printed Event Guide for Security & Policing 2026 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 DIGITAL EVENT PREVIEW

The Interactive Official Digital Event Preview is emailed out to all **Pre-registered visitors** approx. 3 weeks before the event. The Interactive Official Digital Event Preview will contain, Event Features, New Product Launches, Keynote Briefings & QR Code for Speaker Programme, Government and Innovation Zones, Exhibitor news stories and new services, Exhibitor List & the Floorplan.

OFFICIAL PRINTED EVENT GUIDE

3,000 copies of the Official Printed Event Guide will be printed and made available to all the visitors at the entrance of the exhibition hall. The Official Printed Event Guide will include Exhibition Information, Event Features, New Product Launches, Keynote Briefings & QR Code for Speaker Programme, The Innovation Zone Networking Sessions, Breakout Sessions, New Featured Products, Government and Innovation Zones, Partners (includes organisers, sponsors, and partners), Editorial Features, Exhibitor Profiles and stand locations & Products and Services Index, A-Z Exhibitor list and Fold-Out Floorplan.

OFFICIAL PRINTED 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 Digital Event Preview 23rd January 2026

Official Printed Event Guide 2nd February 2026

CONTACT DETAILS

Tel: + 44 (0) 7590 207879

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MEDIA PACK 2026


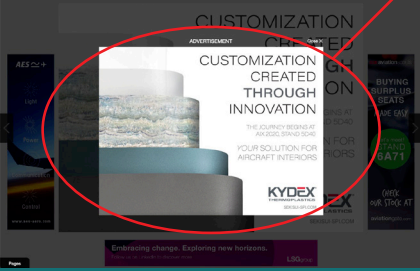





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DIGITAL ADVERTISING OPPORTUNITIES

<p>Frame Banner Advert £2,500</p> <p>Wallpaper Advert £575</p> 	<p>Pop Up Advert £2,500</p> 	
<p>Leader Advert £1,750</p> 	<p>Leader Advert £1,750</p> 	

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

ADVERTISING / SPONSORSHIP DESCRIPTIONS

BOOKMARK SPONSORSHIP £7,150 (Official Printed Event Guide only)

Bookmarks are free roaming adverts, which are attached to the last page of the Official Printed 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 (Official Printed Event Guide 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
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E-mail: melissa@showtimemedia.com

FLOOR PLAN & A-Z LIST SPONSORSHIP (Official Printed Event Guide & Official Digital Event 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 (Official Printed Event Guide only)

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

INSIDE POSITIONS (Official Printed Event Guide & Official Digital Event 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 (Official Printed Event Guide 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 (Official Printed Event Guide 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

POCKET GUIDE ADVERTS

Single position	£1,250
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COPY DEADLINES: OFFICIAL DIGITAL EVENT PREVIEW 9th February 2026 | OFFICIAL PRINTED EVENT GUIDE AND POCKET GUIDE 23rd February 2026

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