



Focused on Network Centric Physical Security & Life Safety Technology

The International IP in Security Exhibition and Conference is the only event in the world dedicated to Security and Life Safety applications based upon network and IT technologies



IIPSEC has welcomed approaching 10,000 visitors, delegates and exhibitors over the past three years to what has become a recognised calendar event in the UK, Europe and beyond. Now in its eighth year, the show which is presented by the team behind the IP UserGroup security technology forum, IP-in-Action LIVE road shows and the IP focus magazine and eZine, again promises to bring together all that is IP from within the security sector.

Safety and Security has never been so high on the global agenda, with concerns about terrorism, theft, arson, anti-social behaviour and knife and gun crime being so prevalent, now is an excellent time to present to an quality international audience where network based solutions can provide practical and affordable solutions to these ongoing challenges. IIPSEC has been instrumental in the success of many companies entering the Network Centric Security & Safety Sector and we hope that you will give us the opportunity to perform for your company.



We are pleased to invite exhibitors, delegates, speakers and visitors to join us at our new venue **Cranmore Park, Solihull, near Birmingham NEC between 3rd and 5th February 2010**

The centre of expertise for all things IP...

www.iipseconline.com



Spending Quality Time with Quality People

IIPSEC is a focused event created specifically to bring together manufacturers, vendors, developers and service providers with their potential clients in an environment that is conducive to doing real business with genuine customers who have money to spend and where networking at the very highest level is assured. As a focused, niche event IIPSEC is the only show where an exhibitor can spend quality time with a prospect, qualify their needs and build a strong working relationship, all at one event.

The quality of the visitors and delegates are first class and the event has consistently delivered re-sellers, installers, integrators, consultants and high level end-users who have specific requirements for network based security and safety solutions.



New Venue, New Location, Better Facilities - Same Firm Commitment!

IIPSEC moves to an impressive new purpose built "State-of-the-Art" venue for 2010. IIPSEC continues to deliver "quality time with quality people" from its new home Cranmore Park near Birmingham NEC in the UK



Cranmore Park, Solihull is the perfect location for IIPSEC 2010, based in the heart of the UK just minutes from junction 4 of the M42 and a short distance from Birmingham City Centre, the NEC and Birmingham Airport.

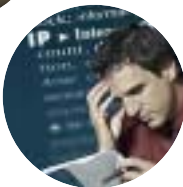
A stylish, modern venue with exciting airy open event spaces and a 2500 sq metre main showroom, Cranmore Park is a great alternative to conventional conference and exhibition halls and its flexibility means it is an ideal facility to host the number-one Security Technology event that is the International IP in Security Exhibition & Conference.



IIPSEC 2010 will be split over two levels incorporating the main exhibition floor, three superb seminar and conference theatres, two purpose built restaurants and a VIP coffee lounge. There will also be eight smaller rooms available for press briefings, workshops and other spin-off meetings, a private reception/registration area and plenty of free parking.



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The Centre for Knowledge and Learning

IIPSEC has long been the centre for knowledge and learning about all things IP within the Physical Security and Life Safety arena. This year the event has even more to offer! With a combination of Technical Master Class Seminars, Practical Workshops, Case Study Presentations and the Executive IIPSEC Conference, the programme offers a tremendous learning experience for delegates at all levels and from many disciplines.

NEW - IIPSEC Conference - The IIPSEC Conference will bring together for the first time a combination of industry experts, legislative bodies and business professionals to tackle head on the hot topics that are influencing the Security Industry as a whole and Security Technology in particular. With topics such as: Standards and Legislation, Technology from the Stakeholder Perspective, Trends and Opportunities, Adding Value - a creative approach, A Customer Centric business model and Funding for Growth.



An Impressive Mix of Manufacturers, Developers and Solution Providers

IIPSEC provides a first class boutique style Product Showcase and Exhibition Area

The new venue offers excellent opportunities for manufacturers, developers, vendors and service providers to present their products in a bright purpose built exhibition area. The boutique style stand layout provides booths to suit all budgets with shell scheme or space only locations from 6sqm to 36sqm.



The Showcase area will also provide ample space for meetings and light refreshment and will include the popular Internet Café. Adjacent to the exhibition area are two restaurants, a VIP lounge and access to the Conference and Master Class theatres, workshop studios and private meeting rooms.

With more than 100 exhibitor locations the showcase offers an impressive mix of organisations who will present all aspects of the technology and provide a quality environment within which business can be done.

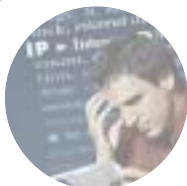


Exhibitor Packages start at just £1995* and provide a comprehensive range of services that will satisfy all of your sales and marketing requirements. As everyone who has participated in past years will know, the quality of the IIPSEC international audience is second to none and the Education Programme first class.

* Excluding Vat and Loyalty Savings.



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Rewarding Loyalty and Innovation

NEW for IIPSEC 2010, our loyalty scheme has been devised specifically to reward our friends and supporters. If your company has been an active participant in the IP UserGroup, Exhibited at IIPSEC in the past, taken part in IP-in-Action LIVE events or advertised in IPfocus Magazine you will qualify for substantial savings. If you have not been involved in the past, maybe now would be the time to consider the opportunities available by working with our team - contact us to discuss the numerous sales and marketing channels available.

Awards Scheme and Presentation Party - IP in Security Awards scheme is your company's opportunity to take up the challenge to prove that your new and innovative IP based products can meet the demands of today's new breed of solution providers and end-users. The winners will be announced at the Gala Awards Dinner, which takes place on the Thursday evening of the IIPSEC show week (4th February 2010). The dinner will be well attended by key industry members and media giving the winning products unrivalled exposure on the evening. As an exhibitor or sponsor at IIPSEC you are automatically eligible to enter all three key categories.

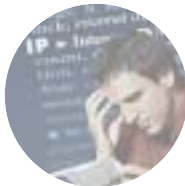


An Exhibition & Conference for the Industry, supported by the Industry

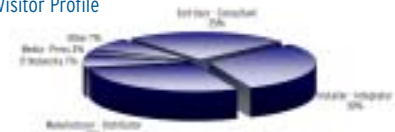
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- Approaching One in Three participants are International (Non UK)
- 80% of attendees are at Management or Director Level
- 2/3 of IIPSEC 2009 visitors had not attended before
- 90% believe they are not adequately informed about IP
- All visitors are knowledge hungry and have money to spend...

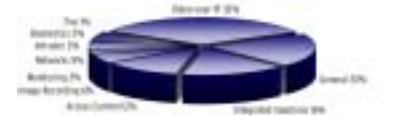
"There are very few events where you can spend quality time with quality people, qualify your leads, establish working relationships and have an indepth conversation with genuine prospects - All in three days and under one roof."



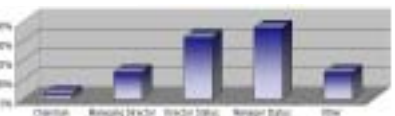
Visitor Profile



Areas of Interest



Visitor Status



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Attracting an International Audience

Unlike many security shows IIPSEC is heavily marketed to both IT and Security Professionals and interested parties within vertical markets such as Retail, Transport & Logistics, Local and Central Government, Health, Education, Police and Commercial and Industrial sector across the globe. Thus ensuring that the quality and status of exhibition visitors and conference and seminar delegates are of the highest calibre.

The International penetration is further enhanced through the events extensive network of international media partners successfully drawing upon both print and electronic communication channels



International Coverage

The World looks to the UK and Europe for expertise and direction



As identified by the UKTI DSO, security has never been more relevant than it is today. From homeland security and border control, to surveillance and detection equipment, there's a growing global market and the UK and Europe is at the forefront of design, manufacture and sales.



The security sector attracts a range of customers from the private sector, state and local governments, the intelligence community and armed forces. Trends in customer demands are increasingly moving towards complex networked solutions, with a strong focus on the Internet and IT platforms.



Indeed, according to the Homeland Security Research Corporation, the global security market is expected to grow from US\$28 billion in 2003 to over US\$170 billion by 2015.



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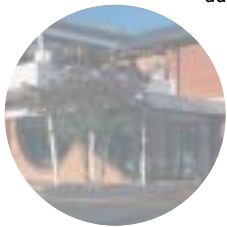
Adding Value Through Technology

At IIPSEC 2010, we will focus on the commercial opportunities available to IP savvy security installers and integrators, the challenges which face the industry, the skills gap and the change of attitude and practice needed to exploit the opportunities that IP solutions can offer.

The industry is in a state of flux moving from a sales, installation and maintenance model to the much more creative customer facing, design, planning and implementation model as utilised in the IT industry. A model that provides on-going business, a growth path via further integration and convergence and ultimately greater customer satisfaction.

All over the world, a great number of businesses have already started to make the switch. Along the way they are finding that IP technology is providing a security solution that is affordable, flexible, reliable and scalable and this is not going un-noticed by the IT Industry.

Focused on the latest Security and Safety Technology and its Application

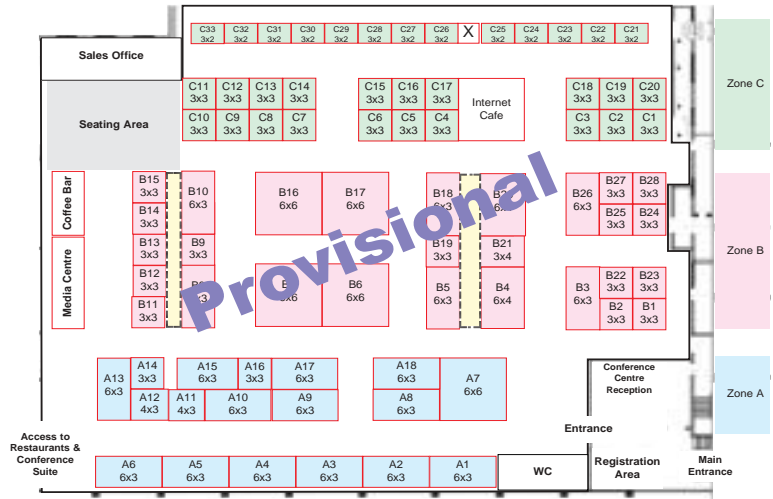


Exhibitor Packages start at just £1995* and provide a comprehensive range of services that will satisfy all of your sales and marketing requirements. There are also an extensive range of Sponsorship opportunities within all areas of the Exhibition and Conference. As everyone who has participated in past years will know, the quality of the IIPSEC international audience is second to none and the Education Programme first class.

Need to keep your IP based security or safety products in the public eye?

Call now! +44 (0) 1293 786822

Email: info@iipsec.com



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IIPSEC Exhibitor Packages for all Budgets

Booth Availability	Shell Scheme	Space Only	Electrics	Internet	Marketing Package	Loyalty Savings	Price from*
6m x 6m	✗	✓	1000W	optional	Comprehensive	upto 25%	£9950
6m x 4m	✗	✓	1000W	optional	Comprehensive	upto 25%	£6750
6m x 3m	✓	✓	1000W	optional	Comprehensive	upto 25%	£4950
3m x 4m	✓	✗	1000W	optional	Comprehensive	upto 25%	£2995
3m x 3m	✓	✗	1000W	optional	Comprehensive	upto 25%	£2495
2m x 3m	✓	✗	1000W	optional	Comprehensive	upto 25%	£1995

* Excluding Vat and Loyalty Savings

On Display at IIPSEC 20ten

Networkable technologies including:

- IP surveillance cameras and domes
- Video Management Solutions
- Integrated Surveillance & Access Control
- Network video recording
- Video servers & Codecs
- Software driven image recording
- Remote networked central stations
- Number plate Image analysis and recognition
- Digital video recording
- Facial & Behavioural activity and recognition
- Iris and Biometrics access control
- Building Management Systems
- Mobile & Ruggedised Solutions
- RFID technologies
- Wireless & satellite transmission
- Voice & Intercom over IP
- Telecommunications
- Network hardware & peripherals
- Solution and consultancy services
- Plus much, much more.....



Ten integrated products

- IIPSEC® - International IP Solutions Exhibition & Conference
- IP UserGroup® - Security Technology Forum & Portal
- IIPSEC Executive Conference™ - Birmingham
- IPfocus® Magazine - closed circulation publication & eZine
- IP in Security Awards - Rewarding Innovation
- IP-in-Action LIVE - One day technology road-shows
- IP UserGroup USA™ - Security Technology Forum & Portal USA
- IP Savvi™ - Installer, Integrator and Consultant Directory
- IP Education - CDs and DVDs video footage and presentations
- IP Comms - A suite of electronic and direct mail services

About Us:

IP Security Events and Media Limited is the company behind some of the most innovative activities within the Physical Security Technology Sector for many years.

Our business is to promote, support and develop IP based technology within the security, life safety and building application sectors. We have ten specific services which have been designed to meet the requirements of manufacturers, system integrators and users of such technology.



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