

WHO YOU'LL MEET AT

IFSEC

INTERNATIONAL

18-20 May 2021

ExCeL London



THE INSTALLER

IFSEC International is an unmatched opportunity to position your business and security solutions in front of installers, integrators, distributors, consultants and end users from across the globe.

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

WHO AM I?

I've been in installation a long time. My firm works with both commercial and residential security, but we're not generally involved with high-tech, IT-heavy security systems. We're not a big operation, so it's important for us to be certain we're getting results out of IFSEC.



WHAT ARE MY OBJECTIVES?

- Keep up to speed with new technology
- Find reliable products that will keep our customers secure
- Scope out potential areas in which to expand our business

WHAT ARE MY CHALLENGES?

- Coping with an industry that's increasingly IT-based
- Getting reliable product information
- Getting value for money while still providing a reliable service

“ I face challenges around getting reliable product information. ”



HOW WILL I USE MY TIME AT IFSEC INTERNATIONAL?

- Proper product demonstrations – I need to be able to compare products to make sure I can meet my needs
- The chance to meet old colleagues – give me something I can share with them
- Help working the latest technology, particularly where it relates to IT

WHAT CAN YOU DO FOR ME?

Let me compare products: I benefit most from being able to compare products. I need to get a proper understanding of how they work, and how they compare to the alternatives.

My job requires I appreciate how these products apply in real-world situations – if you can show me, you'll have my attention.

“ Let me compare products! ”



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.

IFSEC

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Download the event brochure for more information on exhibiting

