

# WHO YOU'LL MEET AT

# IFSEC

## INTERNATIONAL

18-20 May 2021

ExCeL London



# THE DISTRIBUTOR

Here's how to make the most of your time meeting **distributors** at IFSEC International 2020.



## WHO AM I?

I'm a senior sales representative. I'm here to absorb information, **catch up with existing clients and make new contacts** so I can generate a tangible benefit to my business. I need to keep up to speed with the industry, but my main motive is always networking.



## WHAT ARE MY OBJECTIVES?

- Find new business, suppliers and clients
- Investigate potential partnerships
- Keep up with industry trends
- Manage existing relationships

## WHAT ARE MY CHALLENGES?

- Coping with market pressures that drive prices down
- Understanding potential future demand from my customers

“Coping with market pressures that drive prices down is a challenge for me.”



## HOW WILL I USE MY TIME AT IFSEC INTERNATIONAL?

- Bespoke 1-2-1 meetings to connect me with the companies most relevant to me
- Productive conversations that help me keep up with industry developments
- Real-time product demonstrations that help me compare the best solutions to my needs – including engaging attack testing of perimeter protection so I can find products I can trust

## WHAT CAN YOU DO FOR ME?

**Make the most of my time:** I'm going to be meeting a lot of people, so I need to make the best use of my time. If you can help me generate new business or connect with valuable new suppliers, then I'm interested – schedule a meeting with me, however, because I'm constantly on the move. If you can't pin me down, don't hesitate to invite me to an out-of-hours meeting or event. I'm worth the wait.

“Make the most of my time.”



**34,796** security professionals visited

IFSEC International in 2019, an increase of **7%** in the number of visitors per exhibitor.

IFSEC International visitors represented a total spending power of

**£23 billion.**

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INTERNATIONAL

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